NEC CxD（Customer Experience x Data Analytics）

NEC Global Retail Group
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NEC \Orchestrating a brighter world

Tangerine × **NEC**

NEC offers the unified solution from valuable data collection of your customer activities on both on-line and in-store to the actual implementation of measures to take.

Using the merged data of both shopping behaviors of on-line and real store , our AI automatically offer the most appropriate measures to take at the most appropriate timing exactly for the shopper. Our technology makes your customers to be the true fun of your store.

Data of online shopping behavior
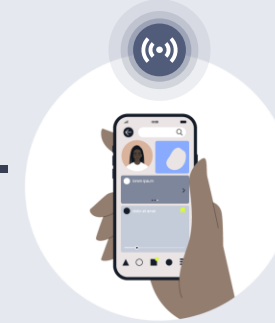
Analysis, planning and forecast conducted by AI

Data of actual visitors

Shelf monitoring

Behaviur monitoring

Facial recognition

Push-notification

Location

Promotions in real-time

POS Data

Customer record

Serving data

10% OFF

Offered by Tangerine   Offed by NEC   Data collected by Tangerine   Data collected by NEC

AI offers the automatic promotion planning based on both data of on and off lines

Our AI offers the followings;
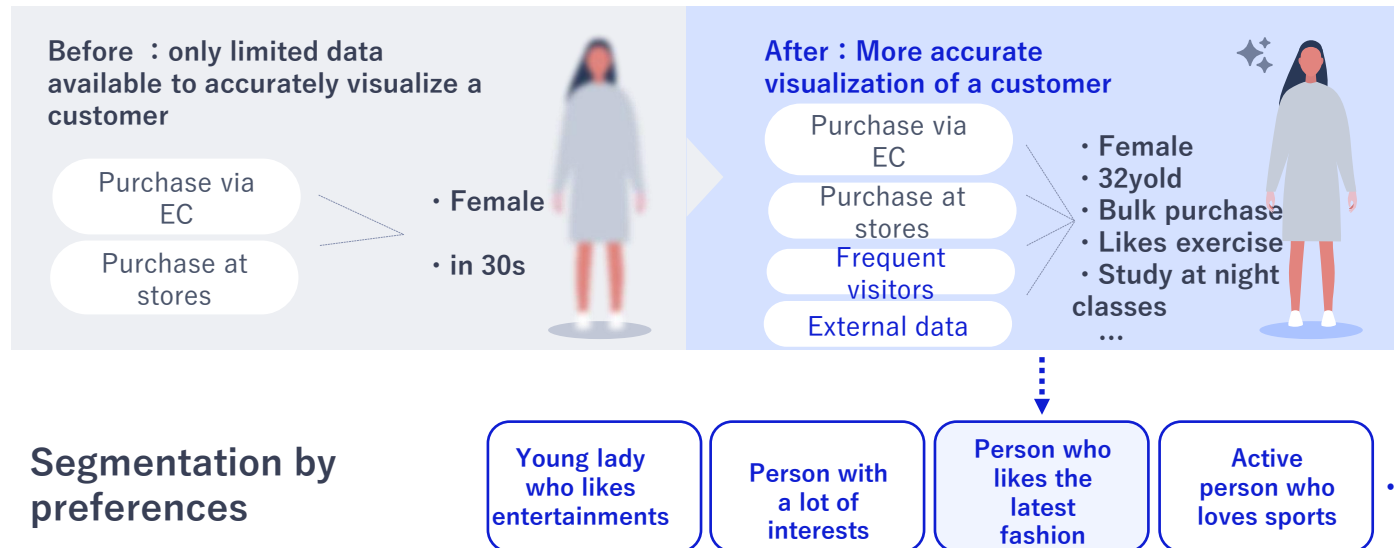1. Visualizes a consumer's preferences 2. Proposes offer the appropriated measures, 3. Forecasts the market size

Coming at June-end

Unified commerce & Customer Analysis

Measures planning & Forecasting

※under preparation

Pinpointing a customer segment and potential needs by visualizing a consumer's preferences through the analysis of his/her behavioral data at EC & stores, and other data
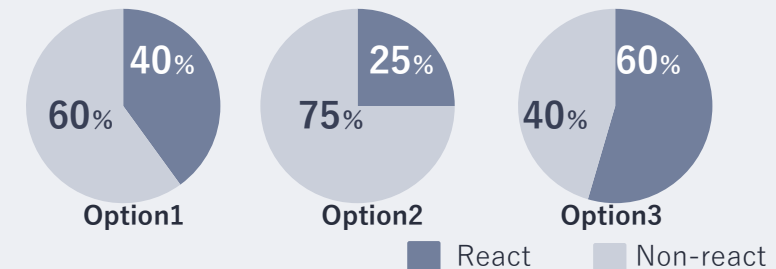
Before : only limited data available to accurately visualize a customer

- Purchase via EC
- Purchase at stores

・Female
・in 30s

After : More accurate visualization of a customer

- Purchase via EC
- Purchase at stores
- Frequent visitors
- External data

・Female
・32yold
・Bulk purchase
・Likes exercise
・Study at night classes
…

Segmentation by preferences

- Young lady who likes entertainments
- Person with a lot of interests
- Person who likes the latest fashion
- Active person who loves sports

…

Identify the target customer and propose the appropriate measures by digging deeper into the hypothesis

Forecasting;
1.Reaction rate 2.Market size 3.The number of customers
→Makes it possible to consider the most appropriate measures before the actual implementation

	Option1	Option2	Option3
React	40%	25%	60%
Non-react	60%	75%	40%

■ React   ■ Non-react