

# Clienteling: Personalizing the Retail Experience



The proliferation of smart mobile devices and social interaction is changing the dynamics of how customers make buying decisions.

## Buyer Dynamics are Evolving

Retail today is more about the experience rather than the transaction itself. Businesses need to ensure that every time a customer enters the store, he is treated to a unique and fulfilling experience. These factors place two lofty challenges on the business:

- Create a Unified Customer view across multiple channels such as social, ecommerce, mobile, etc.
- Utilize this information in real time to improve sales conversion and store revenue.

Clienteling helps businesses to address these challenges.

## What is Clienteling?

Clienteling is an omni channel solution that integrates with your existing CRM and Retail systems to provide actionable intelligence to sales personnel. The Smart Guide feature enables customers to compare and pick the right products based on their needs. The solution enables store agents to personalize each customer interaction by providing a single, unified view of the customer. Clienteling supports multiple mobile/middleware platforms including IBM® Worklight®.

## Clienteling Features



### Personalized Engagement

Improve the shopping experience by enabling store associates to know the customer, e.g. understand past purchase history, preferences, etc.



### Intelligent CrossSell and UpSell

Improve average sales value by presenting relevant products based on Business Intelligence.



### Smart Guide

Enables customers to view product catalogs, side-by-side product comparisons, and links to product reviews.



### Instant Offers

Relevant offers based on criteria such as customer persona, purchase history, client RFM categorization, and Business intelligence.



### Inventory Check & Alternate Sales Fulfillment Models

Enables sales agents to check inventory and complete sales of out-of-stock items by leveraging the online channel or a neighborhood store.



### Enhanced Customer Connect

Follow-up with clients on relevant issues like purchase follow ups, delivery confirmations, new launches, etc.



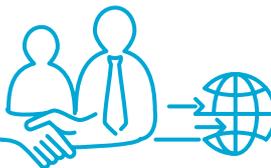
### Institutionalized Best Practices

Differentiate after sales support by institutionalizing sales best practices to ensure consistency in customer experience.



### Reporting

Track and measure store associate effectiveness.




## About Capgemini

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## Why Capgemini

Our strong blend of mobile expertise coupled with deep sector experience gives us the know-how and credentials to build Clienteling tailored to your unique business needs. Our accelerators and industrialized frameworks help you realize results and deploy your innovative solution faster.

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