



## Strategy and Consulting

Based on the insight gained from analysis and research, our consultants develop customer-centric strategies for assortment management (including service strategies), channel management (online and in-store) and targeted communications / marketing.

- We help to strategically set prices on products which are relevant to price-sensitive consumers.
- We increase profitability of promotions by aligning growth strategies and trade-driving incentives to the behaviour of key customer segments.
- We optimize assortment and store layout, so that it matches local customer needs and lifestyles.
- We help identify opportunities for collaboration between retailers and suppliers that provide greater value to their joint customers.

Our loyalty consulting specialists also help design and implement CRM and loyalty strategies for different consumer-based industries such as retail, utilities, gaming and telecommunications. This includes for example the definition of KPIs, creation of dashboards and strategies for minimising churn.

In the fast growing sector of multi-channel retailing we are helping through fusing transactional, loyalty card, web and research data, understanding how customers want to interact via different channels - and how to profitably target and manage that transition. We help make sense of the fast-moving Web 2.0 landscape, and integrate your web analytics with transactional and other insights.

**Our end-to-end value proposition is geared toward getting you closer to your customer by providing support throughout the journey of customer-centric change.**