



Customer Experience Management Platform

RetailX360 can **understand the changes and trends in consumer behavior**, equipped with predictive modeling to project future behavior.

Customer engagement at the right level, at the right time, driving improved engagement and building customer base and loyalty with your brand.

Providing **a 360° view of customers at every stage of their journey** by using Artificial Intelligence and Machine Learning (AI/ML).

CUSTOMER STORY

Our client: National automotive service provider

Challenge: Customer experience improvement, marketing strategies for service offerings, customer feedback implementation process

Solution: RetailX360



Results

2.5%

year-on-year increase in revenue in **270** stores in pilot program

\$100M

increase in revenue for the whole business

“OSG’s impact on our business is magnificent. We have **identified growth opportunities**, and with their superior analytics, could make a significant dent on our Customer Experience. That has **contributed significantly to store visits and profitability.**”

- VP of Analytics

Stay on top of real-time data, with our live data feeds and dashboards

- ✓ Model and forecast future customer behavior
- ✓ Respond to customer issues efficiently and effectively
- ✓ Identify the effects of key opinion leaders, and other influencing factors in your market
- ✓ Optimize your promotion and pricing strategy
- ✓ Track your customers’ interactions at every engagement point with your brand



For more information about OSG, RetailX360™, and our other solutions to your company’s needs, visit us at osganalytics.com.