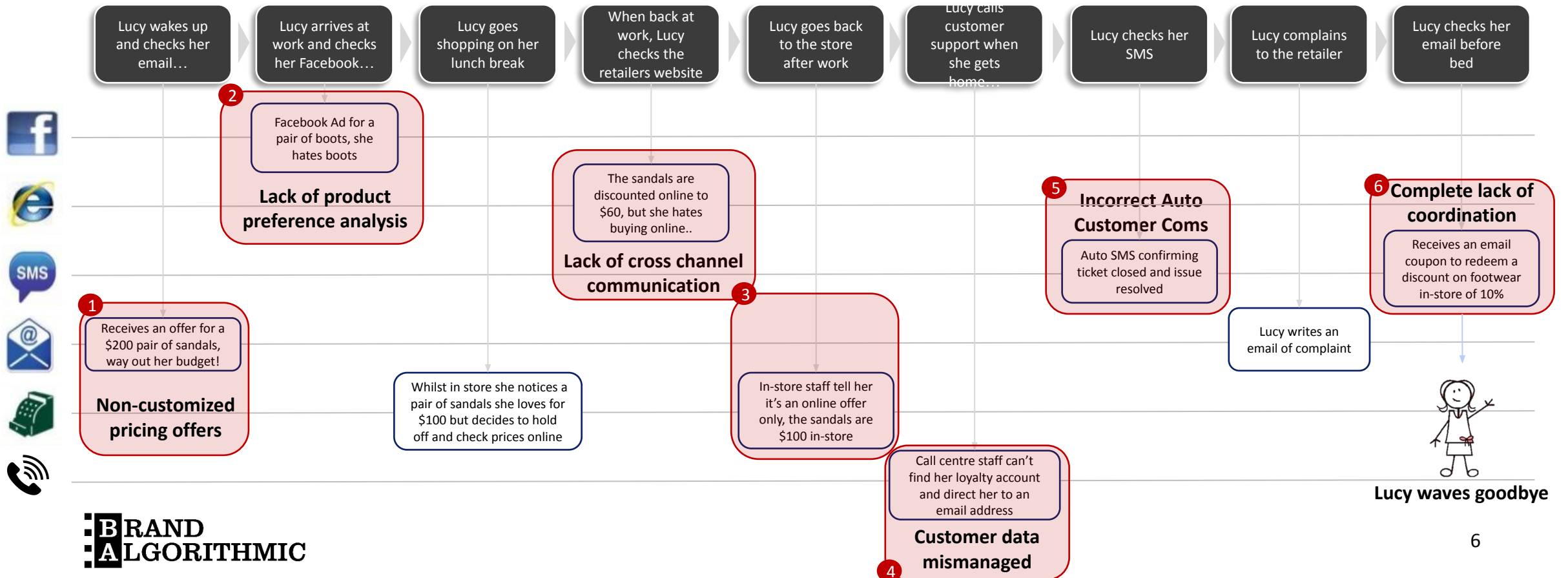


Existing Customer Journey

Existing customer experiences can feel disjointed and frustrating when there is a lack of synchronized orchestration



Meet Lucy, she's a typical trendy New Yorker who has a love of fashion, especially sandals. She loves one retailer in particular and has always bought her favourite items from them. Lucy has a set budget each month of \$100 which she puts aside for shopping trips, beyond this she just can't afford much else. She hates purchasing clothes online because she is never in for the deliveries and always prefers to be in-store, she does however use websites to complete research beforehand.

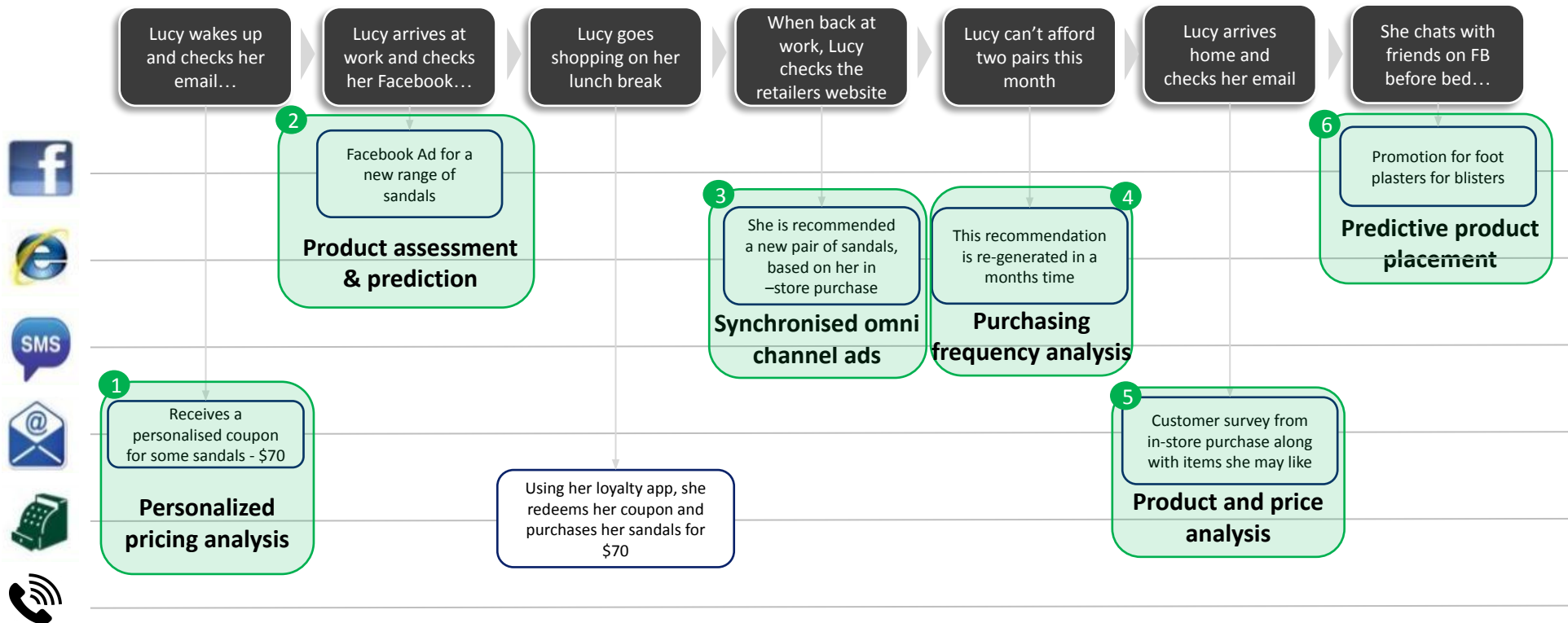


Future State Customer Journey

AI enables personalization based on price, product range and purchasing frequency to deliver for customers



Meet Lucy, she's a typical trendy New Yorker who has a love of fashion, especially sandals. She loves one retailer in particular and has always bought her favourite items from them. Lucy has a set budget each month of \$100 which she puts aside for shopping trips, beyond this she just can't afford much else. She hates purchasing clothes online because she is never in for the deliveries and always prefers to be in-store, she does however use websites to complete research beforehand.



Lucy has received an excellent customer experience through:

1. Fully connected customer journey, underpinned by data excellence
2. Personalized ads based on her budget
3. Product recommendations based on her buying habits
4. Time specific suggestions based on habits and spend

How is this achieved?