

Data Addiction

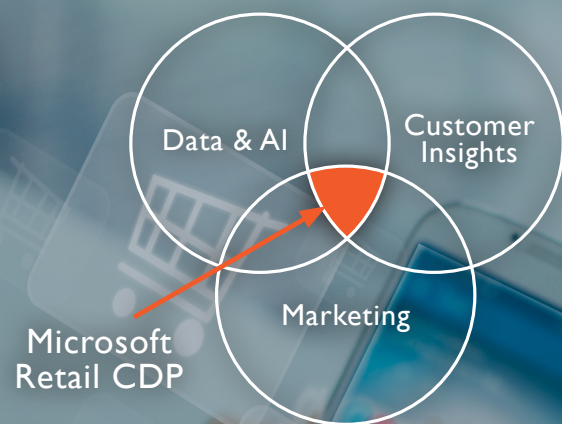
UNIFIED CUSTOMER DATA PLATFORM (CDP)

Enabling intelligent retail.

Intro:

Modern, forward thinking retail organisations understand the imperative of putting the customer at the core of the business. Our experience in data and AI, coupled with Microsoft Dynamics 365 Customer Insights and Marketing platforms, gives us a competitive advantage in providing marketing solutions for the retail sector. Our solutions are designed to **drive growth and profit, enhance customer intimacy** and **accelerate personalised communication**.

- **Access data from anywhere:** POS, support, service desk, surveys, promotions, sales and marketing campaigns, all consolidated into a single environment.
- **Create a unified view of customer:** business users can interact with the data and create rules that match, merge and de-dupe customer data.
- **Dynamically segment customers:** a marketers dream - users can easily create segments based on attributes, behaviours and machine learning insights, without adding to IT's workload.
- **Predict before it's too late:** predict key indicators like customer lifetime value, risk of churn, product recommendations and average purchase values.
- **Personalise your message:** customise your marketing message for individual segments and communicate with them using the right channel, important for targeted and ongoing nurture campaigns.



Access data from anywhere



Unified view of customer



Dynamic segmentation



Intelligent predictions



Hyper targeting and personalisation



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2021/ 2022
INNERCIRCLE
For Microsoft Data & AI

Microsoft
Partner


Gold Data Analytics
Gold Cloud Platform
Gold Data Platform
Silver DevOps

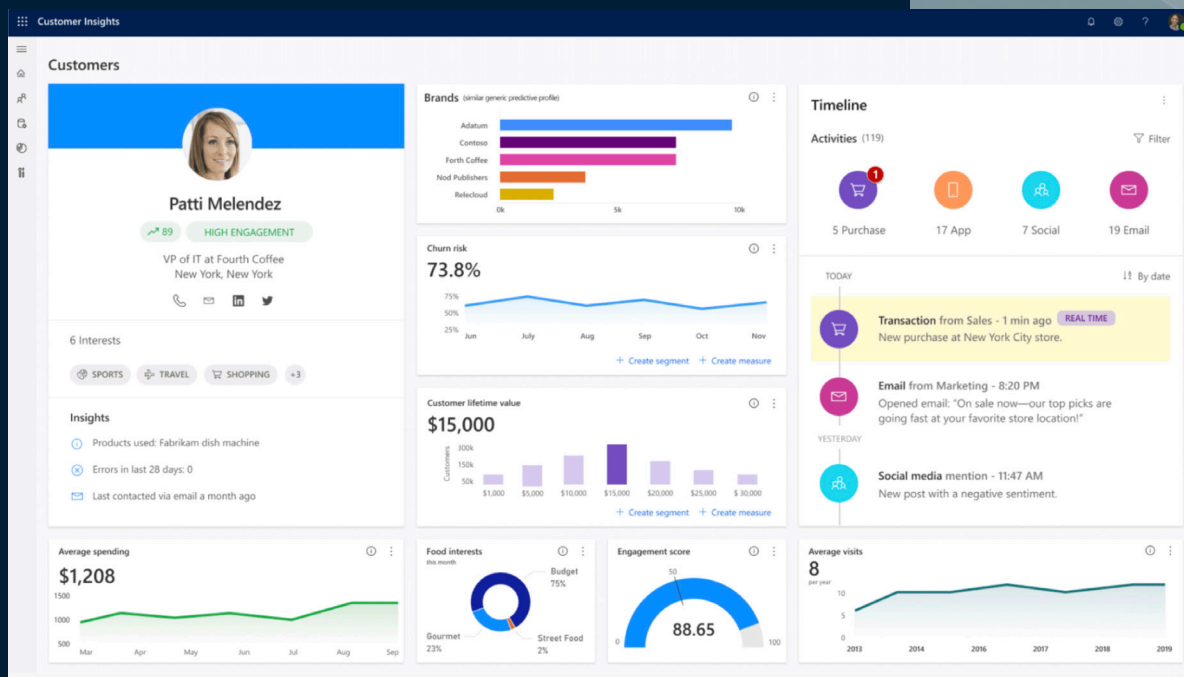


Microsoft
Tech for Social Impact



Microsoft

UNIFIED CUSTOMER DATA PLATFORM



CASE STUDY: SHORTY'S LIQUOR

Business problem: shorty's, part of the Endeavour Group, is a market leader in B2B liquor sales, servicing clients ranging from blue chips right through to sole traders. As the business grew the need arose to get a better understanding of their clients, and how to market to them. Insights such as buying behaviour, propensity for churn, and product preferences would allow better, targeted marketing and increase sales.

The challenge was consolidating data from three sources: a Microsoft platform, marketing platform and a legacy finance platform.

Solution: leveraging Azure and Dynamics 365 Customer Insights with its AI capabilities, we consolidated customer data sources throughout the retail organisation, resulting in a well-segmented CDP.

Historical data was housed in a data estate, and we were able to provide detailed customer insights, segmentation, single customer view, and bespoke dashboard.

Result: a complete transformation of the business' customer information and insights. Shorty's now has a richness of customer profile information that is completely owned and usable by the business to deliver better, relevant customer service and drive profits.

"We're finally able to use data in a way that is truly tailored to our customers. Our business users now have easy access to data previously unavailable - telling customer stories and delivering insight that we're using to drive margin profitability and better customer service."

David Short - CEO Shorty's Liquor

Contact details:

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