

Create lasting customer experiences

Business Services 

How customer centricity driven by cutting-edge data science enables retailers to engage with shoppers across all retail touchpoints.

Today's digitally savvy customers shop in a variety of ways, from in-store to online and via mobile devices. They want to shop how they want, when they want, and are demanding a seamless experience between channels. Retailers must rise to this challenge by breaking down the silos that in many cases still separate the online and in-store environments.

To achieve this, you need a unified view of customer interactions across all channels and a cohesive view of your entire retail operations. This requires monitoring in-store customer flow, as well as product inventory and logistics using IoT sensors. Combined with online behavioral data, this information creates a single vision across your business, driving better decision making.

It's then vital to drive a consistently high level of service across all touchpoints. Harnessing the power of artificial intelligence can transform contact centers, for example, with chatbots freeing up staff by handling lower level inquiries, enabling more customers to be serviced. Access to up-to-date CRM data, meanwhile, means contact centers operatives can deliver a faster, more personal and informed experience.

Applying the latest data science techniques to your IoT and CRM intelligence powers better customer segmentation and targeting. This enables you to deliver a more personalized, interactive experience across your retail operations, whether online, in-store or through your contact center.

But this must be backed by state-of-the-art cyber security to ensure your retail and customer data is safe at all times and compliant with privacy laws and regulations, such as GDPR. Orange has the technology and retail knowhow to collect, integrate and analyze data from across your operations securely, turning it into valuable business intelligence to help you deliver a complete and consistent customer experience across all channels.



IoT Devices

+



Omnichannel Contact Centers

+



CRM Applications

+



Data Science

+



Predictive Engagement

+



Data Security and Privacy

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Greater customer satisfaction, value and loyalty

[Find out more](#) on how Orange can help you create lasting customer experiences.