

Digital transformations for the fast-changing world of retail

In a world where consumers are accustomed to the hyper-personalization of Amazon and Netflix, a brand's very survival depends on its ability to delight customers with targeted, relevant and convenient goods and services across multiple physical and digital channels. Thriving in today's marketplace requires a state-of-the-art, data-driven organization that can captivate customers 24/7 across the omnichannel spectrum.

HOW iTALENT DIGITAL CAN HELP

With our proven technological expertise, agility and deep knowledge of the retail industry, iTalent Digital excels at helping you tailor and transform your digital operations for success in today's fast-changing market. Our world-class consultants collaborate with representatives at every level of your organization—from executive leadership to software developers to store associates—to plan, prioritize, manage and execute every aspect of your transformation.

“ iTalent Digital helps map what steps are needed to keep new and existing products at the forefront of customers' imaginations. They understand what's happening in the market.”

– CTO AT FORTUNE 100 BEAUTY RETAILER

NEXT-GENERATION CRM WITH BIG DATA, AI AND ML

Challenge:

Customer information dispersed across data silos inside and outside the organization, customer relationship management (CRM) and marketing campaigns based on guesswork rather than data.

iTalent Digital solution:

Aggregate multi-sourced information into a centralized customer data platform (CDP) for real-time 360-degree views of your customers. Apply leading-edge artificial intelligence (AI) and machine learning (ML) technologies to analyze and sort CDP data into reliable and actionable customer segments for strategic, omnichannel campaigns.

Outcome:

Intelligent, data-driven CRM based on actual customer preferences, affinities & behaviors.

MASS PERSONALIZATION AND RELEVANCE

Challenge:

Lack of consumer engagement with impersonal, one-size-fits-all shopping experiences, campaigns and service.

iTalent Digital solution:

Leverage your data by running advanced AI/ML routines for predictive analytics and recommendation algorithms to guide consumers to the right products at the right time. Empower store associates to provide concierge-like shopping assistance via access to customers' online browsing and purchase history. Deliver personalized, relevant and memorable experiences at every touch point.

Outcome:

Dramatic gains in customer satisfaction and loyalty, boost in sales, reduced service and support costs.

CHANGE MANAGEMENT

Challenge:

Resistance to new technologies, new methodologies and organizational change, resulting in low adoption and sustainability.

iTalent Digital solution:

Use our innovative “Change as a Service” approach to promote enterprise-wide visibility and accountability across projects and programs. Listen, measure and adapt to what is and is not working to create a learning environment for data-driven decisions. Achieve transparency, quality and consistency in your transformational journey.

Outcome:

Orchestration of large-scale transformations with 100% sustained adoption.

POINT OF SALE (POS) AND DIGITAL PAYMENTS

Challenge:

Out-of-date and out-of-compliance POS systems, inefficient digital checkout experience.

iTalent Digital solution:

Manage development of POS hardware and software upgrades for EMV compliance and integration with new banking requirements. Orchestrate phased rollouts of POS upgrade to store locations with minimal impact to everyday operations. Regionalize checkout pages in your digital storefront and mobile app to present preferred payment choices for each customer.

Outcome:

Up-to-date, secure and compliant POS; personalized and relevant digital checkout experience.

SUPPLY CHAIN OPTIMIZATION

Challenge:

Out-of-sync logistical operations & inventory tracking, delayed order fulfillment times.

iTalent Digital solution:

Optimize your warehouse management system (WMS) and order management system (OMS) for integrated real-time management of inventory and operations in your factory, distribution centers (DCs) and stores, from initial procurement to last-mile routing and transport to the customer. Choreograph your cross-channel logistics to enable seamless services such as in-store pickup of online orders.

Outcome:

Faster and more convenient order fulfillment, improved customer satisfaction.



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