Anticipate needs and inspire customer experience across their omnichannel journey

With the advent of omnichannels and devices and an explosion in customer data redrawing the landscape; complexity in understanding the customer has increased exponentially. The future lies in the ability to harness this big data generated across

the customer journey and obtain useful insights about what customers need. Imperatives such as hyper-personalization, uniform brand personality, seamless shopping experience, value-based pricing, and proactive supply chain necessitate that

enterprises acquire, weave, and decipher the customer DNA.

This is easier said than done, as enterprises require substantial funds, time, and resource investments to make this happen.

Infosys Genome solution

Infosys Genome solution is a holistic offering that helps enterprises to decode the customer DNA. This boundary-less data platform collates enterprise, digital, partner, and external data to enable creation of networked data products in the data intelligence grid. It further constructs customer genes to build a self-service-driven and customer-centric foundation for explorative, predictive, and prescriptive analytics.

The solution is powered by the Infosys Information Platform across all layers of the architecture for rapid implementation and insight generation. It adheres to open and adaptive architecture principles; which seamlessly integrates with existing cloud and hybrid infrastructures and also supports end-to-end automation. Pre-built and comprehensive analytical models leverage customer information to generate faster insights across the customer
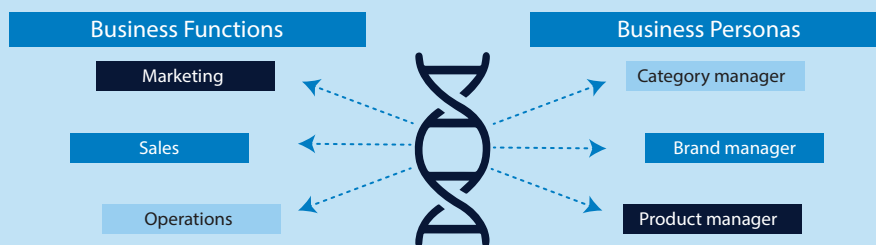
life cycle, enabling persona-based, and informed decision-making. These behavioral, marketing, digital, and social insights can be seamlessly embedded into the business processes of the enterprise. The solution also provides a user-friendly integrated 'marketplace' for data discovery and self-service analytics through a business semantics engine and a customer gene store.

Salient features of our solution

- **Boundary-less data access**
  Open-source data platform that can be seamlessly integrated with the existing cloud or hybrid infrastructure of the enterprise. It provides seamless access to all varieties of data sources (real-time and batch) with pre-built adaptors leveraging virtualization and data ingestion as appropriate

- **Customer identity resolution**
  To create networked data products for various data sources

- **UI-based information-modeling tool**
  To create networked data products for various customer dimensions in the data intelligence grid. Data scientists can further create new information models according to their analytics requirements

- **Prefabricated and evolving customer DNA**
  Prefabricated repository of customer genes for accelerated, persona-driven, and contextualized customer insights. This can be further enhanced through a graphical interface for creating new genes.

- **Business semantic layer**
  Networked data products and the consumer genes are published in a business-friendly language to facilitate self-service exploration

- **Model library and analytics workbench**
  Pre-built model libraries accelerate analytics. Data scientists can further develop a customized model using the integrated analytics workbench.

- **Integrated marketplace**
  Capability to search and discover data products and customer genes. It also provides the functionality to search for analytical models and visualizations available within the enterprise for collaboration and reuse

Application of Customer DNA in a Retail Scenario

Business benefits functions and personas across the Retail Organization

Business Functions		Business Personas
Marketing		Category manager
Sales		Brand manager
Operations		Product manager

Business benefits

- **Accelerates data acquisition in a boundary-less fashion** that enables faster access to customer-related data across all touchpoints by leveraging pre-built components for a single and in-depth view of the customer
- **Shortens time-to-market,** a paradigm shift of the 80/20 rule, by optimizing data preparation and analysis using comprehensive and intelligent data products and prefabricated customer genes
- **Delivers timely and contextualized insights** across business segments / functions to enable informed decision-making
- **Lowers cost of ownership** by leveraging open source technologies that require minimal infrastructure investments

Case study

We created a customer DNA gene factory model for a European sports and lifestyle goods retailer with a global presence. The components of prefabricated genes utilized customer demographics, sales transactions, marketing campaigns, reviews, etc., to understand customer behavior. Approximately 6,000 customer attributes / genes were created for exploratory / predictive models. The solution:

- Inverted the time spent on data preparation and analytical modeling in numerous descriptive / predictive model-building exercises
- Covered almost 80 percent of all their business use-cases across marketing, sales, and operations
- Identified the right targets and enabled relevant communication / offers that were delivered on time
- Provided accurate information to the right people at the right time; within the organization

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