

# Engaging with your Connected Customer at the Speed of Life...What is Your Plan?

RETAIL CONNECTED CUSTOMER OVERVIEW SOLUTION BRIEF



## Your Business Challenge

Successful retail is more data-driven than ever. Tailoring the right shopping experience for today's connected customer requires advanced capabilities to understand and act on data across the enterprise. The always-connected nature of our modern world means that customers are never more than a few seconds away from their next shopping experience, and retailers need to be prepared for the encounter whenever and wherever it occurs.

## Serving Consumers in the Digital World

Mobile applications, social media, videos, and online images have redefined the shopping experience for customers. The digital domain is key to consumer behavior, whether people begin, end, or merely augment their shopping with online channels. And the impact of this online behavior is growing rapidly. The web will account for or influence 59% of U.S. retail sales by 2018, up from 52% in 2014, according to Forrester Research Inc.<sup>1</sup>

To appeal to today's connected customers, retailers must offer a seamless consumer experience—one that unites physical stores and online digital worlds. It's time to shift from marketing to broad customer segments to delivering highly relevant customer interactions. Retailers must also know each consumer better than the competition and use that knowledge to offer a superior, differentiated, and engaging shopping experience across all channels.

## Gaining Consumer Insight

But how can retailers quickly and cost-effectively gain the insight needed to know and understand their customers? Which technologies and capabilities will help them deliver the right messages at the right time, backed by the products and assortments that customers want? What's the best way to deliver an engaging customer experience?

Shoppers may use dozens of online channels and a variety of wired and mobile devices to communicate, search for information, and conduct transactions. These

## What is the Teradata Difference?

**Our data-driven business legacy and the depth and breadth of our data-driven business capabilities and solutions across the portfolio**

Integrating data across myriad source systems is our heritage. Connecting the dots between data and analytics is our competency. For more than 30 years, Teradata has been helping retailers unify, analyze, and leverage massive amounts of diverse data to better drive the retail enterprise.

Eighteen of the top 20 U.S. retailers—including hard-line, grocery, specialty, and fashion retailers—partner with Teradata to deliver critical insights, drive performance, and fuel growth across stores, mobile, and e-commerce channels.

connected customers create a trail of data. With the right technology solutions, retailers can integrate a wide range of behavioral and demographic data into a single consolidated view of the customer that spotlights consumer desires, preferences, and likely behavior.

Real-time sales information across all channels and a single view of product inventory, combined with powerful analytics, help create intelligence retailers can act on. By putting the consumer at the heart of operations, retailers can create engaging experiences that attract and build trust with the connected customer.

## Teradata Solution

Delivering an engaging, omni-channel experience to consumers requires extensive data, powerful analytics, sophisticated applications designed expressly for the retail industry, and comprehensive data integration. That's why Teradata offers a variety of hardware, software and professional services that integrate data and use analytics to enable new store, digital and marketing insight.

<sup>1</sup> Forrester Research Inc., "U.S. Cross-Channel Retail Sales Forecast: 2014 to 2018."

Teradata offers powerful data capabilities and analytics tools, solutions, and services that help retailers connect with customers at the speed of life:

- **Connected Data:** “Connect” multiple types of data across platforms and technologies to deliver new business capabilities.
- **Analytics and Insights:** Transition from reporting to discovering and operationalizing new insights that add business value.
- **Digital Operations:** Enhance your brand by delivering a relevant, convenient digital experience and by connecting with customers socially.
- **Stores and Services:** Leverage digital technologies to deliver customer insights and product information to create a highly relevant, personalized experience.
- **Personalized Interactions:** Incorporate customer-specific shopping patterns to generate personally meaningful communications and profitable offers.
- **Merchandising and Fulfillment:** Optimize assortments and inventory productivity to help ensure customer satisfaction and maximize profitability.

To help retailers understand and anticipate customer needs, create an engaging customer experience, and offer personalized solutions in real time, Teradata solutions are designed to meet the unique needs of retailers competing for today’s connected customers. Teradata solutions enable valuable business benefits, including:

- **Consolidated view of the customer,** delivering insight that helps create relevant dialogs and timely offers.



- **Connected data across all channels,** with analytics that support action at the speed of insight.
- **Single view of product inventory,** creating a complete, seamless picture of the business across all channels.

## For More Information

Engage with connected customers at the speed of life using Teradata Retail solutions that help retailers integrate data on demand. To learn more, contact us at [Teradata.com/contact-us](http://Teradata.com/contact-us).

## Unlock the Value of Integrated Retail Data

Leading retailers use Teradata Retail solutions to:

- Collect data from social media sites, web site clickstreams, and mobile apps.
- Summarize purchase histories, transactions, and retail interactions.
- Create and make product recommendations to shoppers.
- Create data-driven customer interactions.
- Run analytics to determine best message, content or offer and predict likely behaviors.
- Deliver messages or offers using the customer’s preferred communication channels.
- More effectively manage inventory and promotions.
- Manage order distribution, delivery, and pickup.

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