Infosys®

How the world leader in running customer loyalty programs led its client to create personalized experiences for every shopper with Infosys

Challenges

Inability to identify profitable customers

Low share of wallet

Customer churn

Strategy

Establish Intelligent Shopper Solution

Trawl billions of transactions in minutes

Generate insights to influence shopper behaviour

Build and launch new coupons, reward points, or even campaigns

Influence customer behaviour

Single application for the entire organisation with intuitive interface

Intuitive interface to generate graphical reports in minutes (not days, like before)

Results

Built a globally respected next-gen platform able to target individual customers, by leading the way on retail personalization

So much data. So many possibilities.
Monetize them, with Infosys.

Make your #DataDoMore

Infosys.com/DataDoMore