High performance. Delivered.

Seamless Retail Analytics & Execution Services

Video Transcript

Customer demands for a seamless experience impact every area of Retail:

- Across channels
- Within operations, from buying to shelf merchandising; and
- IT platforms
- How we interact with external partners

To provide this seamless experience, key decision-makers must understand which consumers to target – and how.

No surprise that so many retailers feel overwhelmed. It's a complex world, where past experience is no guide to success:

- Customers are interacting continuously across multiple channels, from website, tablet and mobile formats to social networks.

This creates huge quantities of new data that must be analyzed – from historical internal structured data, to more predictive, external unstructured data – like wish-lists on social networks and customer reviews.

Nowadays, it's the ability to make informed decisions – at speed – that sets retailers apart:

- Adapting assortments, promotions and merchandising to customer demand can generate increases of 3-5% in sales and 1-2 points of additional margin.

- Synchronizing replenishment with offer can decrease inventory by 10-20% and reduce shrinkage up to 50%.

We've developed Accenture Seamless Retail Analytics & Execution Services to help our clients realize these benefits by driving efficiencies in:

- Assortment: defining space, product, stocking and replenishment parameters.

- Pricing: defining initial, regular and markdown prices that optimize price perception, sales, margin and inventory.

- Promotions and campaigns: defining offers that capture customer potential at optimal cost.

To support these critical decisions, we can employ techniques from Accenture Retail Data Management to keep your data up to date and accurate. Then we translate the relevant sources of information into actionable recommendations.

What does this look like in practice?

Take just one example – product selection is powered with insights into:

- Past sales – to measure overall economic performance

- Customer baskets – to identify items that generate additional sales

- Competitor assortment – spotting gaps between consumer demand and product availability

Accenture Seamless Retail Analytics & Execution Services gives retailers up-to-date, relevant recommendations that maximize their efficiency.

So what sets us apart?

- We're "always on" – our 5,000 offshore retail scientists are continuously refining algorithms and integrating relevant new sources of data.

- We're experienced – clients benefit from the cumulative experience and predictability we deliver to more than 30 international retailers.

- We're "on call" – our teams of local consultants are always available to train you and identify how insights can be tailored to your market.

- We're reliable – we use a suite of tools and statistical models that are continuously improved.

- We're collaborative – we progressively transfer activities and assets to our clients.

Our services accelerate business benefits in five ways:

1. Flexibility: clients pay for each decision we support – they control the scope of our services

2. Speed: first results delivered in under three months.

3. Commitment: we commit to delivering high performance and link our fees to the results we achieve

4. Reversibility: our services don't require investment and are reversible; when clients are ready, we support transition to their own teams

5. Reliability: we leverage the most recent and efficient technologies to deliver your recommendations in a fast and confidential environment

Accenture Seamless Retail Analytics & Execution Services means you can focus on making better decisions from better insights.

Sounds simple? That's all part of the service.