Data-driven insights

FUJITSU

» How do I use our data to drive improvement and growth? «

"We're a retail business, so we're not new to customer data. We have a huge amount stored on our customers going back years. We generate more customer data now than we ever have before, but I know I could be using it much better.

I've seen other brands create hyper-personalized in-store offers and really clever ways of cross-selling products. We need to do that too. What should I be doing with our data to deliver better experiences and generate profits?"

Today, much of the focus is on real-time information. However, there is also historical data to consider. By bringing all of these sources together, you can gain greater insights into your customers as well as optimize logistics.

Data insights can increase margins through cross-selling. They can be used to delight customers with promotions when they walk into stores. They can also help your warehouses prepare for sudden spikes in demand.

All of this is made possible by cloud powered retail. At Fujitsu, we're making it happen.

As a cloud powered retail business, you can draw insights from an array of sources. You can also do some very clever things that will set you apart from your competitors. For example, you can combine in-store facial recognition, heat mapping and product interactions to support colleagues to offer individual customers a clientele-style service that generates loyalty.

With cloud apps and analytics you can make data the driving force behind increased sales.

See how you could do more with your data with cloud powered retail by visiting
http://www.fujitsu.com/au/solutions/industry/retail/cloud-power

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