aws retail

Reach, Serve, and Reward Your Ideal Customers with AWS Customer Engagement Solutions

Create Meaningful Interactions

Consumers have become more sophisticated and demanding, and they are gravitating toward retailers who are transforming their organizations to keep pace with these market shifts. In fact, 64% of consumers expect personalized engagement based on past interactions. Meanwhile, retailers are struggling to attract and retain customers in a noisy marketplace that gets more and more crowded every day.

AWS can help you engage with prospects and customers at all points along the purchase journey, from inspiration to education, buying and beyond, by creating meaningful, personalized experiences based on deep insights about preferences, needs, wants, and current trends using marketing tactics and campaigns that usher customers through each phase of the buying process—all to delight and retain customers.

> "Using the Amazon Neptune graph database, Nike is unlocking the possibility for world-class athletes and millions of their followers to have unique Nike experiences."
>
> **– Marc Wangenheim,**
> **Sr. Engineering Manager for User Services, Nike**

Born from Retail, Built for Retailers

AWS was born from running one of the largest, most successful retailers in the world. With our customer engagement solutions, you can create meaningful customer interactions based on deep insights to reach, serve, and reward your ideal customers.

Flex to Meet Consumer Demand Online

The seasonality of retail is notoriously volatile. With AWS, companies can tap into flexible, elastic cloud services that easily scale up or down depending on demand, so you only pay for what you use. You now have a cost-effective platform that supports all digital channels and responds rapidly to deliver a great consumer experience.

Innovate Faster

Evolving technologies and customer preferences are rapidly transforming the retail landscape. AWS gives you the ability to experiment with new ideas and quickly scale them to increase the effectiveness of your customer engagement initiatives. You can increase conversions and reach new customers with real-time streaming, artificial intelligence, conversational commerce, personalization, and other capabilities across channels.

Deliver Consistent Experiences Across Channels

Your customers are increasingly moving between your digital channels—ecommerce sites, mobile apps, and social commerce sites. With AWS, you can easily integrate your digital channels with each other and with your physical stores. This allows you to deliver consistent customer engagement experiences across a range of touchpoints, including payment vehicles, shipping preferences, search options, and more.

Innovate with Key Industry Partners

Discover purpose-built solutions and services from an expansive network of industry-leading AWS Retail Competency Partners offering customer engagement solutions on AWS.

ALGONOMY   Amperity &   Amplitude   aptos   braze   capillary   CleverTap   cordial

databricks   GENESYS   infor   MANTHAN   mobiquity   moengage   PEAK   mparticle

Segment   singular   sprinklr   talend   TEALIUM   VTEX   x/y   zendesk

Achieve the Highest ROI Possible with Data-driven Insights from AWS

Robust customer engagement solutions from AWS can help you analyze and understand the relationships, characteristics, and lifetime value of customer segments so you can make data-driven decisions to invest marketing resources and budgets to attract, convert, and retain your ideal customers. Our solutions also reduce disengagement and churn so you can turn customers into loyal advocates.
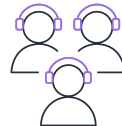
Know More About Your Customers

AWS offers robust data services to help you manage, augment, and analyze your customer data so you can create meaningful customer engagements. Our services help you identify and analyze complex customer relationships, enrich existing first-party information with third-party data, and ensure that all your data is secure and maintained according to government privacy regulations.

Reach Your Customers More Efficiently and Effectively

With a myriad of touchpoints across advertising, sales, operations, and customer care, AWS can help you coordinate your efforts, so every customer feels inspired, special, and educated with the right purchase information, and every interaction is effective with as little friction as possible.

Serve Your Customers Better

Delighting customers is more than providing them with a product or service. It's also about serving customers before and after the sale so they gain as much value from your product as possible. AWS offers solutions to help you serve your prospects and customers in an efficient, skillful manner to anticipate and address needs, detect and act upon customer sentiment and contact center engagement trends, and interact with customers how, when, and where they need support.

Reward Customers with More than Discounts

AWS can help you enhance your loyalty program so it's more than a one-size-fits-all discount program. Instead, with AWS solutions, you can identify your most valuable customers and reward them based on desired behaviors with points, games, unique experiences, personalized offers, and recognition—all to increase wallet share and reduce churn.

AWS Customer Engagement in Action

DOLLAR SHAVE CLUB

Dollar Shave Club runs its entire ecommerce platform on AWS. As it grew, the company increasingly sought ways to gain more in-depth knowledge of customer trends and products so it could provide a more personalized customer experience. "Previously, it took us at least eight hours to provide data insights to marketing and other teams. We have reduced reporting time to five minutes by democratizing our data using AWS technologies." Read more here.

Morrisons Since 1899

Leading up to its peak season at the end of 2019, Morrisons, one of the UK's largest grocery chains, wanted to update its contact center to better serve its 11 million weekly customers. That's when it migrated to Amazon Connect, a cloud-based omnichannel contact center tool capable of automated interactions. In just eight weeks, Morrisons designed and implemented an agile, scalable solution that enabled the company to deliver a new customer experience and become operationally self-sufficient. Read more here.

Learn more, get started, and stay ahead.

Get started today with AWS customer engagement solutions:

- Visit our AWS Retail Overview page.
- Learn how technology will lead ethical commerce in retail.
- Ask how AWS can support your retail business transformation. Contact your AWS account team today to get started.
- Find out how our AWS Partners can help you build retail solutions.