



Customer Insights Platform (CIP)

Unleash the dynamic power of real-time unified and granular insights, enabling users across the organization to make informed business choices swiftly and effectively.

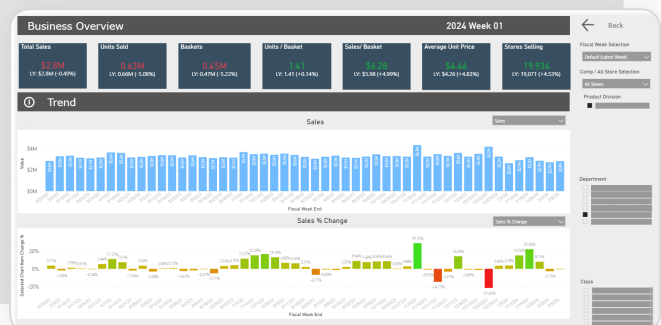
Customer Insights Platform (CIP) harmonizes disparate data sets into one platform, creating a single source for information across your organization. Built on one platform, the suite of reports and dashboards are tailored to meet the needs of all users, enabling them to evaluate sales & inventory trends, measure KPIs, and uncover financial opportunities.

Elevating business intelligence

Align category management, marketing and operations with a single source of data, enabling faster response time to the insights and less time reconciling data discrepancies.

- Evaluate real-time KPI measurements and diagnostics across your network.
- Monitor sales patterns across the store network to understand top-level demand.
- Activate your most valuable customers and baskets to maximize sales growth and profits.

- Analyze assortment, seasonal and pricing compliance across all stores, down to the SKU level.
- Understand days of supply at the DC and store to keep shelves stocked everyday and during promotional events while keeping supply chain levels lean.



CIP releases the power of insights

Executives

Executive dashboards, updated daily, provide greater visibility to business performance.

- Identify top-ranked products and geographies.
- Monitor sales, inventory and financial positions.

Category Management

One platform contains all information needed to identify and understand business drivers.

- Create merchandising and pricing strategies focused on maximizing sales & margin.
- Apply store traits to match product assortment to stores based on customer demand.

Marketing

Activate your most valuable customers and baskets, nurturing those with high growth potential.

- Analyze basket dynamics across high-frequency customers.
- Strategically target valuable customers and baskets using cross-purchasing metrics.

Inventory Management

View daily, weekly and ad-hoc time periods to monitor inventory, at the DC and store and in transit.

- Allocate SKU inventory to the stores with the highest selling propensity.
- Monitor inventory positions to inform allocation and replenishment models.

The value

Facilitate confident decision-making and deep understanding of all components of your business through a single harmonized platform.

- Maintain the right product, at the right place, at the right time and price to maximize sales and profitability.
- Negotiate more effectively with suppliers for the best financial terms and outcome.
- Enable data-sharing across the entire enterprise, including suppliers, to provide insights to improve performance and the customer experience.
- Minimize out-of-stocks and aged inventory through more granular and improved supply chain transparency.

For more information about SymphonyAI and our AI powered solutions, please contact us at

symphonyai.com/contact-us/

