



## EMPOWERING RETAIL TO MOVE AT THE SPEED OF THE CONNECTED SHOPPER

All of commerce history is grounded in the notion that brands want to be where their customers are. This was easier when customers and brands interacted in fewer places. Now, customers can connect with brands anywhere at any time, providing themselves with an omnichannel experience that extends across both physical and digital interactions. To stay in step with their audience, it is imperative that businesses remain relevant across all stages of the new buyer's journey by using customer data.

If handled strategically, the rise of the connected customer means more opportunity, data, and growth for companies focused on cultivating innovative sales and marketing technologies. This offers the added benefit of data that can be used to gain insight into an audience's interests and digital habits. Brands that are able to engage their audience through personalized customer experiences will achieve greater sales, customer loyalty, and growth. Magnet360's proven process combined with our unique relationship with Salesforce makes us the perfect partner to give you competitive advantage through digital transformation.

### Magnet360 delivers innovative solutions for the four anchors of today's retail companies:

- 1 Connected Shoppers**

We are living in the Age of the Shopper, where a wholly personalized experience is available at your customer's fingertips—whether it's with your brand or another is up to you. Leverage Salesforce to connect with customers across all channels. Drive loyalty by personalizing every interaction to help you stay in step with your customer from research to purchase.
- 2 Connected Stores**

Despite leaps in eCommerce, brick and mortar stores are still an important part of your customer's omnichannel journey. Whether customers are there for the experience or just picking up an item purchased online, engagement still reigns supreme. Salesforce provides the ability to engage your customers with personalized offers across mobile, social, and stores to increase sales and drive loyalty.
- 3 Connected Service**

Are your employees enabled for the level of service that today's customers expect? Set your teams up for success by empowering them with smart engagement tools. Salesforce provides employee enablement through self-service, integrated customer care, and seamless operations.
- 4 Retail Agility**

To truly be an engagement brand, remaining nimble is a must. The business of the future begins with a strong operational foundation, but relies on the innovative spirit to gracefully move with the changing times. Outfitting your business with digital tools like Salesforce1 for mobile engagement and IoT Cloud for predictive analytics allows your brand to make fast, informed business decisions focused on the customer.

### Retail Customers



### WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.