

Customer Analytics Suite

Enabling a superior customer experience and revenue growth facilitated by understanding the customer needs and preferences across all facets of the customer life-cycle (namely acquisition, engagement, retention, and growth)



22 years in Advanced AI/ Analytics



Recognized **3x as the 'Leader'** in Customer Service provider in Forrester Wave



Industry partnerships with leading providers (GCP, AWS, Microsoft, and so on)



Accelerated Proof of Concept delivered in 4 weeks

Our Offerings

Marketing/ CRM Analytics

Hyper-personalized messaging tailored to the right customer at the right moments in the right channel powered by a deeper understanding of customer purchase and interaction data



- Customer 360
- RFM/ Propensity Modeling
- Offer Personalization
- Marketing / Media Mix Modelling
- Retail Media Networks

Digital / eCommerce Analytics

Understand drivers of customer conversion and friction online enabling superior user experiences



- Drivers of Conversion / Friction
- Customer Journey Analytics
- A/B testing; Web Optimization

Customer Experience Analytics

Analyze structured (NPS/VOC scores) and unstructured (calls, reviews, social media posts) customer interactions to boost customer satisfaction and loyalty



- Drivers of CSAT Analysis
- NLP/ Sentiment Analysis
- Conversational AI
- Contact Center Analysis

Loyalty Analytics

Boost customer engagement and lifetime value by enhanced loyalty program management, helping to proactively arrest customer churn



- Churn/ Survival Analytics
- Customer lifetime value (CLTV)

Business Impact Snapshots

10%

~10% incremental annual sales for a Fortune 50 Grocer by establishing an end to end shopper insights and campaign performance analytics

16%

16% increase in gross sales from a product recommendations-based personalized email campaign for a Global office supplies retailer

\$35M

\$35M in incremental annual sales opportunity for a global toy manufacturer through Marketing Spend Optimization

\$1B

\$1B annualized revenue growth for a Fortune 50 telecom giant by improving the web experience

Accelerators

customer
genomics

trial run

a.i.d.e

senseforth.ai

I N E



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Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to work for by The Great Place to Work® Institute.

Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai - A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail