

Solutions for Smart Commerce



Ness combines experience design, data analytics, and digital technologies to help clients increase sales with personalized shopping experiences, delight customers with seamless transactions, and improve planning with better data insight.

Modern consumers expect commerce experiences that are personalized, efficient, reliable, convenient, and secure. Companies using a Smart Commerce approach take advantage of design thinking and the latest technologies to digitize operational processes, integrate online and offline sales channels, develop differentiating shopping experiences, and apply data-driven insights to increase revenue and supply chain efficiency.



Companies are using Smart Commerce to address business challenges, such as:



How can we provide a shopping experience that encourages customers to buy from us versus the competition?



How can we increase unit sales and margins and profitably engage new markets and partners?



How can we better anticipate and plan for significant purchasing trends?



How can we make the purchase process easier with tools such as digital payments, chatbots, voice assistants, and augmented reality?



How can we better measure and increase customer loyalty?

The types of solutions Ness enables for clients:

DIGITAL PAYMENTS

Developing reliable, secure payment experiences aligned to how customers want to buy, including solutions for mobile wallets & proximity payments, payment processing and settlement, payment systems integration, and loyalty program redemptions

LOYALTY & REWARDS PROGRAMS

Digitizing operations to enable more efficient program management, updating the underlying data infrastructure to better capture and synthesize customer data, and using data analytics to help companies identify buying patterns and opportunities for further customer engagement

EXPERIENCE PERSONALIZATION

Using data, recommendation engines, and other digital technologies to create personalized shopping experiences that encourage higher sales, cross-selling, and customer loyalty

OMNICHANNEL DESIGN & IMPLEMENTATION

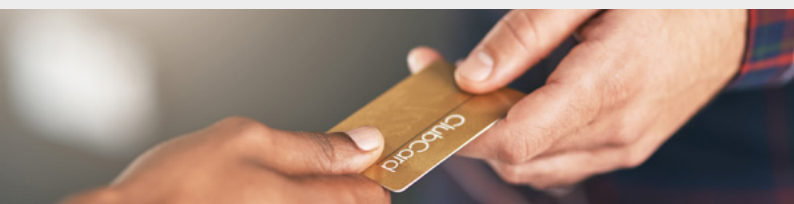
Integrating customer engagement across all relevant channels in the value chain to generate a 360-degree customer view and streamline the purchase process

CUSTOMER JOURNEY MAPPING

Understanding the customer journey to identify opportunities to encourage purchases and differentiate from the competition with a more engaging, seamless shopping experience

DIGITAL MARKETING & CUSTOMER ANALYTICS

Building solutions to execute offers, promotions, and communications to varied customer personas, and using data to develop more detailed insights into sales opportunities and potential threats from fraud



Ness work in action:

Ness helped a client modernize its core payment platform, including **automating partner onboarding processes to accelerate time to revenue**, adding features to its digital marketing platform to support multiple regions, and **integrating new payment methods to reach more consumers**.

Ness partnered with a client's innovation team to create an Enterprise Data Hub that applies **real-time enhancements to transaction data** and provides the unified data lake as a service. This enables faster data consumption by downstream systems and **long-term data flexibility**.

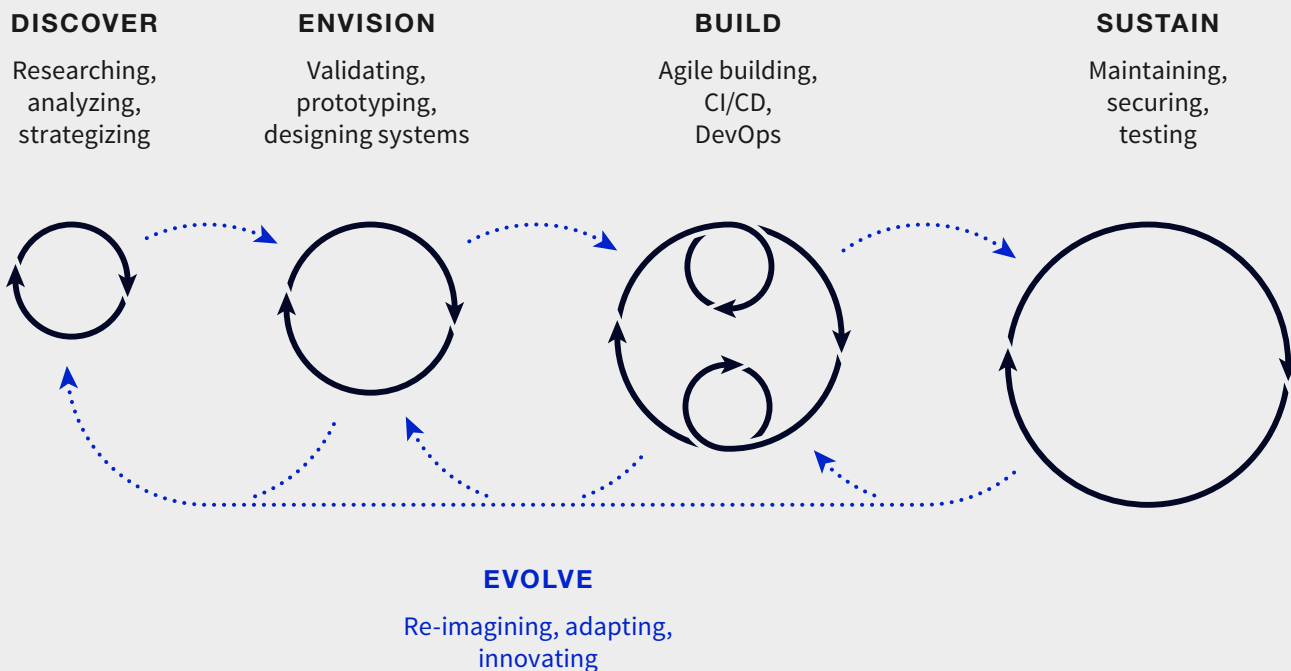
Ness helped a client build and deploy a **scalable, global coalition loyalty program** for retail customers, which the client used as it expanded its international footprint. The platform enables **seamless integration with partner systems** to help get **new offerings to market faster**.

Ness Connected leads to the right solution, faster

How we ensure successful outcomes for our clients: Ness Connected

Our transformational digital engineering framework seamlessly integrates Experience & Process Design, Platform Engineering, and Data Analytics to bring compelling digital products & services to market.

The framework helps companies define and develop the right digital products & services faster to significantly accelerate time to market, improve customer engagement, and reduce business risk.



Ness
Digital
Engineering

For ideas on how your company can achieve its business objectives using digital technologies, contact us: www.ness.com/contact

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