



# eClerxDigital

## SOLUTIONS FOR ETAILERS AND RETAILERS

USING DATA AND ANALYTICS TO DRIVE THE ULTIMATE CUSTOMER EXPERIENCE

“ We achieved our goal of making the customer behavior metrics more accessible and understandable for a wide audience. The end result looks great and I’m proud to have the team’s name on it! ”

— Omni-channel Retailer Analytics Lead

### Partner of choice to up-level customer experience initiatives



#### ELEVATE THE CUSTOMER EXPERIENCE

We help e-Commerce managers to better understand their customers with analytics and predictive modeling to deliver a relevant experience.



#### HIGHER AVERAGE ORDERS

We are experts in data. By using accurate data for decision making, retail marketers have confidence that their programs will drive higher average orders.



#### REDUCE CUSTOMER ACQUISITION COSTS

Our team employs a holistic analytics and testing approach to understanding key levers that drive customer purchasing behavior, leading to incremental revenue per campaign.



#### MAXIMIZE CAMPAIGN OPERATION ACTIVITIES

A consistent experience across channels and devices is vital to build customer loyalty. Industry best practices and mobile lab cross-testing ensures that messages are received by the customer as intended.

To learn more about our solutions for e-commerce and retail leaders, visit: [eclerxdigital.com](http://eclerxdigital.com)

The challenge of knowing which technology to implement and how to then use it to benefit the customer experience is at the forefront of retailer minds. As many retailers struggle to keep brick and mortar stores open while pushing “digital first” strategies, consumers’ expectations are increasing at a pace never before seen. eClerx Digital is a reliable, trusted partner that goes beyond just making recommendations and helps with execution and continuous improvement.

By working with eClerx Digital to reduce friction caused by digital transformation, eTailers and retailers generate higher average orders, reduce customer acquisition costs, and increase customer loyalty. We do this using industry-leading data management processes, digital analytics and advanced analytics for business leaders to make informed decisions. This insight translates into marketing-driven sales and higher average order value.

## HOW WE WORK

### Testing and Optimization

Understanding the customer is the vital first step in a successful CX program. A/B testing gives a marketer confidence in messaging and avoids agenda conflicts with hard data to support the customer “voice”. eClerx Digital is unique in that it goes beyond just making recommendations. We are a partner that continually reviews and offers suggestions for future testing, from ideation to alternative methods of testing methodology.

### Data Management and Reporting

When data is centralized, complete, easy to access, and digestible, all areas of the organization benefit. eClerx Digital’s Data Management solutions integrate into existing systems, so organizations can start using the data quickly and with little business disruption.

### Personalization

Optimized personalization engines result in decreased cart abandonment, increased website visits and higher average orders. In addition, our Personal Dimensions persona development approach considers multiple factors of a consumer, and weights those factors to give marketers a broader understanding of their audience.

### Tag Management and On-site Search

e-commerce and digital marketing managers spend significant time and financial resources on social, search engine optimization and pay-per-click programs only to have customers abandon their site due to an inability to find what they want. eClerx Digital has a robust team of tag management experts and a phased process to Site Search Optimization that guarantees digital campaign efforts are successful.

#### ABOUT ECLERX

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world’s leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India’s leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, Italy, Germany, and Singapore, along with its delivery centres in India and Thailand.

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