ENRICHING THE CUSTOMER JOURNEY

DELIVERING CUSTOMER-CENTRIC RETAILING

THE CHALLENGE

71%

76%
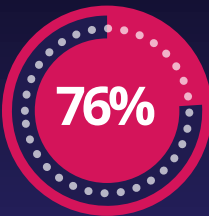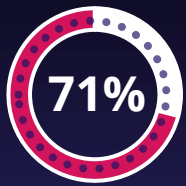
'Seventy-one percent of consumers expect companies to deliver personalized interactions.
And seventy-six percent get frustrated when this doesn't happen'

McKinsey, 2021

Enrichment Is At The Heart Of Each Buying Decision

- The pandemic has transformed how customers shop & eat and what and where to buy. This is accelerating the pace for organization-wide **retail transformation**, not just digital, and emphasising the need for a more engaging, interactive and highly **Personalised** shopping journey.

- Customers worldwide are looking for more from their grocery experience. They care about what they eat. They want to be inspired with **healthier & more sustainable** options as well as an **increased transparency** from retailers.

- Many retailers are struggling to provide a customer journey that delivers the aspirations of their customers and at the same time **increases their basket size and conversion rates**.

'72% of shoppers say transparency matters' **72**

'60% preferred health over affordability' **60**

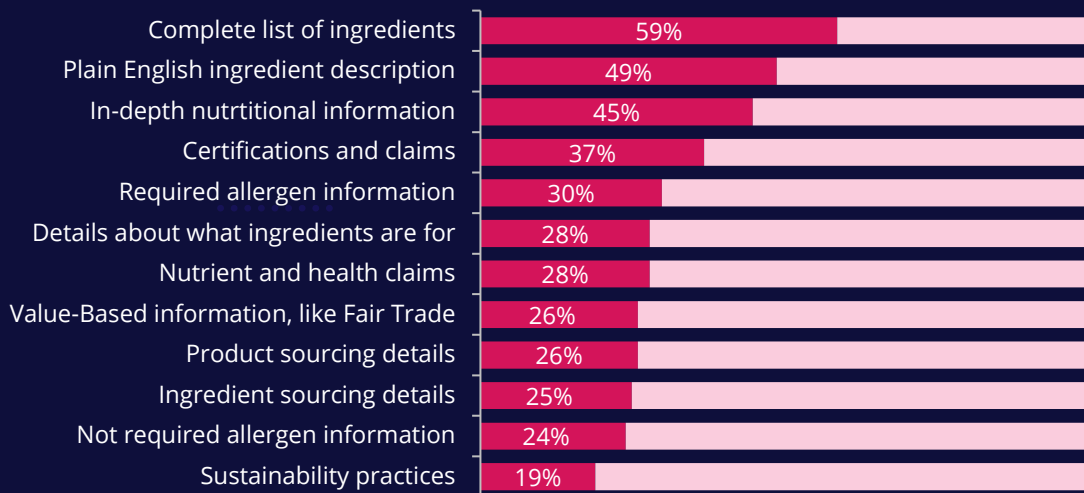53% want their Grocers to educate them about the food they purchase' **53**

'64% indicated that they have become more interested in the influence of food on their health' **64**

Sources: Food Industry Association (FMI), 2022
Deloitte, 2021

Factors Influencing Shopping Decisions

Factor	Percentage
Complete list of ingredients	59%
Plain English ingredient description	49%
In-depth nutrtitional information	45%
Certifications and claims	37%
Required allergen information	30%
Details about what ingredients are for	28%
Nutrient and health claims	28%
Value-Based information, like Fair Trade	26%
Product sourcing details	26%
Ingredient sourcing details	25%
Not required allergen information	24%
Sustainability practices	19%

Food Industry Association, 2022

rimaRetail® empowers retailers to transform their relationship with customers to a Continuous Dialogue that responds to their individual needs.

- **Personalisation** – Power the customer engagement with tools to enhance the personalisation of their shopping journey with customised recipes and meal planning in line with the customer's profile.

- **Convenience** – Enable rich interaction with consistent visual cues to seamlessly find & verify products and to provide product warnings & healthier alternatives.

- **Inspiration** –Inspire customers with comprehensive and engaging product and recipe information as they browse, search and add products to their basket.

- **Community** – Allow customers to form groups with shared values such as health and sustainability through customer-defined goals and rich product information. Group members can then be rewarded when buying products that support these shared goals.

- **Sustainability** – Help customers make changes to protect the planet by providing transparent information regarding the product packaging impact on the environment.

25%
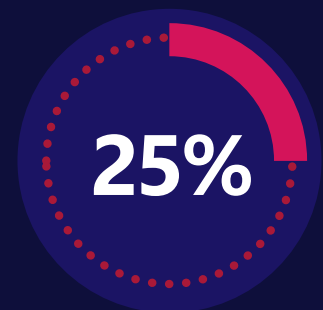
25% of households include at least one allergy or intolerance sufferer
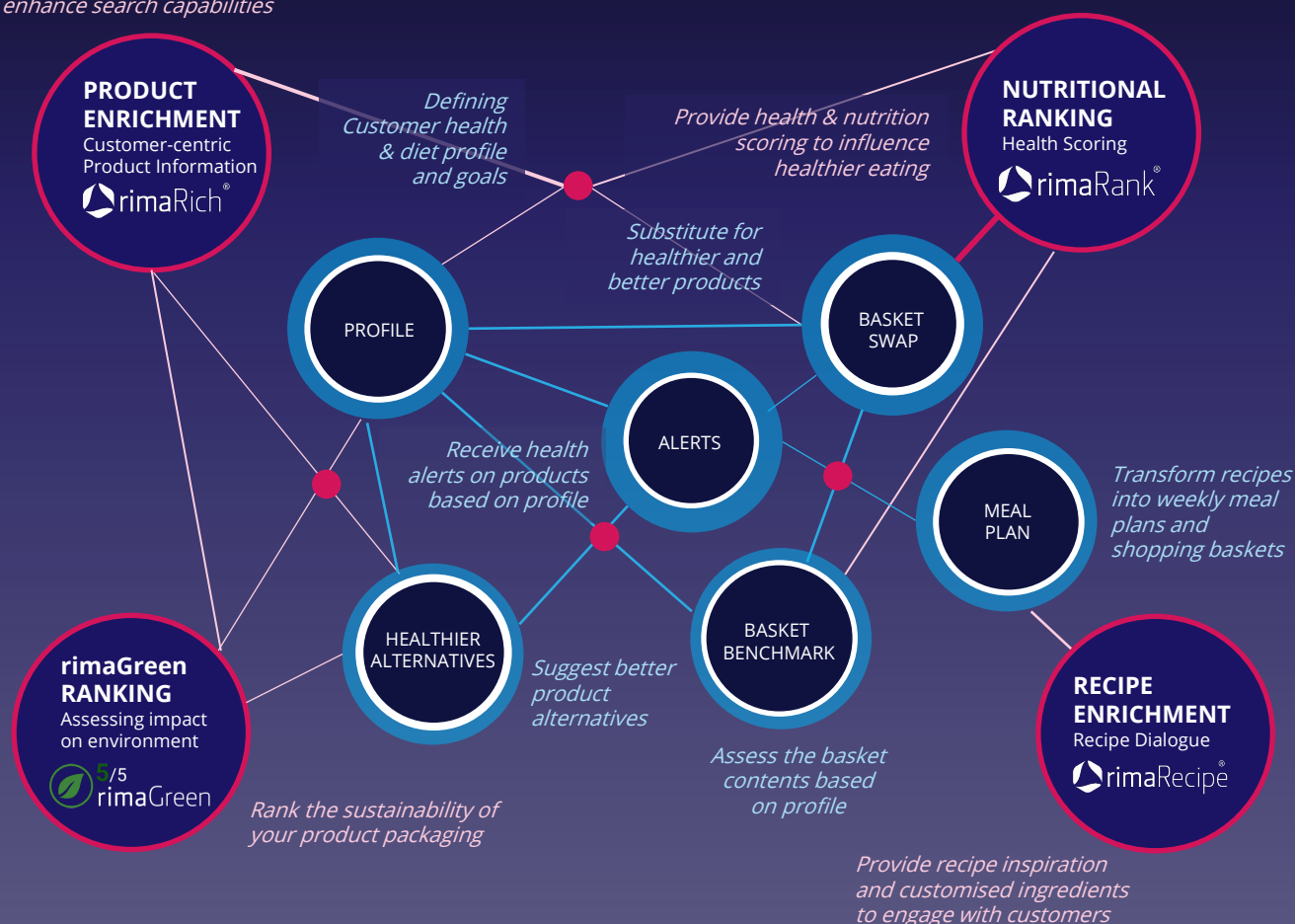
FMI, 2022

OUR APPROACH
ENRICHMENT TO POWER THE RETAIL EXPERIENCE

Our Enrichment Services are delivered across channels and touchpoints to allow your customers to *Shop the Way they Want*, using our extensive health, lifestyle and sustainability data.

Deliver 260+ new attributes across 7 dimensions to provide accurate health, nutrition, and allergen information to enhance search capabilities

rimaRetail ® Core Enrichment Services **to drive basic customer journey**

PRODUCT ENRICHMENT
Customer-centric Product Information
rimaRich®

Defining Customer health & diet profile and goals

Provide health & nutrition scoring to influence healthier eating

NUTRITIONAL RANKING
Health Scoring
rimaRank®

Substitute for healthier and better products

PROFILE

BASKET SWAP

ALERTS

Receive health alerts on products based on profile

MEAL PLAN

Transform recipes into weekly meal plans and shopping baskets

rimaGreen RANKING
Assessing impact on environment
5/5 rimaGreen

HEALTHIER ALTERNATIVES

BASKET BENCHMARK

Suggest better product alternatives

RECIPE ENRICHMENT
Recipe Dialogue
rimaRecipe®

Rank the sustainability of your product packaging

Assess the basket contents based on profile

Provide recipe inspiration and customised ingredients to engage with customers

rimaRetail ® Customer Dialogue Services personalise the shopping journey

We have developed an innovative suite of services that bring together deep retail experience, food domain expertise and XAI (eXplainable AI) technology to deliver over 260 attributes across 7 dimensions including food reaction, diets, values, lifestyle, life stage, inspiration and usage to drive the customer journey.

At the same time, the suite of services also includes food health scoring, packaging/sustainability scoring, recipe enrichment and customer dialogue services.
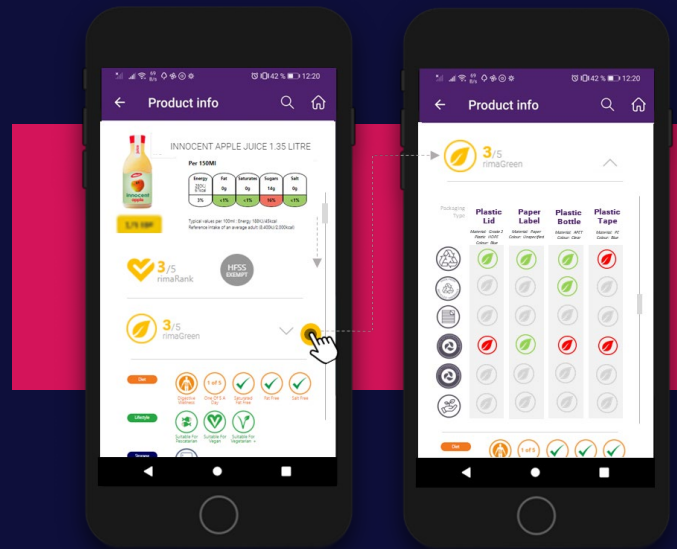
Health, lifestyle and sustainability attributes are key drivers to personalise the online shopping journey
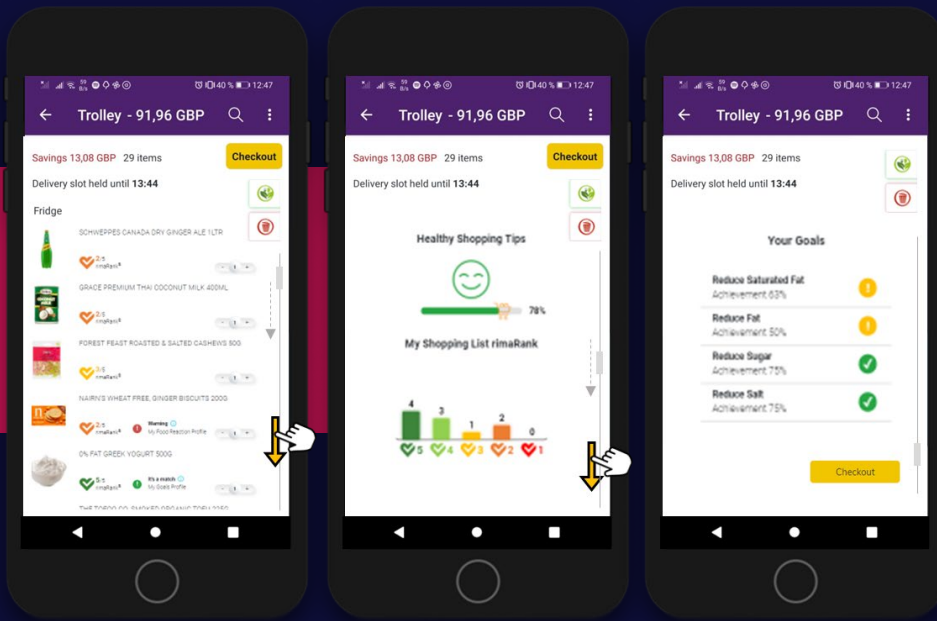
THE BENEFITS

RICH PRODUCT DATA IS AT THE HEART OF EACH BUYING DECISION

- Deliver comprehensive and consistent nutrition information across the entire customer journey, to enable the customer to easily find and verify products based on their profile

- Influence healthier shopping behaviour by providing Healthier Alternatives and Basket Benchmark services based on the customer's profile and goals

- Transform the customer journey into an interactive, engaging and highly personalised experience based on a dialogue, using a visualised and gamified experience

- Provide ranking capabilities to measure the environmental impact of product packaging

- Implement enrichment services across all touchpoints to deliver a consistent customer journey across all channels including filters, visualisation, search, mobile apps and in-store applications.

Make an impact on your customer's life,
contact us for a demo now.

ABOUT

IVIS GROUP

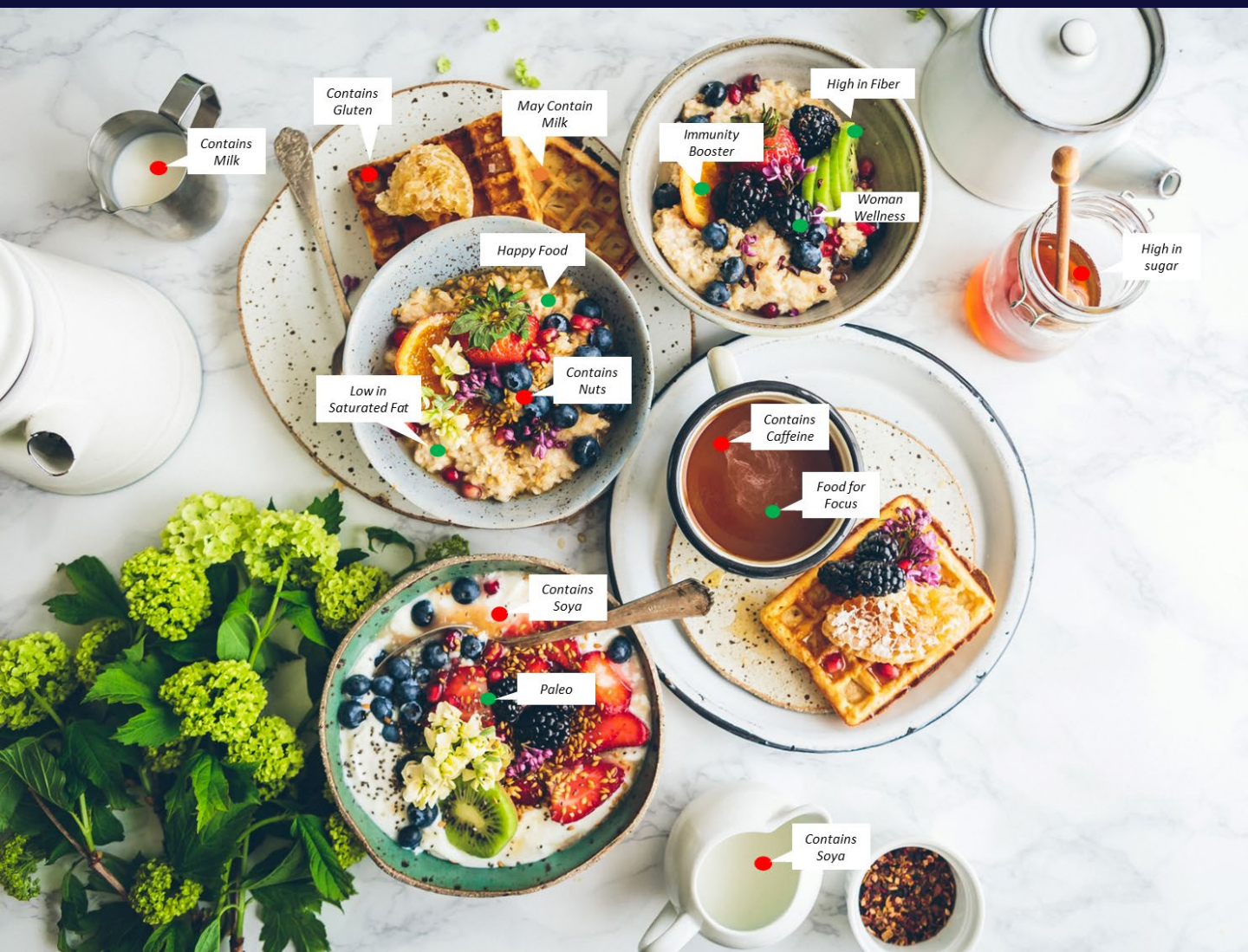## IVIS Group is a retail solution provider and consulting specialist.

IVIS Group empowers clients through a combination of SaaS Product Enrichment & Cleansing Services, patented technology solutions and strategic retail consulting.

This drives higher sales, profitability and greater brand penetration globally for the likes of Tesco, Marks & Spencer and Carphone Warehouse.

rimaRetail® is a unique suite of real-time and dynamic services driving the customer journey by transforming base product data into rich lifestyle information using a combination of XAI technology and extensive retail ontology. **Sonetto®** delivers international award-winning product experience and promotions management across physical and digital channels through patented technology that automates merchandising and enrichment to personalise the customer shopping journey. **(Cm)²® Customer-Centric Maturity Model** is a customer-centric proven methodology delivering a strategic consulting and operational business change framework to transform retailers and brand owners into Customer Centric businesses.

IVIS Group enables retailers to deliver the vision of **Identity Retailing "***Shopping the Way Customers Want***"** through making the transition from "**Product Retailing**" to "**Retailing as Continuous Dialogue**".

info@ivisgroup.com

Contains Milk

Contains Gluten

May Contain Milk

Immunity Booster

High in Fiber

Woman Wellness

High in sugar

Happy Food

Low in Saturated Fat

Contains Nuts

Contains Caffeine

Food for Focus

Contains Soya

Paleo

Contains Soya

ivisgroup
Identity Retailing Partners

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