



targetSERV

Introduction

There's a significant gap between what today's shoppers experience online and what happens in most stores. Online retailing offers an extraordinary degree of personalization. Shopper behavior is measured so retailers can provide finely targeted recommendations and offers. But in-store, most retailers have yet to develop this valuable capability.

The good news: personalized in-store shopping is not only possible but less costly and easier to implement than ever. And it comes not a moment too soon. With even loyal consumers shopping at competing merchants, retailers need new ways to retain their best customers.

targetSERV: Personalization That Reaches Customers at the Point of Decision

Cognizant targetSERV is the ideal tool to provide offers and content which are relevant for each shopper. targetSERV leverages a shopper insights engine designed for hyperlocal targeting, and analyzes customer shopping data to improve the correlation between store, product, price and customers. For retailers that want greater control over the definition of shopper-product-store relationships, business insights and rules drive the personalization and targeting. Because it focuses on the science behind targeting offers, this solution works for both brick-and-mortar and online retailers; moreover, its engine provides insights that can be applied across all channels.

targetSERV integrates with mobile applications and iBeacon technology to help target customers before, during, and after their shopping trip, customizing the experience at each point in the customer journey.

A Profit-driving System You Don't Have to Worry About

Most large retailers collect shopper data. But few have the resources or time to transform that raw data into a powerful data-driven marketing program.

targetSERV takes those headaches away and provides that powerful system that can be up and running quickly. Cognizant manages the data stream, converting individual customer buying patterns into useful insights and effective offers and personalized content.

Through integration with mobile devices and iBeacons, targetSERV can target content relevant to specific engagement zones, designed to upsell or cross-sell within a category or drive shoppers to other parts of the store.

Key Benefits

Maximize ROI from promotions. Whether the goal is traffic, gross profit, or top line revenue, targetSERV helps retailers maximize the return on promotional investments by focusing on the right offers for each customer and cutting back on less relevant offers.

Make offers through multiple channels. targetSERV is touch-point agnostic. You can reach your customers through mobile application, or through email, Web, or even traditional media such as postcards or POS receipts. targetSERV provides the insights to understand behavior across all channels and target accordingly. Whatever the channel, each offer is relevant to that individual.

Reward your best customers. Because the service is targeted, only your most important customers get your best offers. Offers are much larger, more frequent, and more relevant than mass-market couponing can ever be. And these are deals they can't get elsewhere. Your best customers will see you as a source of unique value.

Optimize your promotional dollars. targetSERV helps you make the best use of your promotional and pricing dollars, ensuring that the right product-price offers are sent to shoppers most likely to respond. Why invest in larger discounts for a customer who will respond just as well to a smaller one?

Access untapped marketing funds. The highly relevant nature of the offers will drive ROI and help you attract additional brand marketing investments.

Increase loyalty. targetSERV helps you keep your best shoppers in your store. Shoppers who redeem targetSERV offers will stay engaged with your stores.

Target customers at the most opportune time with the content and offers most likely to drive

conversion. Through integration with mobile and iBeacon technology, targetSERV sends customers information most likely to drive them to your storefront, engage them as they are considering categories, and provide the right incentives to complete the sale.

targetSERV will work with your existing data to quickly reveal patterns in shopper behavior that can translate into loyalty reinforcement or drive a specific business agenda. Our tool leverages a variety of data signals (geographic, demographic, purchase history, and more) to develop a 360-degree view of the interests and needs of each shopper. Even when less customer data is available, targetSERV can leverage similarities across customers to drive personalization.

Cognizant is the Ideal Partner

targetSERV, is part of a full suite of powerful digitally networked modules that integrate channels to give in-store customers online-type advantages. It also includes: shopperSERV, a mobile customer shopping assistant application; and clientSERV, a mobile store associate application.

Cognizant is a Fortune 500 company with 20 years of retail experience. We combine the very latest technology, a strong business framework and a long-time in-depth understanding of what retailers and their customers want.

Contact Us

To learn more about targetSERV or Cognizant's Retail practice, please contact us at retail@cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 187,400 employees as of June 30, 2014, 2014 Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.



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