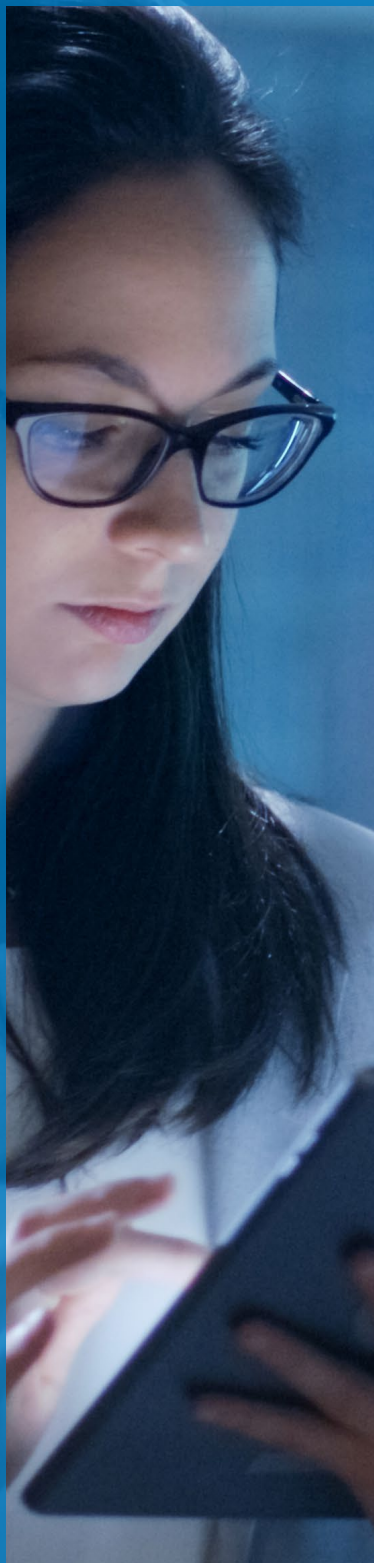
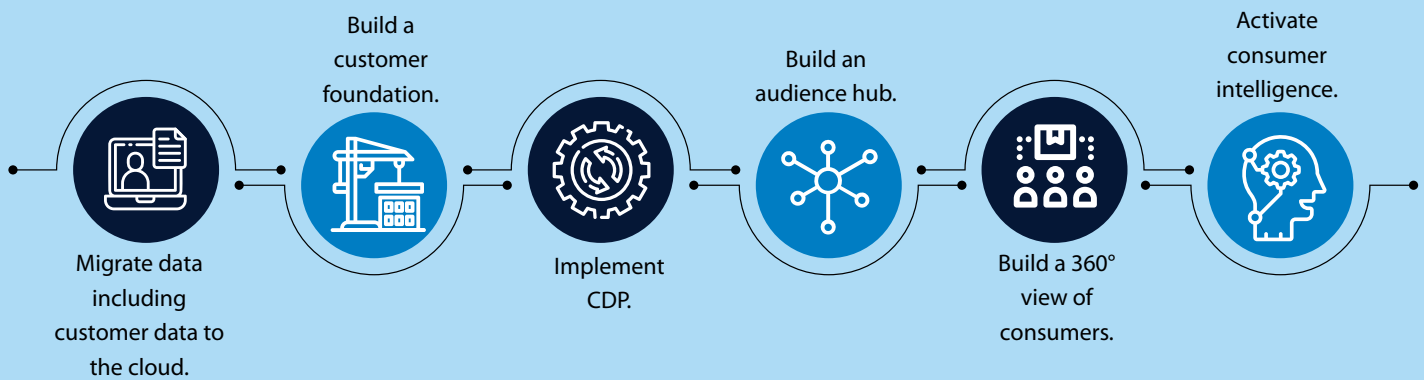


REALIZING  
CONSUMER  
INTELLIGENCE  
CLOUD POWERED BY  
INFOSYS CUSTOMER  
INTELLIGENCE  
PLATFORM



Brick-and-mortar enterprises of yesterday have evolved into technology companies of today and, technology companies of today will eventually evolve into tomorrow's data companies. Tech innovations centered around digital will lead to an explosion of digital touchpoints pushing compute to the edge. To fully exploit the opportunities at hand, companies will need ambient intelligence that transcends automation boundaries and help make decisions at scale.

Infosys Customer Intelligence Platform solution can help enterprises if they intend to:



## Characteristics of the solution

The main objective of the Infosys Infosys Customer Intelligence Platform is to harvest consumer knowledge and make it accessible to all channels, touchpoints, and partners. Driven by data privacy and artificial intelligence at its core, the solution aims to connect any unconnected data across touchpoints, unify them, harvest consumer knowledge. It also makes the intelligence ambient in a secure network within the enterprise and across the partner ecosystem.

The Infosys Customer Intelligence Platform solution:

1. Unifies consumer identity and knowledge in a cookie-less world.
2. Realizes the smart audience hub through an AI-powered profile graph.

3. Reduces non-working marketing spend through unified locale market intelligence.
4. Improves the consumer experience through facilitating a hyper personalized consumer journey.
5. Provides a safe and trusted knowledge network.

Using the solution, enterprises can:

1. Realize the consumer cloud in less than 3 months.
2. Improve consumer satisfaction and reduce non-working marketing spend.
3. Self-govern full funnel consumer experience to increase personalization precision by 50%.





## Collect, connect, and activate harvested consumer intelligence at every touchpoint using the Infosys Customer Intelligence Platform

1. The best of Infosys and the partner ecosystem converge. Infosys' solutions include Infosys Cobalt and Infosys Equinox and TradeEdge. The partner ecosystem includes hyperscalers (Google, AWS, Microsoft Azure), data partners like Talkwalker, Throttle, and specialty partners like BigID.
2. A strong foundation is laid by Infosys' patent-pending engineering innovations (Digital Brain, Autonomous Engineering, Consumer Ontology Services and Trusted Monetization Network).
3. Out-of-the box data and AI solution assets are integrated to enable data unification, harmonization and identity resolution services, digital decision boards, autonomous consumer and marketing foresight engine, cognitive activation services and data monetization services.



## Client stories

### Problem statement



A global CPG major aimed to improve their consumer base and enhance the lifetime value of every consumer by providing a hyper-personalized experience across touchpoints.

A US-based luxury retailer who provides personalized luxury experience for their customer at stores wanted to set up a customer-centric digital experience platform to provide a similar luxury experience to the customer across all interaction points (online, mobile, digital stylist, chat, phone, email)

**Solution:** Customer Experience Platform(CXP)

**Vision:** Democratize data, optimize decisioning, and deliver a winning experience.



The end vision is a federated consumer data house on the cloud. The solution unifies and infers taste from 200 brands and 40 geographies to provide an exclusive consumer experience, thus reducing overall marketing spend. The CPG major can harmonize and resolve 36 million consumer identities from 45 million consumer records and harvest knowledge from various digital touchpoints. Harmonized data is connected through an Intelligent Taste graph to help activate contextual, hyper personalized experience for consumers across brand touchpoints like Amazon Media, Social and Search.

- Helped rationalize Martech
- Enabled a single view of the customer across the full funnel (audience through advocate) uniting online and offline data.
- Used omni channel data to deliver contextual customer experiences and intelligent real time decisioning to target customers.

CXP can interpret every customer-retailer interaction. Its dynamic feedback loop uses machine learning to quickly turn interactions into insights and improve future experiences.

### Business benefits



- Improved consumer satisfaction score through hyper personalization by 60%.
- Reduced non marketing capital spend by 65%.

Improved conversion rate by 40% by implementing Unified Consumer Identity and Intelligence Hub of Known and Unknown Consumers across digital touchpoints.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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Navigate your next

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