Sutherland Global Services to showcase solutions at NRF's BIG SHOW to help retailers drive true, measured outcomes by optimizing the customer experience throughout the customer lifecycle – both in-store and on-line, across channels and devices.

Solutions help retailers understand and apply new insights from design thinking and journey mapping to enable artificial intelligence that produces real-time/any-time answers.
New solutions to be showcased at booth no. 945 also include customer engagement management analytics platform, AI-based solutions including chat bots and robotics process automation.

ROCHESTER, N.Y. – January 4, 2017 – To help retailers offer customers a consistent, relevant and personalized shopping experience across all channels, Sutherland Global Services will display new front- and back-office solutions at the National Retail Federation (NRF) BIG Show.

Too often, customers are treated as different people when shopping either online or offline, leading to a fragmented customer experience and loss in wallet share. To help retailers provide their customers an integrated off- and online shopping experience, Sutherland will showcase its intelligent retail solutions – including artificial intelligence (AI) chat bots, customer experience optimization, big data, predictive analytics, and automation – providing customers an integrated shopping experience, building customer loyalty and growing revenue.

The AI bots will automate customer service and create a live interaction using Facebook Messenger and online chat experiences. These measures have helped companies produce a 20-fold increase in messages received, a 65 percent increase in customer satisfaction and a 65 percent drop in customer complaints, according to a report from Deloitte.

Sutherland's technologies will also include real-time analytics using real customer data applied to digital customer care, as well as design thinking and journey mapping. Sutherland bolstered its top-notch analytics earlier this year after acquiring Nuevora, a top 10 big data analytics firm.

Sutherland will showcase the solutions at booth no. 945 at next week's Annual Convention and Expo. A live demonstration will feature a comprehensive customer 360 dashboard, illustrating how to drive insights and outcomes that can be applied to Retail, Consumer Packaged Goods (CPG) businesses and supply chain management situations. The dashboard unlocks information from an end-to-end journey through the customer's lifecycle engagement with brands. That helps identify personal recommendations for the next best actions to take with customers based on their in-the-moment situations.

The AI bots will help deliver personalized engagements throughout the omni-channel customer experience, building customer intimacy and relevance. The chat bots act as virtual assistants that are conversational, remembering identities and preferences, understanding context and driving processes by using analytics from a customer's interactions in stores, online, through social media or on the phone.

Sutherland uses the tools with the world's most prestigious retail brands, tailoring ways to more effectively resolve issues in one contact (FCR), improve customer satisfaction, create loyalty, and increase profits.

In one case, Sutherland found that pushing just 6 percent of a retailer's "engaged customers" to become "very engaged" would boost total revenue by more than 5 percent. And if the retailer could prevent only 5 percent of its "very engaged customers" from lapsing, that would avoid a loss of 1.5 percent of the total revenue. Sutherland also found that its Customer Engagement Management (CEM) could help the retailer improve customer satisfaction for as many 1.5 million shoppers, spurring $7 million in incremental annual revenue.

"People will not believe they are chatting with an AI bot, but when you integrate the data and improve the communications experience, that helps transform customer care from a significant expense to a revenue-generating part of the business," said Howard Cohn, Sutherland's SVP, Retail. "CEM helps transform businesses, giving them smarter solutions faster and helping them improve everything they do."

Besides analytics-driven IT services, Sutherland also offers back-office and customer-facing solutions that support the entire customer lifecycle. Sutherland helped one retailer slash back-office costs by $80 million, for example, using business process transformation services, such as staff outsourcing, process engineering, optimized finance and accounting services and process automation.

"Process automation and optimization are key parts of the business process transformation that we offer," Cohn said. "We design, develop and deliver end-to-end solutions that matter."

About Sutherland Global Services:
Established in 1986, Sutherland Global Services is a global provider of process transformation services. We offer an integrated portfolio of analytics-driven IT services, back-office and customer facing solutions that support the entire customer lifecycle. We are one of the largest process transformation companies in the world serving global leaders in major industry verticals. Headquartered in Rochester, N.Y., Sutherland employs over 38,000 professionals and has locations across the United States, Australia, Brazil, Bulgaria, Canada, China, Colombia, Egypt, Estonia, India, Jamaica, Malaysia, Mexico, Morocco, Philippines, Slovakia, Sweden, UAE, and United Kingdom. For more information, visit www.sutherlandglobal.com.

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