High performance. Delivered.

Customer Insight
Becoming a customer–infused company.

Expected benefits

• Put your customer at the heart of your business.
• Go beyond broad segments and personas to identify focused 'micro-segments'.
• Create campaigns and merchandising precisely targeted to your best customers.
• Understand the big picture and the fine detail.
• Get clear answers to complex questions.
• Move to the cutting edge of customer strategy.
• Achieve more, bigger and better baskets over time.
• Increase your company's Net Operating Profit.
A new level of success for a U.S. pharmacy retailer

This retailer has the largest customer loyalty program in the United States, with over 65 million members. The company was already using sophisticated tools for customer-focused marketing, but asked us for help to improve the efficiency and effectiveness of its promotions.

One campaign powered by our new analytics drove an incremental sales increase of more than $100,000. Another achieved over 100 percent ROI, by generating a 27 percent response rate.
Turning data into insight for a leading global retailer

This retailer was having trouble harnessing its vast customer and transaction data, and asked us to help provide deep insights into customer behavior. The Accenture Customer Insight engine enabled the company’s merchants and marketers to ‘flip a switch’ and open up a huge repository of key customer data.

This helped them increase sales, improve the transparency of marketing investments and make decisions to drive customer loyalty and growth.
Identify your most valuable customers. Give them what they want.

Simple, right?

We all know it's anything but.

• Who are your most valuable customers?
• What are they buying — and why?
• Which of the growing array of channels and options do they use?
• Which campaigns will they respond to best?
• Which merchandising strategies are most likely to add value to the most baskets?
Accenture Customer Insight is an intuitive business intelligence solution that provides new insight into customer data. It doesn’t just tell you what your customers are doing, it also provides critical insight into how you can help optimize your marketing and merchandising around their needs.

Uniquely, our solution goes beyond broad segments and personas, enabling you to create highly refined 'micro-segments' of customers, products, locations and promotions.

The system translates huge volumes of point-of-sale, customer loyalty and behavior data into clear insights. Insights that can transform your marketing and merchandising.
Your customer: the center of a 360-degree picture.

The goals of all customer-infused companies are the same:

- Greater share of households and customers
- Greater share of trips and transactions
- Greater share of needs and requirements
- More, bigger and better baskets over time

But the market is changing every day.

Linear shopping is dead. There’s a bewildering array of channels, touchpoints and tactics. And customers generate more data than ever.
Today’s tactics have to focus on the customer. You need to harness every scrap of data to create a 360-degree picture of your customer base, and then create ‘micro-segments’ to help identify the best customers to target.

This is what we call a ‘customer-infused’ company. People will choose you more often, because your marketing, merchandising and operations are infused with an understanding of customers’ needs, behaviors and attitudes. You take your core value proposition and make it relevant for each shopper. Which helps you develop a more valuable customer base, delivering stronger revenue and profit.
The journey to becoming a customer-infused company.
Based on the uniquely detailed, holistic insight provided by this solution, you can help improve the performance of special offers, drive larger baskets, increase customer visits and improve loyalty.

Our highly experienced strategic and analytic specialists can work with you to help translate your new customer knowledge into relevant, effective promotions and tactics.

Using the ‘best practices’ of customer-centric marketing, we’ll help you maximize the value of every customer relationship processed by the solution.

Accenture Customer Insight provides a holistic, 360-degree picture of your customers: their needs and wants, behaviors and attitudes. It supports your ability to make the critical connections between customers, locations, products and promotions, revealing how each impacts the others.

Based on the characteristics you define, the solution takes you beyond basic segmentation, personas and list pulls to create highly refined groups of ‘micro-segments.’

With your customers precisely profiled, you can integrate strategic initiatives with your customer, location and product plans. You can create highly targeted tactics that surround key customer segments with a holistic shopping experience tailored exactly to their needs.

Accenture Customer Insight enables you to integrate customer insights into almost any form of marketing or promotions material.
The software.

Revealing

The solution’s dashboards turn the mass of data on customers, products, locations and promotions into a clear, birds-eye view of the key metrics. You can spot trends, identify areas that need more analysis, visualize performance and act swiftly to help improve results. It’s also easy to share valuable information with colleagues both within and outside the business.

Reporting

The software will generate almost any report you need, revealing exactly what customers are buying and how they’re behaving. Combine product and customer views for close basket analysis, and measure the impact of marketing and merchandising strategies. The results are shown in clear, accessible and non-technical form.
Segmenting

Group your customers, products or locations into segments using any of the characteristics in the data. Use our pre-set 'out of the box' segmentation templates, or create bespoke segments based on your strategy. Create new segments and keep them updated. Run reports by segment, applying a magnifying glass to your performance.

Supporting

Accenture Customer Insight is a self-service system, but you’re not on your own. Our experienced specialists will help get you set up, run pilot projects and provide full training. Or why not let us manage the entire solution for you, end to end? With deep industry experience and knowledge of ‘best practices’, we can help the solution to deliver value, quickly.
The (typical) bottom line.

Return on investment capital

- **NOPAT**
  - Revenues
    - +0.5% to 3.5%
  - Gross margins
    - +0.5% to 2.5%
  - Operating cost
    - (0.5% to 1%)
  - Inventory turns
    - +3%
- **Invested capital**
- **Change in NOPAT**
  - +27% to 72%
- **Typical ROI per initiative**
  - 10x

Customer-infused initiatives
Using Accenture Customer Insight, you can help grow your base of valuable customers, the number of trips, the size and value of their baskets and your share of their needs and requirements. And that can deliver considerable value to both your top line and bottom line.

A typical customer-infused initiative using our solution returns 10 times the value of your investment.
Let's talk.

This introduction only scratches the surface. We'd love to talk with you about how Accenture Customer Insight can transform your business.

Accenture Customer Insight is part of Accenture Interactive. Accenture Interactive offers a comprehensive suite of contemporary marketing services and software to CMOs and brand leaders to drive up marketing performance, drive down the cost per interaction and create relevant consumer experiences on a massive scale. By fusing consumer analytics, technology platforms, and world-class marketing talent, we help the world’s leading brands understand the big picture and the fine detail, and enable campaigns targeted at the most profitable segments.

About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with more than 244,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com

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You can see a demo version of this solution and find details of all our marketing software solutions at www.accenture.com/interactive-software

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