DRIVING BRAND LOYALTY AND CUSTOMER EXPERIENCE...

Infosys customer advocacy solution

The Infosys customer advocacy solution is an advanced marketing solution built using Marketing Cloud and Salesforce® platform to help the retail industry increase consumer loyalty, build on their consumer base, have an ability to proactively engage with them and continually improvise on their marketing strategy.

The Infosys customer advocacy solution for retail sector from Infosys uses Marketing Cloud and allied technology components to deliver streamlined branded communication and inquiry process, behavioral targeting, campaign management, channel effectiveness and social analytics.
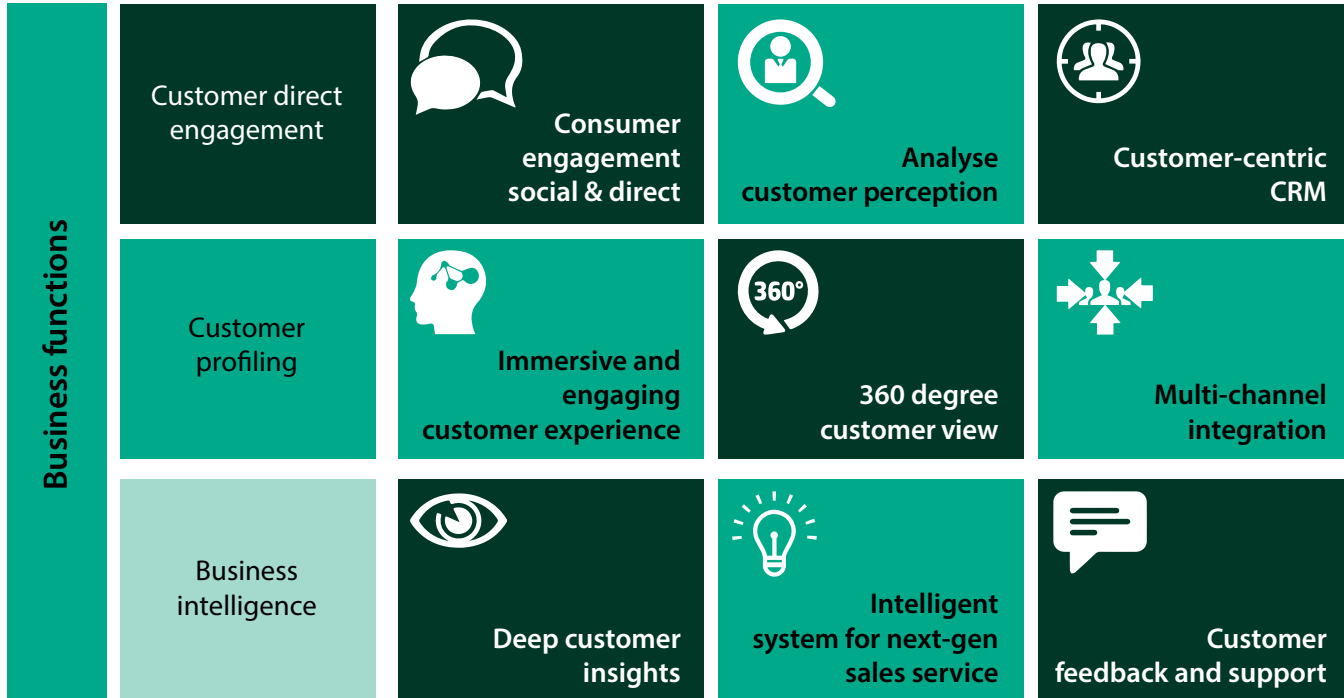
The solution promises to address the following customer pain points:

Marketing lifecycle	Customer pain points	Business value
Customer segmentation	• Lack of awareness about preferences of registered users • Lack of automation of segmentation for crafting targeted campaigns • Encompassing entire customer database	• Customer profiling for segregating needs of different sections of customers
Targeted campaigning	• Understand which sections of campaign had more impact in getting customer attention • How many customers actually got listed in campaign • It requires a lot of time to create customized campaign depending upon the customer • Ensuring that info is not "one-size fits all" • Timely execution of campaign	• Improve customer intimacy by customized campaign creation using Journey Builder
Market sentiment analysis	• Different social media environments are popular in different geographies • No analytical solutions to understand the sentiment of your target customers about your product or services • Tracking the responsiveness of customers about your campaign	• Track metrics across different communication channels and listen to the customer conversations and actively engage them
Decision making	• Inefficient process for gathering feedback / insights about customer preferences • High response time to queries and clarifications • Lack of information about success of campaigns • Awareness about customer's view about your product or services	• Create 360 degree view marketing dashboards / campaign reports and customized reports for measuring the effectiveness of the campaigns

The **Infosys customer advocacy solution** comes as an 80% fit-gap product and has the flexibility to imbibe individual company specific business logic. The application reduces your dependency on multiple systems for digital marketing and incorporates all the functionalities in a single bolt-on.

Retail industry specific business logic will be embedded in the user scenarios as shown below:

Business functions

Customer direct engagement	Consumer engagement social & direct	Analyse customer perception	Customer-centric CRM
Customer profiling	Immersive and engaging customer experience	360 degree customer view	Multi-channel integration
Business intelligence	Deep customer insights	Intelligent system for next-gen sales service	Customer feedback and support

Customer profile creation
- Auto lead generation from the web and social websites based on customer sentiment
- Lead engagement
- Lead nurturing
- Automatic customer profile creation
- Auto case creation if customer shows negative sentiment towards brand

Customer segmentation
- Listen and understand customer behavior
- Understand customer pain points
- Create customer segmentation

Campaign creation
- Plan and create campaigns
- Approve campaign budgets
- Multi-step marketing

Metrics tracking
- Sentiment Analysis
- Demographic reports
- Number of clicks on a link
- Number of views for a page/campaign on the web
- Number of likes/dislikes
- Number of tweets

Measuring campaign effectiveness
- 360 degree view marketing dashboard
- KPIs for measuring success of a campaign
- Planned vs actual reports

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