

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

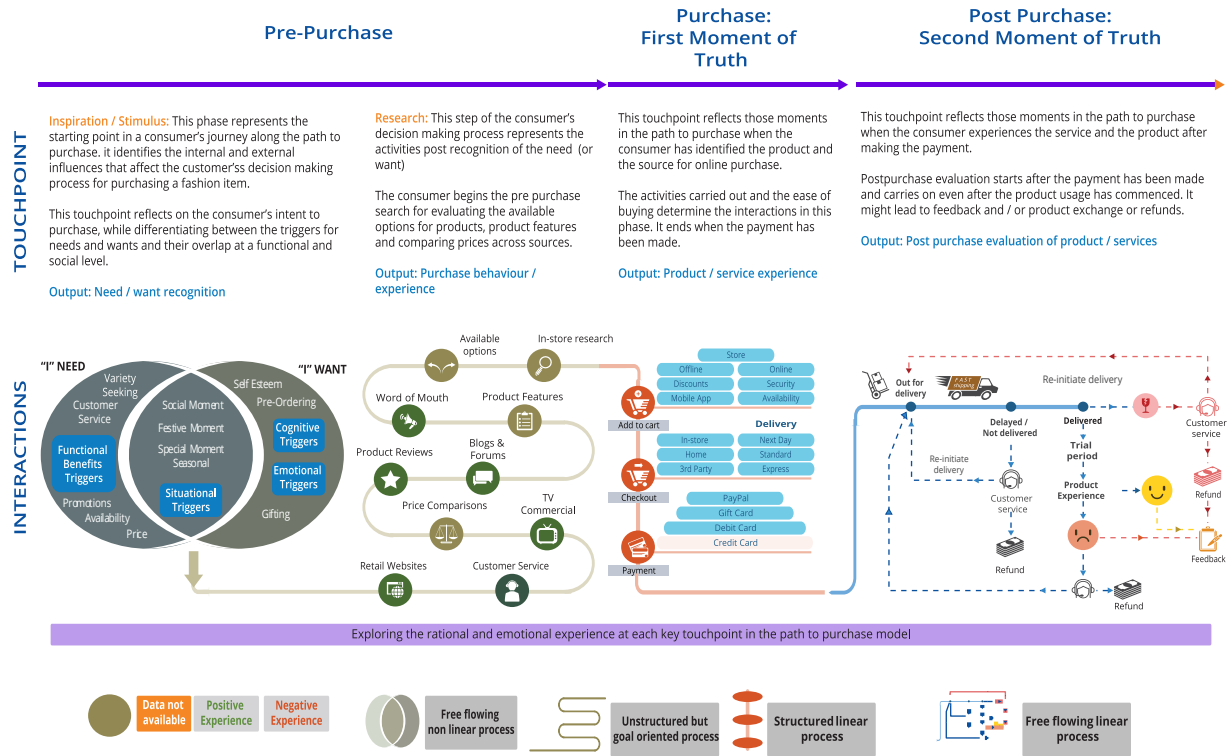


As part of understanding the digital consumer journey three touchpoints were identified:

- 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

Customer Journey Map



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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