



Accenture Business Intelligence for Fashion and Luxury

Creating a Differentiated Customer
Experience for Long-term Brand Loyalty

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Fashion is inherently an ever-changing industry. Customer preferences fluctuate along with burgeoning and fading trends. How can fashion and luxury companies keep pace with, and even capitalize on change?

By capturing real-time customer insights across channels, they can plan for—and respond to—shifting demands to keep customers loyal to brands, and longing for more products.

Fashion and luxury is a global industry that presents intense competition. In fact, the top 20 companies make up 15 percent of the total market. Companies must manage myriad channels on a worldwide scale, while also providing a differentiated, personalized and recognizable customer experience.

There is opportunity to capture greater customer insight as the number of access points to the customer increases. Flagship stores, worldwide franchises, outlets, temporary shops, shop in shop and online comprise a robust channel mix.

Being able to capture and sift through the insights from the huge amount of data that is generated in this omni-channel environment—whether it be through digital, point-of-sale (POS), mobile or social media—is a critical success factor for fashion and luxury companies.

Business intelligence tools can equip fashion and luxury companies to optimize these channels and seize every opportunity to drive better customer centricity, greater wallet share and loyalty, and achieve better return on investment.

Accenture brings business intelligence tools that help business leaders to:

- Gather insights, target customers and generate offers in real-time by integrating data across CRM and POS databases.
- Conduct advanced customer scoring and complex behavioral attributes to quickly understand and respond to shifting customer preferences.
- Establish customer care models to support customers during sales and after sales activities to enhance customer satisfaction.
- Allow integration between CRM and POS sales databases on returns, exchanges and complaints to help retailers deliver a tailored experience with every interaction.

Achieving high performance in fashion and luxury

We work with seven of the top 10 fashion and luxury companies and we have a workforce dedicated to understanding this unique business environment. Our experience and insights have revealed that technology is a critical facilitator of success in fashion and luxury. Technology is already fashionable as companies are increasingly using iPads to present collections or to capture customer data to help establish an exclusive relationship with the customer. Simply capturing, processing and storing data won't cut it in today's competitive and fast-paced marketplace. Instead, companies need to interpret, analyze and shape that data to reflect complex and real-world customer behaviors. What more can fashion and luxury companies do to harness the benefits of technology?

Improve data availability and sharing

Today's fashion and luxury companies must manage a vast amount of customer data coming from various channels to understand who is buying what, and from where. Harnessing this data and transforming it into meaningful insights can propel the organization in gaining a competitive edge. Companies should establish methods for capturing data on the Web, on mobile devices and from third-party vendors or franchisees and partners. But moreover, they should establish the means to feed the information back to a centralized database and make those insights accessible to employees. These insights can translate into relevant, real-time interactions with customers.

Personalize the customer experience

Personalization is key in today's competitive fashion industry. Businesses can compile the insights collected from across stores, web, social and mobile touch points to create one view of the customer—a unified view that helps companies to know and anticipate what their customers want, how much they are willing to pay and how often they buy. Businesses can conduct analytics on customer purchasing to identify patterns in customer behavior and therefore personalize and sell according to those preferences.

Business intelligence tools facilitate a deeper understanding of customer behavior. With that understanding, companies can present products in a personalized way, identify opportunities to cross-sell or up-sell to premium brands and enhance brand loyalty by appealing to customers' unique preferences.

Companies also can use customer insights to deliver a consistent and compelling cross-channel experience. For example, when the customer shops online, retailers can offer choices that align with the recommendations one might receive in the store. And when in-store salespeople have access to individual customer data and customer preferences, they can perform pattern matching with similar customer buying history to facilitate up-sell.

Distinguish buying patterns through customer segmentation analysis

Today's digital customer wants to be "super-connected" with access to offerings that are tailored to their individual requirements across all channels. In response, fashion and luxury companies must use technology to address segments in a more customer-centric way, ultimately increasing brand savvy and loyalty and supporting sales people to improve customer relationships.

Accenture business intelligence tools capture insights from transactions over time, yielding market insights that can be used to identify future sales and behavior trends based on past behaviors. For example, targeting campaigns based on habitual versus social, or trendsetters versus trend followers. With Accenture's business intelligence solutions, fashion companies can select customer behavior or product attributes to create shopper or store segments.

Distinguishing buying patterns helps fashion and luxury companies to:

- Project individual customer and customer segments' lifetime value, thus enhancing opportunities for strategic targeted marketing.
- Customize marketing campaigns based on customer micro-segments.
- Perform customization of assortments, sizes and markdowns at an individual store level.

Capturing customer insight

Imagine the possibilities:

- Share real-time outcomes of campaigns so operations or channel teams can make necessary changes quickly.
- Give today's savvy customers the personalized experience they demand.
- Deliver offers to customers at the right time and in the right place — whether that is a physical store or a digital checkout.
- Target media and marketing dollars exactly where they matter most to each customer.





Gaining predictive insight through lifetime trend analysis

Just as trends change, so do customer preferences. Fashion and luxury companies need up-to-date information on what is selling right now, across the world. Accenture business intelligence tools capture the current snapshot of buying behavior and offer predictive analytics that model future results, allowing "what-if" scenarios that provide decision guidance for companies about their next product line.

The insights gathered through analytics help fashion and luxury companies to:

- Detect customers that could be potential converts from buyers of basic brands to more premium brands.
- Identify trigger points that turn occasional customers into more frequent, high-value customers.
- Track current customer lifetime trends to gauge and predict future buying patterns.

Accenture Customer Insight—an intuitive business intelligence solution that mines customer data for insight and part of the Accenture Interactive suite of assets—is now available on the SAP HANA platform.

SAP HANA uses in-memory computing to accelerate data analysis and delivery of real-time customer intelligence. The solution blends the best of two powerhouse solutions: Accenture Customer Insight aids analytics and statistical modeling to correlate patterns, segment customers and yield granular insights. SAP HANA provides the processing power to crunch massive volumes of data.

Together, Accenture and SAP give businesses the ability to target and draw insights from a unified multi-channel view of the customer across stores, web, social and mobile touch points. With this robust view into customer behavior and patterns, companies are able to translate these insights into relevant, real-time interactions with customers.

The Accenture Customer Insight solutions:

- **Easy to use** – No analytics or IT expertise is necessary. Users can tap the self-service interface to access real-time data insights.
- **Collaborative** – Data are also available to stakeholders outside of the organization, including marketing teams at the head office, store managers, field force personnel, business partners and customers.
- **Clear** – The unified view of physical and digital data makes predictive and statistical algorithms easy to understand. View dashboards on iPads and mobile tablets.

For more information on how our business intelligence tools can help you capture analytical insights that improve the customer experience and drive business results, please contact:

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About Accenture

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