

Anticipate • Engage • Understand • Refine

# Retail/CPG



## Drive Sales through Personalized Engagement

**Bombarding customers with generic messages won't gain retailers increased conversion or customer loyalty. The most profitable retailers personalize the customer experience to foster meaningful engagement.**

- Global Engagement
- Advanced CRM
- IoT Technology
- Powerful Brand Awareness

Creating targeted and personalized engagement is the only way to truly connect with your customers. Customers are willing to invest their time in providing essential profile information – as long as they derive real value and a quality customer experience in exchange.

To effectively engage with your customers, you need to anticipate their buying needs before you engage with them. Once you have engaged, be consistent across multiple channels. Grow your business by learning about your customers, their preferences, and their behaviors. Take this intelligence and work to refine your brand's perception in the marketplace.

**Our Retail/CPG solutions focus on advanced CRM solutions, apps that drive mobile engagement and emerging IoT technologies. In addition, we provide powerful BI and analytics to convert brand awareness into increased sales and loyalty by providing a 360-degree view of customer preferences and behaviors.**



### Enhance Customer Relationships

Convert brand awareness into increased sales and loyalty by providing a 360-degree view of customer preferences and behaviors.



### Omni-Channel Strategy

Implement CRM technologies to track customer interactions and facilitate robust and meaningful multi-channel conversations that increase loyalty, brand awareness, sales, and conversion.



### In-Store Engagement Insights

Leverage mCommerce, predictive offer recommendations, guided selling, and self-service order capture.



### Engagement Intelligence

Transform missed sales interactions into meaning and memorable mobile moments for the customer, resulting in increased customer satisfaction, higher conversion rates, and stronger brand loyalty.



### Competitive Intelligence

Implement natural-language processing tools to understand your brand's perception in the marketplace.

## Industry Solutions



**SMART STORE** allows any retail organization to leverage beacon and mobile technology to create a personalized, interactive in-store

shopping experience, bringing a retailer's omni-channel marketing strategy into the store where 80% of consumers actually make a purchase.



**M2Cloud** (Machine to Cloud) capitalizes on the explosion of smart "things", and connects

people, systems, and products together to improve business processes and customer experiences. The solution leverages industry-leading platforms from Salesforce and PTC ThingWorx to reduce the time, costs and risks associated with delivering connected cloud, mobile and social applications.



**SIFT** (Smart Information Filtering Tool) enables your contact centers to act on the issues that matter to

your customers most, so you can focus on building lasting customer satisfaction and loyalty.

## Personalized Sales Engagement Leaders

*We help you develop a level of excellence in customer experience that helps solve problems quickly and seamlessly across all channels. We increase conversions by creating a real-time, satisfying experience for your customers. Refine buyer attributes and make decisions based on accurate insights.*



**IMPROVED TARGETED  
MARKETING  
RESPONSE RATES**



**ENRICHED CUSTOMER  
LOYALTY EXPERIENCE**



**ACCELERATED  
NEW CUSTOMER  
IDENTIFICATION**

## Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.