

CUSTOMER LOYALTY

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STARTING ECOMMERCE BUSINESS – A LUCRATIVE DEAL

Establishing an online retail store does not require a very high investment in fixed assets - which reduces the cost of business operations

WHAT'S IN IT FOR THE CUSTOMERS OF AN ONLINE STORE ?

THE CUSTOMERS ENJOY A GREATER LEVEL OF CONVENIENCE IN THE SENSE THAT THEY GET THEIR DESIRED PRODUCTS ONLINE WITHOUT STEPPING OUT OF THEIR HOMES.

**BUT, OFTEN CUSTOMERS
DON'T COME BACK!**

In the wake of this huge surge in eCommerce portals offering similar products, it cannot be guaranteed that a customer who has purchased a product from your website earlier will come back for more.

An illustration on the left side of the slide shows a person's legs sticking out of a laptop screen. The person is wearing teal trousers and black socks with white stripes. The laptop screen displays five yellow stars, with a mouse cursor hovering over the fifth star. A smartphone is connected to the laptop via a white cable, and a white mouse is also connected. The background of the slide is a light orange color with a faint world map and a row of seven yellow stars.

Customer Loyalty – A Challenge in eCommerce Business

The very high cost of attracting new customers to your eCommerce site and the subsequent difficulty in retaining them make customer loyalty an asset as well as a challenge for eCommerce businesses.

THE SECRET BEHIND LASTING CUSTOMER LOYALTY



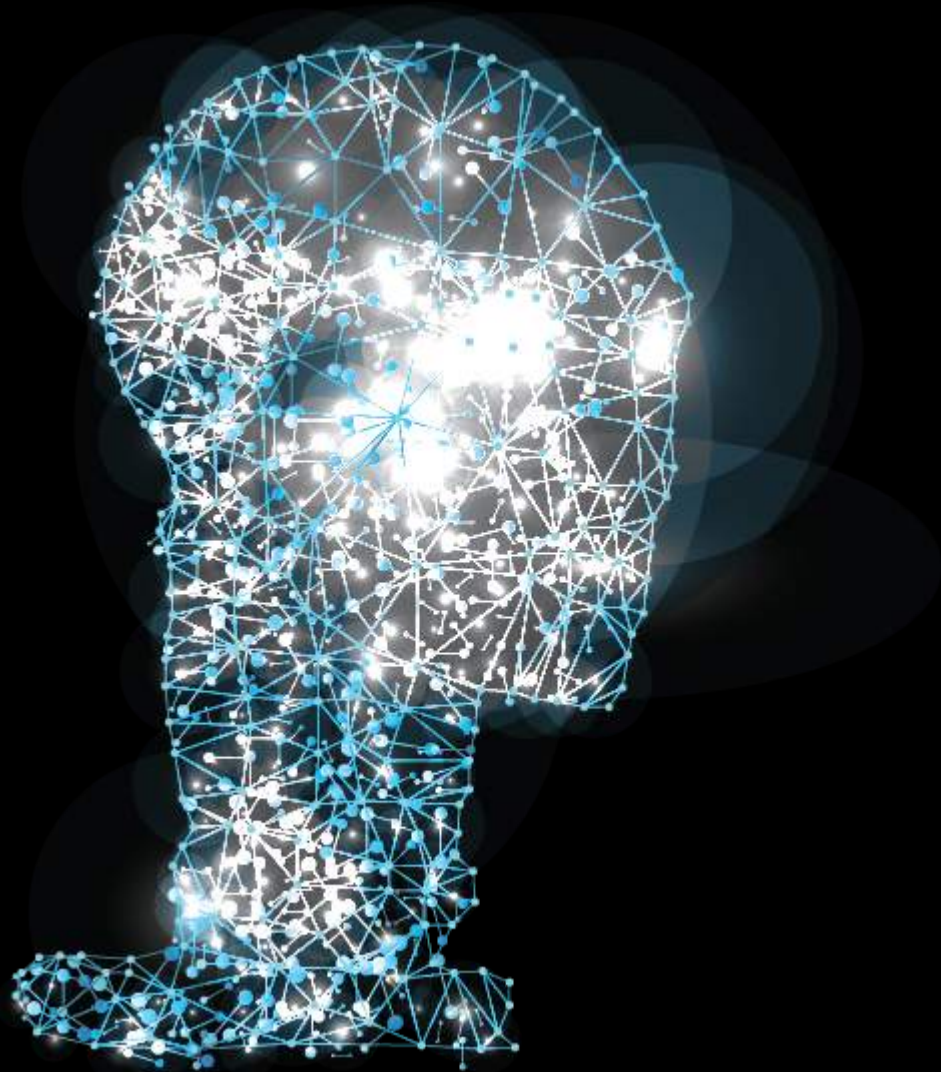
**Customer Loyalty
comes from an
Enriched and
Personalized
Customer Experience**



HENCE, THE NEED FOR A SMART ECOMMERCE PLATFORM

AS MORE AND MORE PEOPLE ARE TURNING TO ONLINE SHOPPING, IT IS INCREASINGLY BECOMING IMPERATIVE TO MAKE THE ECOMMERCE PLATFORM SO SMART AND INTELLIGENT THAT IT IS ABLE TO UNDERSTAND WHAT THE CUSTOMER THINKS OR HOW HE BEHAVES.

ENTER ARTIFICIAL INTELLIGENCE!



AI enables eCommerce content to be more relevant, personalized and engaging.

It is a great way to understand each and every customer and recommend only those products or services which are the most appropriate to him/her.

HOW DOES AI HELP PERSONALIZATION?

1

Aligns a retailer's offerings to the consumer's needs

2

Communicates with the customers in a language that they understand

3


Brings in a 'human' approach to shopping online

4

Boosts omni-channel marketing performance

5

Collected data help make calculated decisions for the e-retailer



All of the above benefits point towards understanding your customer well and deliver services aligned to that. Once your customers are satisfied, they will keep coming back for more.

THANK YOU

**LOOKING FOR MORE CONTENT
ON ECOMMERCE?**

DISCOVER