



InfoCentric Advanced Analytics Solutions for Retail helps industry players to differentiate themselves in fierce competition environment by transforming data into tangible business insight for continuous business improvement.

## The Challenge

The retail industry is becoming more complex and changing at an increasing speed. Changing customer demographics, the “new” customers with higher expectations, movement towards digital and mobile and increasing complexity of data require that the industry quickly adjusts and transforms to satisfy the needs of customers in order to ensure customer loyalty and profitability. The retail industry will need to maintain even more customer centric approach and processes for an uplifted customer experience.

Digital and personal media will continue to grow exponentially and create new channels for customer insight, interaction and engagement. Retailing will evolve toward a digital retail environment where shoppers will have almost infinite visibility into product choice and price details. The retail industry will need to be more personal, and customer data will become a key enterprise asset. Converting digital data to customer insight will be the main criteria for market penetration.

## Advanced Analytics Solutions for Retail

InfoCentric provides retail customers with timely, business-focused and purpose-built information solutions by applying the knowledge gained over many years of consulting combined with industry best practices. InfoCentric’s Advanced Analytics Solutions transform data into tangible business benefit and improves the effectiveness of marketing, customer relationship management, operations, merchandising and sales.

We incorporate Business Intelligence and Analytics initiatives into the business to drive real benefit with a focus on improving service, effective customer engagement and increased revenue.

### Why InfoCentric?

- ✓ Business Centric Solution Provider
- ✓ Extensive Expertise within the Retail Industry
- ✓ Technology Agnostic with Strong Business Partnerships
- ✓ Developed Solutions to Accelerate Delivery and Outcomes



### Bottom Line Benefits

- Improved customer insight
- Improved customer service by offering more value to customers
- Maximised marketing ROI and increased customer loyalty by targeted offerings
- Increased revenue by driving sales growth
- Reduced costs by accurate, timely, consistent management
- Increased business efficiency and profitability by optimized operational processes and resources

### Engage with InfoCentric

Find out how InfoCentric can help you gain more insight into your organisation’s information today.

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