

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
- Indentified 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

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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



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 Purchase: Post Purchase: **Pre-Purchase** First Moment of **Second Moment of Truth** Truth Research: This step of the consumer's decision making process represents the activities post recognition of the need (or want) This touchpoint reflects those moments in the path to purchase when the consumer experiences the service and the product after making the payment. Inspiration / Stimulus: This phase represents the starting point in a consumer's journey along the path to purchase. It identifies the internal and external influences that affect the customer'ss decision making process for purchasing a fashion item. This touchpoint reflects those moments in the path to purchase when the consumer has identified the product and the source for online purchase. Postpurchase evaluation starts after the payment has been made and carries on even after the product usage has commenced. It might lead to feedback and / or product exchange or refunds. The activities carried out and the ease of buying determine the interactions in this phase. It ends when the payment has been made. The consumer begins the pre purchase search for evaluating the available options for products, product features and comparing prices across sources. This touchpoint reflects on the consumer's intent to purchase, while differentiating between the triggers for needs and wants and their overlap at a functional and social level. Output: Post purchase evaluation of product / services Output: Purchase behaviour / experience Output: Product / service experience Output: Need / want recognition In-store research "I" NEED INTERACTIONS (4₂) 0 Exploring the rational and emotional experience at each key touchpoint in the path to purchase model Data not Positive Negative available Experience Experience

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 Al-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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