

Digital Customer Journey Mapping for a Large Retailer



Client

Global Strategy Consulting Company

Industry

Retail

Business Impact

- Deep dive into 1st Moment of Truth, where the buyer actually hits the cart to proceed its purchase. Analysed the Post Purchase comment to create a feedback loop and identified the opportunities retailers can implement for better experience.
- Provided Key insights on Gen Z and Millennials purchase journey
- Identified the influencer which Gen Z and Millennials closely follow/ look up to people for their purchasing needs
- Stage wise (Pre Purchase, Purchase and Post Purchase) sentiment break down

Business Challenges

- One of the largest global strategy, consulting & technology companies wanted to map the digital customer journey for Generation Z and Millennials shoppers in the retail fashion industry
- Identify the consumer's path to purchase across the various stages of the purchase funnel to better engage with them digitally in US and UK market
- Map triggers and evaluation parameters during the pre purchase stage, service experience and purchase blockers during online purchase stage and product evaluation, feedback and loyalty opportunities during the post purchase phase

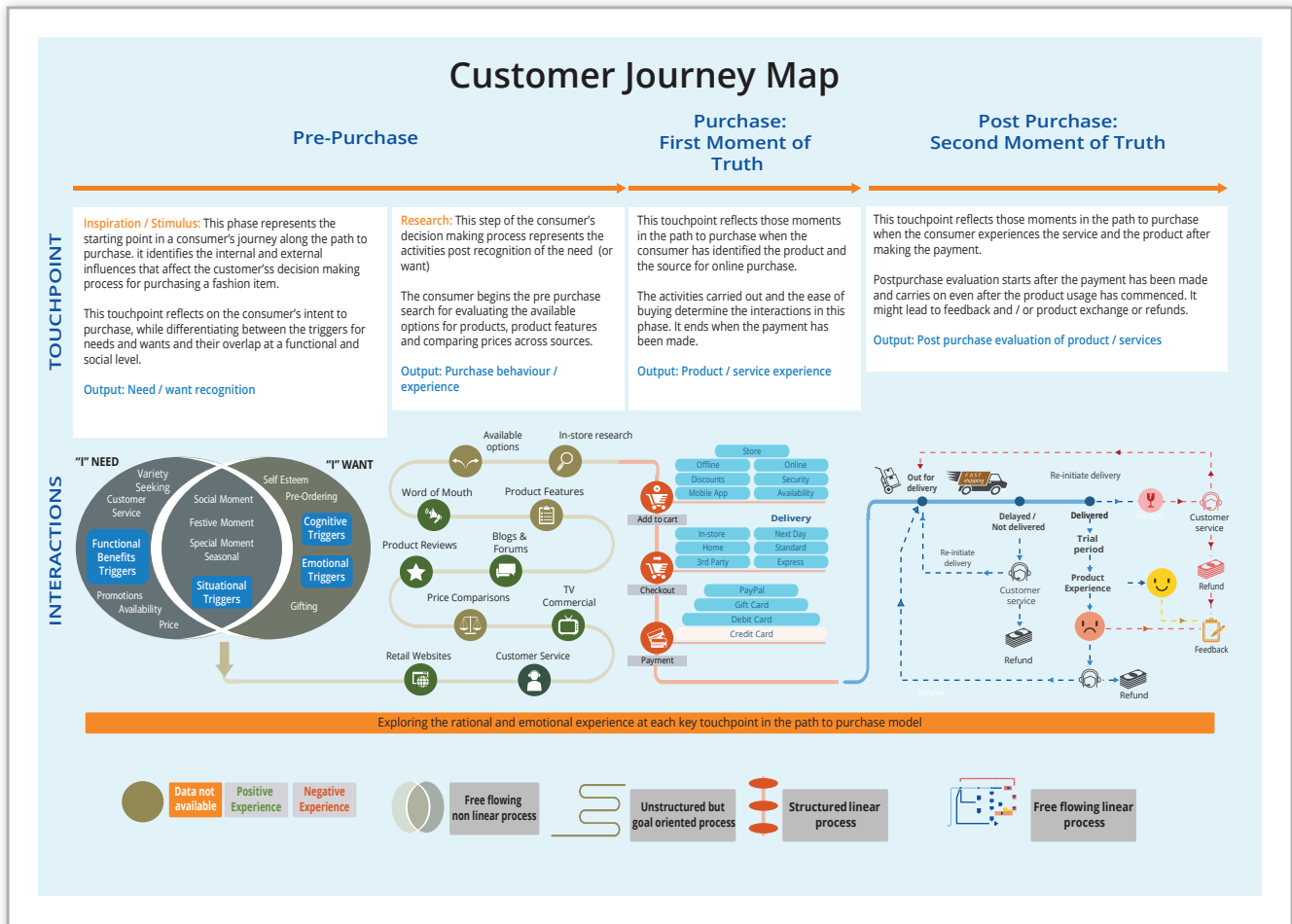
Approach

As part of understanding the digital consumer journey three touchpoints were identified:

- Inspiration and Research (Pre-Purchase / Stimulus) Point of Purchase and Buy (Purchase / First Moment of Truth)

- Fulfilment, Feedback and Return (Post-purchase / Second Moment of Truth)
- These moments in the customer journey refer to the point of time when realization strikes for carrying out a particular interaction.

Outcome



About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.