

Driving **Higher Sales** and **Margins** through **Customer-Focused** Assortment Plans

A TXT RETAIL AND FIRST INSIGHT PARTNERSHIP

TXTRETAIL
ASSORTMENTS PLANNED FOR SUCCESS



FIRSTINSIGHT



Now is the time for multichannel retailers to invest in assortment management applications that drive customer-centric assortments.

– *Gartner Magic Quadrant for Merchandise Assortment Management Applications, August 2016*¹

TXT Retail Planning System has partnered with First Insight to bring retailers and brands the first assortment planning system that incorporates the “Voice of the Customer.”

This integration provides retailers and brands with insight on new products based on consumer feedback. They then make better buying decisions with actionable insight from customers who know their brand and products best.

The First Insight cloud-based platform is integrated with the TXT Retail Planning System, providing consumer-driven predictive analytics to increase new product success by introducing the right new products at the right price.

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Simple, Effective Integration

1

SELECT

Select products to be tested, up to five images each in the TXT Retail Assortment Plan solution

2

EXPORT

Export product data including images, item name, description, and test price to First Insight

3

EXECUTE

First Insight executes consumer insight tests and exports results back to TXT Retail

4

INTEGRATE

Support assortment planning decisions by integrating First Insight recommendations



The Voice of the Customer in Assortment Planning

TXT Retail enables retailers to utilize vast amounts of data in the plan creation and execution process.

By incorporating the First Insight solution, inputs are further enriched through consumer feedback and advanced predictive models.

Combine TXT Retail's Planning Solutions with First Insight's actionable consumer-driven analytics to create more accurate and efficient assortment plans with better forecast accuracy and higher sales and margins.

