



CUSTOMER JOURNEY

RETAIL

A reasoned and secured data collection from various points of contact should enable your marketing department to acquire, engage or retain customers, with real time and geo-targeted service propositions based on their journey. Discover what our CRM solution, powered by Data Factory, achieves for our clients.

PROFILE

SONIA
27 years old
Employed
Urban
Connected



11 AM

It's shopping time for Sonia! As she arrives, she connects to the free Wi-Fi and launches the Portal. During last month's visit, Sonia won a discount voucher and she's eager to see at which shops her discount voucher is eligible.



11:10 AM

Sonia shops as usual, wandering around from shop to shop: fashion, jewelry, children's clothing... While shopping, she frequently consults the Portal to check out today's range of individually tailored offers based on her prior purchase history. She spots and activates a timely offer at the Children's Clothing store.



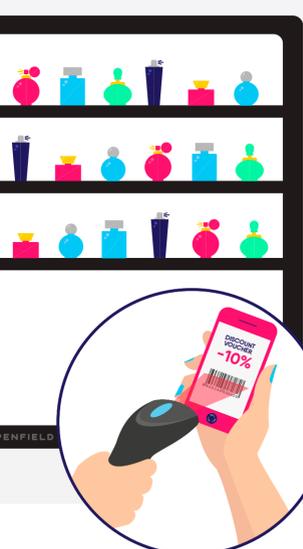
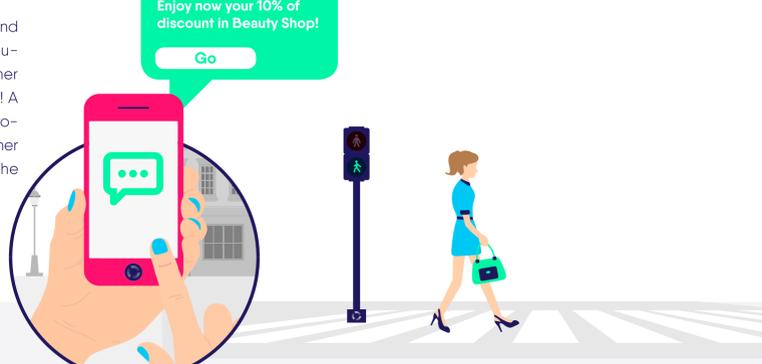
11:30 AM

She walks in the children's store and searches for her friend's birth gift list on the interactive kiosk. Sonia is a regular customer, so the sales representative is immediately notified of her presence through a notification on the store mobile devices.



12 PM

Sonia has been shopping for an hour and she still hasn't used her discount voucher. Now is the right time to guide her to explore a different shopping area! A new perfume store that believes her profile is similar to their customers sends her a personalized text message...and she clicks accept!



12:30 PM

Having selected her new perfume offer, Sonia applies her discount voucher at the point of sale. The salesman suggests that she takes part in the store's lucky draw by taking a selfie. Sonia loves to play and takes the picture.

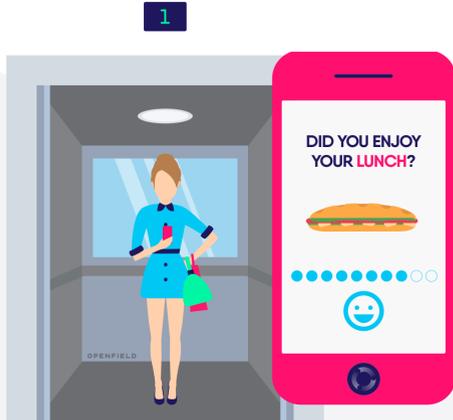
1:30 PM

Sonia uses the Portal to see how crowded her favorite coffee shop is, and decides to check out a new sandwich spot before heading home.



2:30 PM

As she arrives home, she receives a RICH MESSAGE asking her to rate her lunch.



3 DAYS LATER, 8 PM

Sonia receives a personalized email with several offers and news from if her favorite stores. She is also offered a free parking hour, based on her visits in the past 3 months.

