



# Analytics Answers

## Customer Engagement Solution

Cultivate profitable,  
lasting relationships



Today's consumers expect to shop at their convenience—anywhere, anytime, any way. With every purchase, Internet search, and social media comment, customers provide valuable clues about what they need and how they want to buy. They expect—and deserve—a smooth shopping experience across all channels, wherever and whenever they choose to shop.

The stakes are high: retailers who crack the code on understanding and responding to consumers can gain a competitive edge that helps drive down attrition, enhance loyalty, and increase sales. That's where Deloitte can help.

### See, understand, and respond

Deloitte's Customer Engagement Solution helps retailers head-off attrition and solidify relationships by tapping customer insights that can only come from understanding their entire shopping experience—in your stores, at home online, and now with mobile, everywhere in between. Our analytics tool is designed to bring together your siloed data sets and combines them with demographics, psychographics, share of wallet data, and more.

When all this customer information comes together, surprising insights often emerge. You'll have the opportunity to learn how to anticipate customer needs, make offerings more relevant, take action to avoid attrition, and increase basket size. Your customers will likely be winners, too. Learning about your products becomes easier. Finding your products becomes simple. And buying becomes fun.

## Get inside your data

At Deloitte, analytics isn't just a good idea — it's a call to action. That's why we've launched the *Analytics Answers* series of solutions — practical, problem-specific tools that are ready to deploy today.

Of course, a tool alone isn't enough. Deloitte professionals bring deep industry experience that provides objective insight into retailers' challenges and opportunities. They know how to leverage technology, processes, and strategies to help retailers improve sales and retention

### Bottom-line benefits

Deloitte's Customer Engagement Solution helps leaders anticipate and respond to customers' needs. As a result, retailers gain new insights that help:

- Convert browsers into buyers.
- Increase customer basket size and share of wallet, both in-store and online.
- Honor customer requests for information, without being pushy.
- Anticipate in-store and online stock requirements.
- Reduce customer attrition and build customer loyalty.
- Identify and intercept customers at risk of leaving.

### Case study

A premier luxury-goods retailer wanted to increase sales to high-priority customers—both high-spend and high-potential spend. Leadership looked to Deloitte for help in identifying these segments and understanding their buying behaviors and preferences. Deloitte enhanced the retailer's data with share of wallet, competitor, customer satisfaction data, and more. Additional information was gathered through voice-of-the-customer research and sales associate interviews. Using advanced analytics, the Deloitte team identified new sales opportunities to the targeted customer segments, as well as gaps between customers' preferences and the retailer's actual performance. In the end, more than \$450 million in new sales opportunities were uncovered by realigning the retailer's long-term strategy with their top customers' preferences.

### Learn more and get connected



Deloitte Analytics



@DeloitteBA



Deloitte Real Analytics



[www.deloitte.com/us/analyticsanswers](http://www.deloitte.com/us/analyticsanswers)

---

### Contact us

If you want to gain new insights that help you understand your customers and grow sales, we should talk. Please reach out to any of us to get the conversation started.

#### Chuck Dean

Director

Deloitte Consulting LLP

[chdean@deloitte.com](mailto:chdean@deloitte.com)

#### Mary Delk

Director

Deloitte Consulting LLP

[mdelk@deloitte.com](mailto:mdelk@deloitte.com)

#### Jeff Simpson

Director

Deloitte Consulting LLP

[jesimpson@deloitte.com](mailto:jesimpson@deloitte.com)

### About Deloitte

This publication contains general information only and is based on the experiences and research of Deloitte practitioners. Deloitte is not, by means of this publication, rendering business, financial, investment, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte, its affiliates, and related entities shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.