

SUTHERLAND ENGAGE

Maximize Customer Engagement, Customer Satisfaction, and Customer Lifetime Value

It's estimated that by 2020, most customers will value the experience a retailer provides them more than the products they sell or the price for which they sell them.¹ For retailers, this represents an important shift in customer behavior. As a result, retailers must be continually prepared to meet the needs and demands of their customer base, and prepared to offer them 24/7, end-to-end support.

Powered by **Microsoft's Azure** platform, **Sutherland Engage** is a next-generation, cloud-based, omni-channel customer experience and engagement management platform. A first-of-its-kind, holistic, intelligent, and integrated solution delivering visibility of shopper's end-to-end journey, predicting shopper's intent and recommending actions to deliver personalized experiences, boost revenues, and drive lifetime value (LTV) while protecting margins.

With Sutherland Engage, our customers can:

- Create a seamless and highly personalized experience for consumers
- Maximize customer lifetime value and accelerate conversions and revenue
- Solve complex business problems (i.e., customer attrition)

Sutherland Engage provides:

- **Seamless Omni-Channel**
 - > Ability to provide seamless experiences in all channels (voice, SMS, email, chat, social, kiosk) of customer's choice
 - » Works with your existing investments
 - » Connect customers interactions from all touch points
- **Create personalized customer engagement for all interactions**
 - > A single cross-dimensional view of interactions across channels
 - > Proactive offers and appeasements using preferred touchpoints
- **Workflow Automation**
 - > Intelligent workflows requiring minimal input and maximum automation
 - » Reduced effort – Assisted / Automated
 - » Scripted and guided workflow to deliver contextual and relevant responses
- **Analytical Treatment**
 - > Leverage analytics, machine learning (ML), and artificial intelligence (AI) to develop a scientific approach to retailing
 - » Contextual next best actions
 - » Personalized product recommendations
- **Intelligent Unified Desktop**
 - > Context-aware intelligent unified desktop to enable all interactions from one place
 - » Never switch windows / applications to complete a workflow
 - » Integrated with all interaction channels and enterprise apps

¹ <https://www.jacada.com/blog/in-2020-customer-experience-will-overtake-price-and-product-quality-as-the-key-brand-differentiator>

The benefits you reap from Sutherland Engage:

Increase customer satisfaction and reduce associate effort for an **empowered and productive workforce**

- Delivers a seamless customer experience
- Enables product ambassadors
- Increases customer loyalty

Create engaged and loyal customers and reduce churn

- Analytically derived, hyper-personalized customer strategies
- Right offers at the right time

Maximize customer lifetime value, conversions, and revenue

- Engaged customers have increased basket sizes and more frequent visits
- Product recommendations that resonate with individual preferences
- Contextual next best actions to drive loyalty and maximize revenues

Sutherland & Microsoft Azure: Digitally Transforming Retail

Combining the Sutherland retail and consumer packaged goods (CPG) expertise with the power and scale of Microsoft Azure, we provide a platform for positive incremental customer and business outcomes. The Sutherland and Microsoft partnership enables digital transformation capabilities that include cognitive, analytics and machine learning capabilities to enable value adding customer scenarios. Together, we help clients drive better customer engagement and conversion, while positively impacting their own bottom and top lines.

To learn more about how Sutherland and Microsoft Azure can help, please visit us at www.sutherlandglobal.com/microsoft-azure or call **1.585.498.2042**.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.