

Leverage Data to Address Changing Customer Preferences



Understanding how and when to engage customers is critical because today's consumers have more choices for how and when they shop. As a result, their expectations for retailers are higher than ever.

Customer preferences and behaviors are evolving to expect a similar engagement whether they are shopping in-store or online. Since customers expect multiple ways to order, purchase, and receive merchandise and products. They also expect exceptional experiences that deepen their relationships with the retailer and foster loyalty and retention.

You can bridge the gap between in-store and digital experiences through a unified commerce strategy, informed by omnichannel / 360-degree analytics. And you can meet these expectations with an end-to-end solution that integrates world-class, omnichannel experience management capabilities with cloud-native technologies from Microsoft. Customers are recognized and remembered while moving across devices and channels, enabling a delightful experience while also providing real-time data insights for a deep understanding of their preferences, wants, and needs.

In addition, a 360-degree analytics view of customers can enable retailers to:

- *Differentiate themselves from competitors*
- *Better forecast and optimize pricing to help lower risks and pressure tied to supply chain*
- *Deliver personalized experiences and increase conversions*
- *Understand where to spend to get the most ROI*
- *Make better, data-driven decisions in real-time*

This is where Nihilent can help.

Nihilent is a global consulting and services company using a human-centered approach to problem-solving and integrated change management. We're an award-winning Microsoft Gold Partner with over 20 years of enterprise transformation experience, 2,500+ consultants worldwide, and more than 500 design thinkers. In our free SightN2™ Omnichannel Marketing Analytics Strategy Workshop utilizing a customer-centric approach, we'll discuss your current situation, identify your needs, demonstrate SightN2™, and, if applicable, develop a plan for a prototype solution.

Get a complete view of your customers

We know it's not always easy to get a perspective on customers needs, wants, and aspirations. Know which data is worth collecting or how to make sense of the data you gather. Nihilent helps retailers and brands understand, and think differently, about their customers, their behaviors, and how best to engage with them. With a set of cloud-based services offerings and a perspective across people, process, and technology that is grounded in data science and analytics, retailers receive a 360-degree view of the customer journey and are equipped with a human-centered approach that drives more meaningful and long-term engagements.

Optimized Insights

Understand the entire customer journey and optimize your marketing spend.

- Identify campaign insights and customer behaviors to inform future marketing decisions.
- Use real-time analysis to drive marketing agility.
- Identify gaps in your customer journey and learn how to close them.
- Maximize your ROI spend by converting browsers into buyers faster.

Single Point Solution

Bring customer and sales data together from across your existing systems into a single cloud-based solution.

- Get up and running quickly—no extensive customization required.
- Integrate your favorite leading online marketing tools with out-of-the-box support.
- Get the data and reports you need with Power BI-driven dashboards.
- Leverage the best-in-class Microsoft technology you know and trust.

Customer Centric

Learn how to think about—and engage with—customers differently to drive long-term, meaningful engagement.

- Understand who your customers are and how you need to evolve to address their needs.
- Identify ways to leverage technology to become customer centric.
- Learn how to think and act iteratively to continually test and validate customer behaviors.
- Understand qualitative customer expectations backed by quantitative analysis.

The Solutions You Need For Long-Term Success

Free 2-hour SightN2™ for Omnichannel Marketing Analytics Strategy Workshop

Understand omnichannel readiness assessment

Understand your existing marketing channels

Identify business goals and future data initiatives

Ideate on implementation and adoption plans

Demonstration of SightN2 for Omnichannel Marketing Analytics

Plan for a prototype or proof-of-concept, if applicable

Contact Nihilent to learn more

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