

Retail – Omni-channel product recommendations

June 2018

The Opportunity

Recommendation engines are arguably one of the trendiest uses of data science in retail today. Customers today share tons of personal data as they engage with an organization through an increasing number of channels and applications. Big Data is increasingly used to bind this available and meaningful data, to design an enhanced 360-degree customer view to eventually give personalized recommendations

The Problem

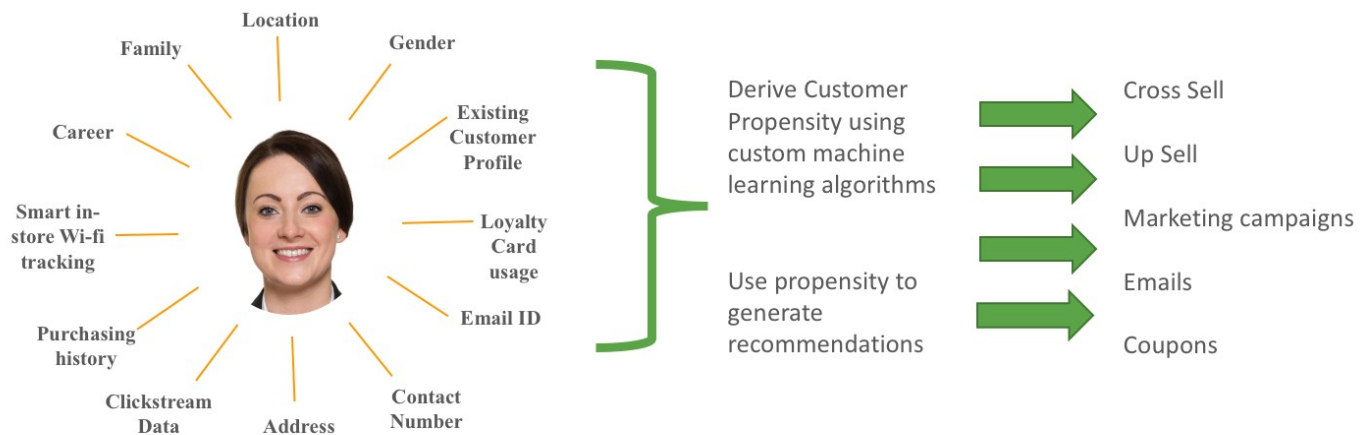
With customers today, sharing tons of personal data as they engage with an organization through an increasing number of channels and applications. It is becoming increasingly difficult to bind this disparate and dispersed data to generate a real-time 360-degree customer view. Match it with the product inventory to eventually give personalized recommendations.

The Solution

At Ennvision, we've been helping our clients to identify and track customers across different channels. Optimizing online-offline communication thereby enhancing customer experience, leading to growth in sales opportunities and revenue.

As your strategic partner in achieving a 360-degree customer view, to be utilized for generating recommendations, we:

- Build Low Latency Real-time data pipelines to be shared across business teams for customer identification
- Catalog product views across channels-Design data pipeline for real time cross channel recent product view store. Ingesting clickstream data with extremely fast cache as store
- Help you generate better recommendations- Cross channel view recommendation helps unify customer experience across channel



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Key Benefits

- A real-time 360-degree customer view.
- Personalized customer engagement leading to enhanced customer experience
- Better and more targeted opportunities for sales and revenue growth.