



Create a Personalized, Omnichannel Shopping Experience with Atos Syntel's SyntEngage

Omnichannel retail is now part of mainstream commerce. Customers expect a seamless and personalized experience across every retail channel they choose to interact with. Stores, websites, mobile and social media channels must be connected, aligned and integrated with merchandising, supply chain and marketing processes to deliver a seamless customer experience. SyntEngage is a solution that combines Atos Syntel's retail experience, expertise in enterprise systems, and capabilities in next generation technologies to deliver a comprehensive solution suite for retailers.

Solution Overview

- Provides a comprehensive customer data store built with structured and unstructured data gathered from internal and external data sources
- Analytical engine to enable real-time recommendations on next best action
- Pushes location-based promotions and targeted ads based on consumer preferences

Why SyntEngage?

- Deliver information about customer preferences, and whenever and wherever they want to buy it, regardless of the channel
- Helps build a loyal customer base by providing a rich, personalized customer experience
- Enables location-based promotions and effectiveness tracking
- Integrated workforce management solution that recommends the next best action to store staff to drive increased revenue through cross-selling and upselling

How it Works

End User Engagement

- Hyper-Personalization of in-store & online services
- Proximity marketing
- Media and entertainment
- Social buying
- Location-based customer service on social media

Application Enablers

- Location-based advertising & marketing
- Business Intelligence and analytics
- Social media engagement and networking
- Mapping and navigation
- Local search and information

Business Benefits

Customers

- Personalized buying recommendations and product information
- On-demand buying assistance

Retailers

- IoT-enabled actionable intelligence to build better customer connections
- Selling opportunity for sales associates through in-store module
- Improved customer retention
- Integrated workforce management for efficient store resource utilization
- Walk-in/customer trail, web clickstream analysis
- Insights and recommendations on store layout optimization