

Infosys Consumer Genome Project

Deciphering the consumer DNA for profit

Beyond the billions in dollars and petabytes in data, interactive marketing is still all about the basics - it's not just about market intelligence; it's all about knowing your consumer. Getting to know what the consumer wants, begins by putting emerging trends from both consumer and retailer viewpoints, in perspective.

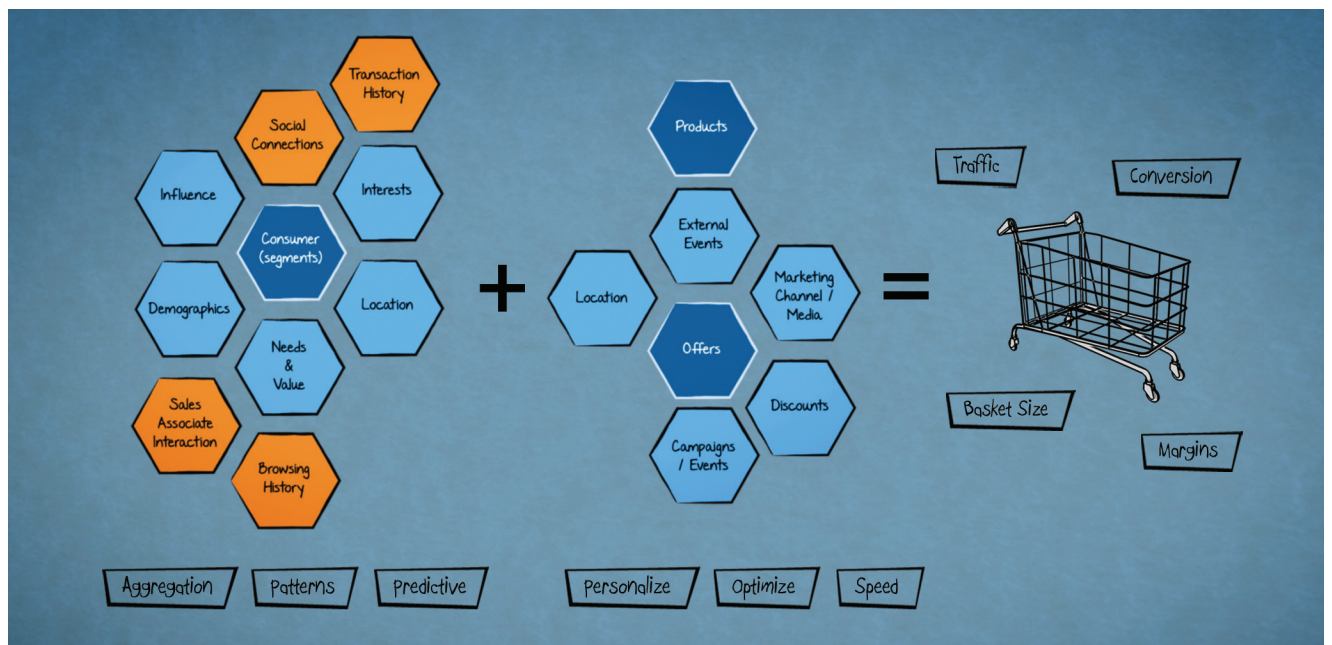
The Consumer

- Message deluge from marketers is overwhelming – more than being empowering
- Selective about receiving marketing messages – who, what, when, where - and prefer interactive communication
- Brand stickiness is driven by 'decision simplicity' – the ease of using information to make a purchase decision

The Retailer

- Increasing focus on interactive communication – need solutions to engage with empowered consumers rather than mere channel integration
- Expanding capabilities to orchestrate event-based and cross-channel dialogue with consumers
- Exploring solutions to improve relevance of recommendations/offers

While varying degrees of personalized shopping experiences have been around for some time now, tapping into the burgeoning mass of social data and mining extensive purchase intelligence will provide the critical insights that retailers can leverage to increase sales. With a plethora of channels that offer potential avenues for engagement, it actually boils down to communicating with consumers based on their context.



Key Challenges for Retailers

- Cohesive integration of campaign design, response management and audience development threads to trigger relevant and consistent offers
- Several point solutions (tools & processes) requiring complex and expensive integration
- Increased data velocity and data fragmentation makes incorporation of consumer insights into trigger-based interactive marketing a time consuming process
- Inconsistency in customer experience across channels
- Current toolsets lack Big data scalability

The Infosys Consumer Genome Project

Crafting a consumer-centric retail strategy becomes easy when you have mapped your consumer's DNA, enabling delivery of relevant communication to boost conversion rates and ensure personalized shopping experiences. The Infosys Consumer Genome Project enables you to map digital footprints to construct the consumer DNA, empowering you with incisive insights on various facets of the consumer.

Powered by smart algorithms, the Infosys Consumer Genome Project provides predictive analytics to offer a 360-degree view of the consumer to establish context – so that you know when, where and how to influence, create a correlation, make a wise suggestion or a compelling recommendation – to match consumer touch points with your personalization plans.

Key Features

- Precision Targeting: Understand consumer context (needs, interests, connections, aspirations, etc.)
- Time-to-Event Mix: Identify the most relevant channel/time to engage consumers with communication, offers and experiences
- Campaign Cadence: Determine the optimal pace for campaign interactions and dialogues
- Offer Optimization: Optimize offer versions/sequence to drive maximum values for both consumer and business

Key Differentiators

- Event-based Interactive Marketing: Efficiently integrate trigger campaign logic (inbound/outbound channels)
- Personalized Experiences: Deliver context sensitive personalized offers, products and content across the consumer engagement lifecycle
- Real-Time Analytics: Perform just-in-time scoring and data mining based on real-time inputs from interactive channels. Support re-evaluation of targeting and trigger rules based on the most recent relevant consumer context
- Interaction Optimization: Identify optimal consumer engagement points/offer sequence aligned with consumer value and marketing ROI
- Big Data backbone & In-Memory cache grid for real time access
- Designed to handle high velocity of data changes
- Inbuilt social plug-ins

Core KPIs

- Increased conversion and response lift: At least 5% in a 6 month period
- Improved incremental flow-through margin: At least 15% in the same period
- Time/effort reduction for offer process personalization: By 10-15 hours per week, per campaign (will be higher as the number of target categories increase)
- Faster time-to-market: Typically 3-4 months from start to rollout, including integration of enterprise sources and external agencies
- TCO: Significantly reduced with secure, hosted deployment models

Infosys Consumer Genome Project is available on the cloud, is highly scalable and is backed by consulting, implementation and support services – ensuring that what you get is not mere intelligence, but insights that help initiate informed action.

Get ready to decipher the consumer DNA for profit.

About Infosys

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