The more we know about our customers – the way they shop and when, their preferred methods of communication, their buying patterns and habits – the more that allows us to tailor our client proposition.

**CASE STUDY:** UK-based fashion house Karen Millen uses omni-channel interaction to develop brand advocates. Tailored communications with loyal customers help drive promotions through social media.

Andrew Ware, CFO, Karen Millen

54% of survey respondents say big data has brought gains in multi-channel sales

52% say big data has made multi-channel customer tracking and management more profitable

32% significantly increased the amount of information held about customers last year

64% of retailers have made financial gains in customer relationship management through big data

66% of retailers are collecting location-based customer data

52% of respondents say increased brand loyalty will be the greatest gain they get from big data analytics

64% of retailers are collecting social media data

40% of retailers are collecting social media data

62% of retailers are using social media

54% of retailers do not have a well-defined policy for analysing data

Prioritising data collection

All retailers surveyed are prioritising data collection from a wide range of sources.

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1. REACHING YOUR CUSTOMER

2. UNDERSTANDING BEHAVIOUR

3. BOOSTING SALES

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<th>Opportunities</th>
<th>Challenges</th>
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