



## Our Expertise spans across customer experience and channel convergence.

Transformation is sweeping the industry and Retail is projected to have the highest degree of digital disruption through 2020. Consumers are already taking control of their shopping experiences and blurring the lines among retail formats, between online and offline, between retailer and social network. Too much existing complexity in retail, yet consumers are more likely to recommend a brand because it provides simpler experiences.

Atrion provides flexible business and infrastructure solutions for Retailers to cost-effectively run their business processes. Shoppers engagement is our focus where we bring depth of skills in engaging with brands to provide segment of one loyalty and marketing, in-store experience, in-store digital technologies and social engagement strategies.



## Customer Experience and Digital Marketing.

As a global knowledge organization, we provide a spectrum of services in Customer Relationship Management and Digital Marketing. Driven by the mission to enhance the knowledge and practice of CRM, we conduct many industry-academic best practice initiatives and leverage our knowledge in research, consulting, education, training and Technology to improve organizational and individual productivity.

### CRM competencies

1. Best practice studies, CRM program and system audits
2. Customer research, analytics and insight development
3. Strategic marketing and communication planning
4. Loyalty & CRM program design & implementation Brand roadmaps
5. Key/ Global account programs
6. Distributor partnering
7. International market research and demand assessment

### Omni-channel

Our omnichannel solution brings digital experiences to brick and mortar retail stores. The platform enables retailers to offer shoppers the convenience through new levels of personalisation, integration of offline and online channels. More importantly, the stores can deliver an engaging instore digital experience.

### Data Management and Analytics

Enterprise Data and Information Management.	This will benefit both business and IT to establish people, processes and technology to drive the right data and information to enable transformation and performance.
Data Science services	Experienced team of Data scientists and technology. We bring competencies in Business Intelligence and Knowledge Management critical for enterprise to capture, store information and make better decisions
Data and Analytics as service	State of the art cloud technology that enables a highly user-centric experience, built on an enterprise class infrastructure that comes with prebuilt Analytics solutions and tools.

CRM  
 Digital Marketing  
 Data  
 Access to Technology  
 Platforms

Social Media  
 Creatives  
 Brand  
 Communication  
 Web  
 Mobile

