

Infosys Personalized Offers Solution

Growth in omnichannel business and devices, and a complex marketplace has led to an enormous growth in the data generated by customers. Enterprises can now track customer location, their journey through the store or a city via beacons, GPS locations, Wi-Fi networks, etc. In addition, there is valuable customer information

available from social media and data providers.

But enterprises can gain competitive advantage only if they are able to **monetize this data** through better customer intimacy with hyper personalization, uniform brand experience, seamless shopping

experience, and proactive supply chain, and value-based pricing. This is easier said than done, as enterprises need substantial resources, funds, time, and skills to make this happen. The existing technology landscapes may need to be **modernized** to facilitate data monetization.

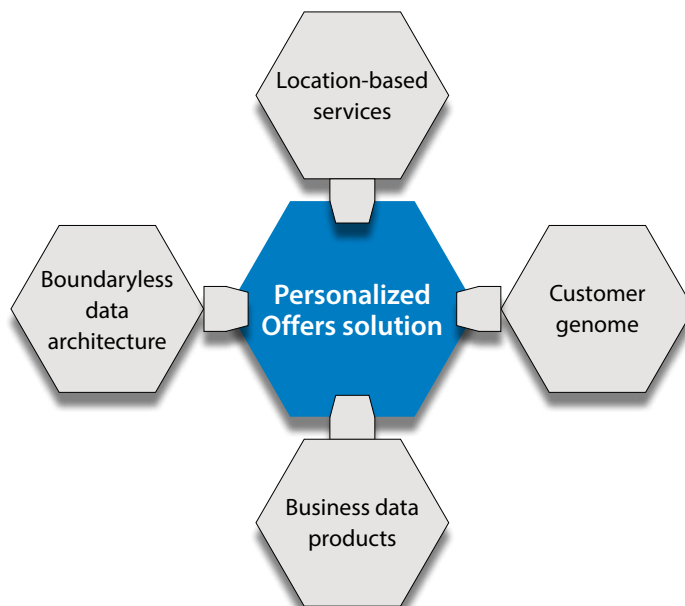
Our solution

Our solution is built on our principle of **customer genome** that helps enterprises collate and process data from customer browsing behavior, purchase history, enterprise, third-party customer information, social, location services, sensors such as beacons and enterprise systems to construct customer genes, and decipher **customer DNA**. The solution offers explorative, predictive, and prescriptive analytics capabilities in

a self-service manner powered by the **intelligent data grid**.

Personalized Offer Engine exploits the analytical capabilities of the platform to help retailers target the right products and offers based on the individual customer DNA. It helps increase offer conversion, provide personalized omnichannel experience, improve brand equity, and increase sales volumes.

Infosys location-based service offerings enable tracking of the customer location and integrates with personalized offer engine to disseminate targeted offers, once the customer is in the vicinity of a store or within a store in a particular aisle. Location-based services provide a holistic platform to ring fence store location, manage in-store sensors, and location-based analytics built on open source platform.



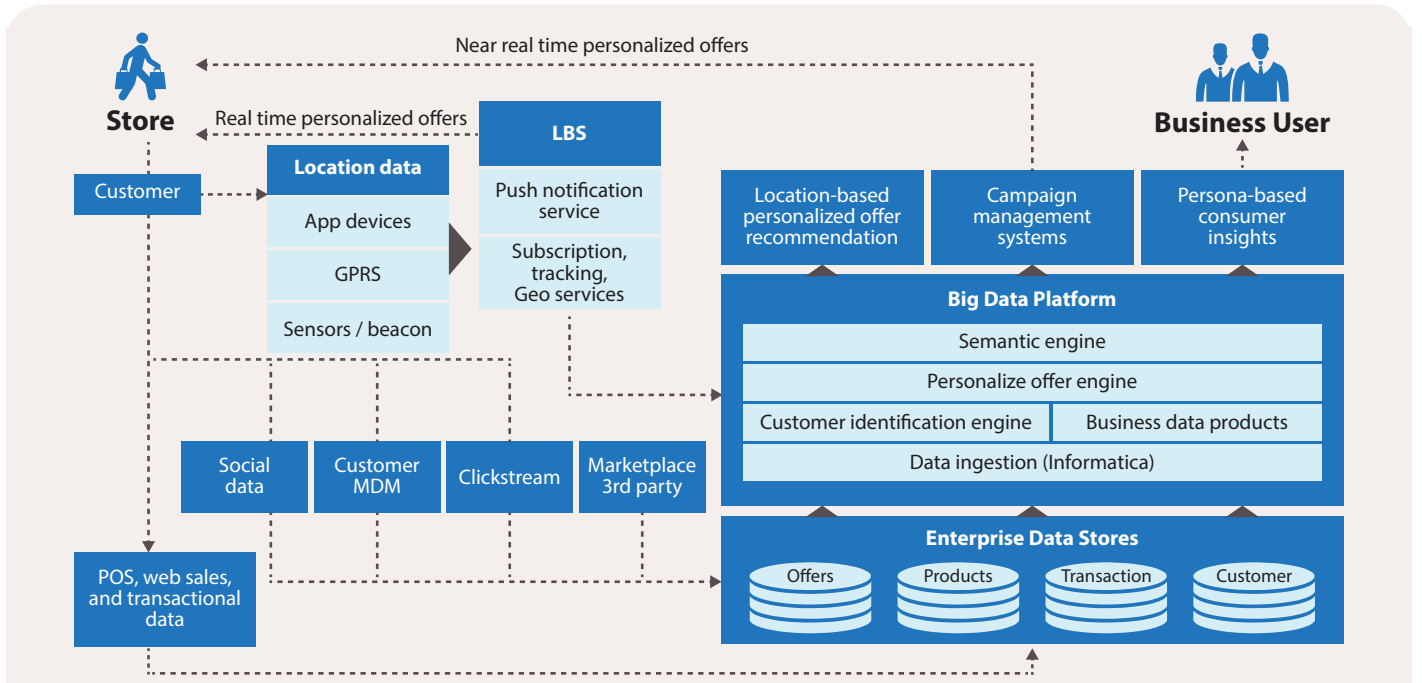
Salient features of our solution

Boundaryless data access:

It is built on a big data platform with the capability to ingest data in batch and real-time and with prebuilt adaptors leveraging data virtualization or ingestion, as applicable. It is available in two technology options: the Infosys Information Platform or with any leading big data platforms and Informatica Big Data Management.

Business semantic layer:

this enables self-service exploration and data consumption.



Customer identity resolution
 This helps create networked data products with data from various data sources.

Prefabricated and evolving customer DNA: A prefabricated repository of customer genes for accelerated persona-

driven and contextualized customer insights.

Model library for personalized offers:
 An evolving model library for personalized offers, currently scoring based personalized offers model available.

Location-based services
 A holistic platform for location-based services to track via GPS, Wi-Fi, sensors such as beacons, with an inbuilt geo fencing capability and administration / management of devices.

The value

Data monetization



Intelligent insights

Analytics for intelligent insights with customer experience.

- Web analytics
- Social customer engagement
- Customer segment analysis
- Offer effectiveness



Increased customer engagement

Just-in-time, just where needed, and personalized offers lead to increased user interests and engagement.



Increase in conversion rate

The personalized offers lead to higher conversion rates, lower customer acquisition costs, and increased success in marketing campaigns and increased sales volumes.



Enhanced omnichannel experience

Enables same offers across all channels.

Modernization



Boundaryless data access

Completely scalable big data platform with intelligent data grid, networked business products, and semantic layers to provide boundaryless access to all the data.



Self-service business insights

Batch and real-time analytics support for business users in a self-service manner supported by semantic layer.



Ease of integration with enterprise application

Architecture supports integration with enterprise platforms and applications and consumption via multiple devices.



Holistic location-based services platform

One stop solution for location-based services, geo fencing and device / sensor management.

For more information, contact askus@infosys.com

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