

CAPITA



Capita in retail

With over two decades of experience working within the retail industry Capita IT Professional Services understands the highly competitive drive our customers face to ensure that customer engagement and satisfaction are exceeded.

We are helping our clients stay ahead of the competition through shifting from reactive to proactive, and building, monitoring and improving brand awareness through advanced visibility into what customers want. With the power of data management, advanced analytics, cloud based services and machine learning, you can improve the speed and quality of predictions, deliver better forecasts and make more informed decisions to exceed customer expectations and stay ahead of the competition.

We can help you to



Increase sales
using rich, accurate data



Engage customers
via relevant, personalised and timely communications



Empower employees
through blending and implementing technology in new ways



Enable omni-channel commerce
providing an informed and engaging customer experience



Manage critical data
deliver a single view of business-critical data



Increase supply chain management efficiency
centrally manage supplier relationships



Manage governance
ensure compliance and assess levels

The Journey:

Customer Experience

1. Customer Experience

As a first step we need to understand how your customers behave and how you interact with them. What experience do they have and can you increase their satisfaction and loyalty to span both digital and physical environments?

Business Intelligence Gathering

2. Business Intelligence Gathering

Working with you we will understand what intelligence is gathered by the business systems and whether this is the right information to provide you with the insights required to maximise growth and profitability.

Data Management

3. Data Management

This stage is key for your customer engagement strategy – apps, bots, virtual reality, visual analytics etc. which all provide an exceptional customer experience and personalisation that deepens customer engagement and fosters loyalty and retention.

Analytics

4. Analytics

The right analytics solution will be selected or recommendations to existing functionality will be made to let you cost-effectively track demand and manage inventory, levels and locations.

Learn and Collaborate

5. Learn and Collaborate

Ensure you are maximising every valuable piece of data you have – from every device, sensor, upload, tweet, purchase, shipment and keystroke.

CAPITA

“ The Capita team clearly articulated ‘what does this mean to me’ to all stakeholders, leading to early adoption and fostered a great sense of ownership and belonging. This in turn helped to ensure the work delivered was on time, enabling us to trade during the peak Christmas period, protecting 60% of our annual turnover. ”

Retail customer

Why choose Capita?

- Two decades of experience working with retailers of all sizes including Marks & Spencer, Tesco, Sainsbury's and Asda
- We are the UK's leading provider of technology-enabled business process, customer management services and professional services
- We combine our expertise with technology to make processes smarter, organisations more efficient and customer experiences better
- UK leader in technology-enabled business process and customer management services, unlocking value for clients and stakeholders
- Leading supplier of software, digital & IT solutions
- Software portfolio of over 300 niche software products, modules and platforms
- We have a deep understanding of the market dynamics, the competitive / cost challenges and customer service needs that our clients face.

