



# THE KEY TO SUCCESS: ACTUAL INSIGHT IN CUSTOMER BEHAVIOR

Increase lead acquisition, customer value and loyalty with the SAP Analytics Cloud Retail Package Customer.



Nowadays, customers need unsurpassed products, excellent services and personalized advertisements or offerings. Without a detailed view on customer behavior and appropriate customer segmentation, it is simply not possible to meet these requirements. The SAC Retail Package Customer of Ctac includes three building blocks: Customer Journey, Customer Engagement and Customer Satisfaction.



These modules contain predefined models and storylines based on retail industry knowledge. It provides retailers the possibility to gain a 360 degree view from their customers. This insight optimizes the customer journey, increases engagement and improves satisfaction. The next step? Manage and even predict customer behavior.

## Option 1 Foundation: Put your customers on the radar with Customer Journey

Begin by understanding your customers' needs and know when and how they want to be approached. Easier said than done? Not with the predefined modules in the Customer Journey Package. These are focused on specific needs of the retail marketer and provide insight in the complete customer journey at a glance.

Create a 360 degree view of your customer and utilize this view to measure and manage lead generation (conversion), customer value and loyalty. Gain insight in customers' touchpoints which cannot be influenced such

as the weather while being in control of influenceable touchpoints such as promotions.

Obtain insight in customer segmentation per shopper type, gender and age. Discover sales, value and interests per segment and per product (category). Even more, you have got the possibility to analyze purchase history of customer segments, or even per individual.

These insights enable you to monitor, manage, test and optimize all your marketing activities. It is even possible to predict future trends.

## Option 2 Advanced: Attract your customers and increase Customer Engagement

Take a next step with the Customer Package Engagement. Identify the effectiveness of each marketing campaign, per channel. Discover which campaigns or channels have been most successful and analyze your opportunities to optimize.



Research points out that 70% of all online advertisements are ignored because consumers are overwhelmed with irrelevant ads. In order to be effective and belong to the other 30%, it is crucial to know which requirements ads should meet. Get to know how to perfectly approach your customer and increase engagement along with proven effective marketing activities.

**Option 3 Professional: Grow your fan base with Customer Satisfaction**

Turn returning customers into loyal customers by surprising them and satisfying all their needs. In fact, satisfied customers are more likely to return. The Customer Package Satisfaction evaluates to what extent your customers are satisfied and identifies their pains to take those away. Achieve one common goal: make a fan from each customer.

**Our SAC Retail Package Customer promise:**

- A user-friendly solution: just fun to work with.
- Based on 25 years of experience with IT solutions and retail industry knowledge.
- Possibilities to customize the platform as desired within the thoughtfully predefined retail storylines.
- Get an answer in two clicks to all possible business questions about your customer.
- Clear overview pages and useful filters on detail pages.
- The opportunity to make from each customer a real fan.

**Do you want to know more about SAC Retail Package Customer?**

Contact us via +31 (0) 73 692 06 92 or info@ctac.nl.



**Fixed price, scope & date**

Benefit from a fixed price, fixed scope and fixed implementation time of the SAC Retail Package Customer. Choose from three packages.

Package	Price (Per user per month*)	Implementation time	Support
<b>Foundation</b>	40 €	20 days	Including 3-year support
<b>Advanced</b>	50 €	25 days	Including 3-year support
<b>Professional</b>	60 €	30 days	Including 3-year support

**Foundation Package:** 3 Models (data set) + 3 Stories (reports) Omnichannel Segmentation & Behaviour + Implementation time 20 days including 3-year support. Includes Customer Journey, Behavior & Segmentation.

**Advanced Package:** 5 Models (data set) + 4 Stories (reports) Foundation + Web, Social Media & Promotions + Implementation time 25 days including 3-year support. Includes Foundation Package + Customer Engagement.

**Professional Package:** 6 Models (data set) + 5 Stories (reports) Advanced + Web & Store Surveys, Returns & Loyalty + Implementation time 30 days including 3-year support. Includes Advanced Package + Customer Satisfaction.

\* Based on a three years agreement, before start installation assesment is required.