

Deloitte and Cloudera team to provide a next-generation offering that delivers insights into the customer journey, enabling targeted marketing with in-store analytics



Understand the customer journey

Organizations across industries are realizing the importance of a customer-centric approach to increase profits and take advantage of the digital economy, but getting it right is a challenge. A customer-centric organization must understand their customer—their journey, buying patterns, and interests—and use that to effectively engage them, all while being responsive to a dynamically changing competitive landscape.

Deloitte developed the Location Based Insights (LBI) offering to help organizations transform into an Insight Driven Organization (IDO) and deliver better customer experiences while driving more business. LBI combines Deloitte's deep experience in Analytics and Information Management with Cloudera Hadoop Distribution, a leading technology for Big Data.

The LBI solution collects anonymized, aggregated data to deliver insights into customers visiting the store. The solution parses through data obtained from WiFi and mobile platforms, and integrates these real time data feeds with customer segment or profile information to generate insights into the customer behavior, traffic and movement which allows you to optimize operations and interactions.

Dynamically target customers in the physical and digital world

In a world where the sheer amount of data available is exploding, LBI addresses the challenges of analyzing and obtaining data-driven insights from multiple signal types in a Big Data Infrastructure. These signals can then be used to track similar patterns in your customer base—from buying behavior and movement within a store to product association. It can help organizations improve internal operations and also generate incremental revenue by providing easy avenues of data exploration to expose new opportunities.

With additional insights into the customer experience, organizations can increase their operational effectiveness in-store and out, by delivering personalized marketing based on the individual customer's journey. Other benefits include the ability to see links between customer experience and brand loyalty, and turning those insights into actions by improving in-store operations.

LBI provides a competitive edge to organizations. Local markets are dynamic, and organizations with the ability to understand their competitive landscape in a timely and granular basis are able to take corrective actions to better engage customers and measure the impact of those actions.

Customer and location insights can help answer key business questions

Issue		LBI Solution
<p>Who are my customers?</p> <p>Which personas are in my stores, in the local area, and during what times of the day?</p> <p>Where my problem spots and what are my improvement actions?</p>	<p>Know your customer</p>	<p>Understand the individual customer journey</p> <p>Provide dynamic, personalized marketing campaigns and advertisements</p> <p>Open additional areas of incremental revenue through data monetization</p>
<p>Which competitors are we losing customers to; by demographics and age group?</p> <p>How can I dynamically target customers to drive traffic?</p>	<p>Increase share of wallet</p>	<p>Better understand the competitive landscape and receive information on a timely basis</p> <p>Proactively react to the marketplace and measure impact</p> <p>Develop an ecosystem of partnerships to participate in the insights driven economy</p>
<p>What does my in-store customer experience look like, and does it link to retention and brand loyalty?</p> <p>What can I do to improve customer experience and loyalty?</p>	<p>Enhance customer experience</p>	<p>Examine links between customer experience and brand loyalty</p> <p>Improve customer experience through increased staff and operational effectiveness</p>

About the Deloitte Analytics practice

Deloitte is widely recognized as a leader in business analytics. Our Insight Driven Organization (IDO) framework uses a fully integrated approach to analytics that can unlock the value buried deep in your data. We combine the science of business analytics with strategy-level insights and an understanding of how to bring analytics to the front lines of your organization.

Our experienced industry specialists can help you identify which questions matter and where to find the answers. Our services address an overall analytics and Information Management strategy as well as seamless integration across the domains of technology, processes, and people. We bring an extensive set of capabilities that involve reporting applications, portals, information delivery, and basic as well as advanced analytics—all grounded in a deep understanding of the business issues that drive the industries and sectors we serve.

Learn more

To learn more about how Deloitte and Cloudera can help you optimize your marketing and in-store operations through our Location Based Insights solution, please contact a Deloitte team member listed below.

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