
Retailers: Improving Customer Engagement Across Digital Platforms

Creating valuable customer experiences are critical as consumers engage with digital platforms -- first step is knowing what they do when they engage

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Stop Guessing | **Start Knowing**



Understanding customer journeys and sophisticated experiences: Four Pillars

Attract: Retail customers use Interana to figure out ways to attract new shoppers to online and mobile stores, and re-generate interest with previous shoppers that may have abandoned their carts along their journey. They know the lifeblood of the business depends on a steady stream of new users visiting to make purchases.

Engage: Retail customers use Interana to continually experiment to figure out new ways to engage loyal shoppers, interact with them, and keep them "curious-to-click," enticing them to follow specific paths, or tailor their journey options based on what they know about their profile, preferences, and propensity to buy.

Convert: Retail customers use Interana to focus on converting occasional shoppers into regular paying customers as soon as possible to increase purchase rates and create additional streams of online shopping revenue.

Retain: And, retail customers use Interana to do everything they can to retain regular shoppers for as long as possible because a loyal customer implies they are happy, evangelizing your brand to friends, which attracts more shoppers, and the cycle starts all of over again.

Achieving goals by Knowing Customer Interactions at every turn



Optimizing Content: One use case we often see within Retail is content optimization to educate shoppers on particular products, to provide details about items customers might be interested in. Nothing fights against attracting new shoppers more than bland, mediocre content. No one will click an ad that is not appealing or does not interest the shopper -- personally. Poorly thought through content can cause potential shoppers to turn away, and not even shop at all. On the other hand, high-value content placed in front of high-value super-shoppers can exponentially increase profits and revenue, because it peaks interest in a particular item, and it can also be easily shared on social media channels, giving a boost to a brand or sale.



Innovating Product: Our Retail customers also focus heavily on innovating website and mobile app shopping experiences through developing product features. By understanding how potential customers are using their web store or app, they customize and tailor the entire shopping experience to make it easier, faster, more valuable, safer, and more engaging, which is valuable to create loyalty and trust. Sometimes product teams need the freedom to experiment and test new ideas to ensure they understand the shopper: which features work, BEFORE they commit money and resources to build and ship.



Making Customers' Successful: Retail customers also use Interana to commit to the success of their patrons to make sure they're happy because satisfied shoppers come back consistently, place more items in their carts and buy more, and spread the word to others. They also typically strive to inspire their super-shoppers in new ways because inspiration is valuable and moves people towards higher degrees of loyalty, commitment, and trust.



Reducing Customer Headaches: Retailers use Interana pretty consistently to proactively find issues or problems that shoppers encounter and then resolve them fast to minimize negative impact or risk to the overall experience. Engineering and operations teams typically use Interana for performance analytics, troubleshooting, shorter release cycles to get their latest and most valuable features out to shoppers faster, not only to stay ahead of the competition, but to please shoppers with new points of value in the experience of shopping.



Democratizing Data: Retail customers are using Interana to democratize the data to provide real time answers to team members, corporate-wide team. Offering fast answers, goals can be achieved through data, not gut feel. A much higher value of customer attraction, engagement, conversion, and retention is obtained because of the increased number of business professionals thinking and understanding more about customers journeys and experiences. Therefore, self-service analytics is critical in order to move fast, scale quickly, and truly understand all of their shopper's actions, interaction, and transactions.

Build and Maintain Loyalty & Trust: Retailers need to create as much loyalty and trust with their customers as possible -- it is critical to revenue generation. Nothing beats repeat business from loyal customers who trust you, your brand, and the services provided.

Create Repeatable Value: Creating repeatable value that customers appreciate and want to return to -- keeping them coming back to your store or mobile app again and again -- is the magic in the world we live in today. Gone are the days where you can afford to deliver basic online shopping experiences. Instead, you need to continually present shoppers with new and fresh experiences that keep them coming back, which gives you more opportunity to upsell or upgrade.

Increase Revenue: At the end of the day, retailers, and every business, need to make sure shoppers are placing as many items in their cart as possible and then clicking the "BUY" button to gain profits -- the more the better, of course.

Reduce Costs and Lower Risks: Reducing risks and lowering costs of operations is always a must. Keeping the lights on, and employees paid is a necessary part of running any successful business.




Gaining more mindshare, engagement and revenue

We all love our digital devices, and as they proliferate throughout our homes, autos, offices, and even clothing, retailers have to figure out how to help customers engage, buy efficiently, and remain loyal. From mobile, to the cars we drive, to the digital wearables we fashion, to our smart homes and cities, we are engaging constantly with our favorite brands, games, content, and people in our lives in more and more complex ways. Retailers need to find ways to offer new, different, and valuable services, products and experiences. Leading retailers need to find ways to drive valuable shopping experiences, deliver engagement strategies that help the customer journey, streamline the ease and ability to spend more time and money on a retailer's app or site, or drive them into physical storefronts.

Along with today's tremendous and growing retailer pain points to increase revenue, deepen loyalty, create trust, increase conversions, and decrease returns, a critical new pain point is top of mind: increase value to get more mindshare on digital platforms.

So, how can retailers think about and implement truly valuable offerings and services to consumers around the world? They need to Stop Guessing and Start Knowing what customers do, how they act and interact, and know how give them value that keeps them coming back.



Interana ingests event data produced by all of your applications, services and data pipelines and makes it available for ad hoc exploration via an intuitive, visual interface. They make it fast and easy for product managers, data teams, customer success, and other groups to ask imperfect questions and get answers in seconds—the way humans really think about data.

Define and iterate on your behavioral objects on the fly; no more waiting on your data team.

Contact Interana today to learn more.

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