ShareMyInsight

CUSTOMER INSIGHT

uncover customer purchase decisions

SMI Customer Insight enables the power of big data customer analytics by aggregating all your customer data points across systems. Then, transforming your customer data into insight to reveal spend behavior patterns.

Customer Insight utilizes all the available data that SMI and your current systems have collected about your customers. Taken with the Customer Engagement app, you consolidate your customer data and enrich it to enable advanced analytical models to be applied.

How it works

Using SMI data connectors, you are able to upload additional customer data (e.g. POS data, loyalty and marketing data, social media data and more) to get a full profile and deep segmentation analytics). Upgrade to Omni Channel marketing to communicate with a consistent message across multiple touch points

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SMI aggregates all your customer data, applies breakthrough analytics and then automatically creates profitable in-store customer engagements - in near real time and without the need for any client software

Good for
Retailers who have customer data collected and need to get a fuller picture of their interests and what influences their purchases.

What you need
You need the Customer Engagement app to collect customer data

What you get
- Consolidated data on your customer (e.g. POS, social media, in-store visits, marketing…)
- Measured rate of efficiency (e.g. response rate) for all comm channels by customer and segment
- Mapping customer segments making purchase decisions to points in the shopper journey
- Probability scoring for purchasing decisions by segment and communication channels

Pricing
Based on the number and types of data sources to be aggregated

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Retailers using Customer Insight gained a real understanding of who their customers are and where the challenges and opportunities to improve the shopping experience.

Key Features:

Customer Analytics
- Social factors: my personal profile, what my friends are saying
- Location factors: where I spend time in the store based on the services and offers I receive
- Buying factors: what brands I like, what products I buy, my spend habits
- Communication factors: I look for relevancy & context - 'pull' vs. 'push'

Purchasing Decision Tree
Co-relate decision factors to the customer profile by:

- Data mine purchase pattern by segments (which segments buy what products from what locations)
- Identify trends (e.g. flying and dying, price elasticity…) and levers (e.g. promos, cross-sell rewards) that can influence behavior
- Implement probability models for response rate offers across all comm channels

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Giving customers what they are looking for, at the right place, at the right time