360° Consumer View

Deloitte.

Improve your margins by 5-10% by monetizing buying patterns from the data you already own

Industry opportunity

Organizations have an overabundance of data about the consumer—coming from campaigns, coupons, mailing lists, and other third-party data sources. But it can be extremely challenging to turn that data into actionable insights. Even worse—managing these mountains of disconnected data consumes already constrained resources and diminishes your ability to create value.

Overview

Break free from the endless cycle of data mining and achieve an all-inclusive view of your consumer behavior. Offload the aggregation of data from various consumer touchpoints to a modern cloud platform—allowing your organization to shift its focus toward analysis and insights, leveraging advanced machine learning algorithms.

- Consider leading insights beyond traditional data, such as point-of-sale transactions, including IoT, 5G, social media, and market intelligence data

- Attain instant awareness of store and product profitability, with push notifications and variance narratives

Representative Outcomes Achieved

- Improve market-share and penetration **by 3-8%**

- Improve product margins **by 5-10%**

- Save promotional spend **by 10-15%**

- Eliminate time spent on manual data collection and aggregation

- Improve NPS to **more than 8**

Case Study

A Fortune 50 retailer relied on numerous disjointed applications to measure financial performance while also attempting to stay current with business and consumer behavior trends—all taking place in a fast-paced industry. Applying this driver, the organization achieved instant consumer insights across stores, helping to drive topline growth analysis, reduce working capital, reduce leakage, and identify expense optimization.

Delivery Transformation

Edge Innovation

SAP
Customer Activity Repository

Clean
SAP S/4HANA *Anywhere*

Smart Retail Insights
- Flash Category Margin
- Market Clustering
- Product Movements
- Promotion Effectiveness

Market Basket Analysis
- Item affinity analysis
- Buyer behavior patterns
- Cross-selling, upselling recommendations

Center for Consumer Insights
- Consumer preferences
- Market Trends
- Social Media, 5G Insights
- Subscription service

Keytree In-store Technology
- Personalized consumer experience
- Empowered associates
- Nudge behavior

SAP Sales Intelligence
- Enhance insights into stock availability at stores
- Unify offline and online customer experiences