



# Argano 4 Microsoft: Solutions for Retailers and CPG

## Putting the customer in charge to create a more rewarding experience

From optimizing sourcing and merchandising to reducing the heavy lift for your staff to building customer loyalty and rewards programs, Argano 4 Microsoft has the retail and consumer goods expertise to transform the shopping experience for your customers and service teams alike.

We'll help create data-driven solutions that enable retailers to quickly pivot based on changes in supply and demand and build customer relationships that last a lifetime.

### A unified the shopping experience

Meet your customers where they are with omnichannel retail solutions that create more engaging experiences, lift order averages, and increase the lifetime value of every customer relationship. Our industry and solutions experts will help build reliable, relatable, cross-channel shopping platforms to ensure optimal management of merchandise — online and off — and create consistent customer attraction and retention strategies.

### Optimizing consumer goods

The IoT. Feedback from mobile devices. Customer interactions with POS systems. The data that helps

improve the shopping experience for consumers is everywhere, and we can help you both capture and act on it. Retailers can quickly optimize in-store operations and back-end distribution tasks while ensuring the right products are presented to the right customer at the right time.

### Solving staffing

Ensuring your staff is as engaged as your customer base is critical. Our team will help build service systems that reduce manual tasks and help ensure each representative has the specific, actionable information required to completely serve each customer. Through solutions such as CX Connect, we can automate most customer interactions, speed and improve case management, and increase satisfaction on all sides of the relationship.

### Uncovering actionable data

Data from every customer interaction may be used for more than creating seamless shopping experiences. We'll help you leverage this info to perfect pricing strategies, and create and deliver compelling and timely upsells and upgrades. With Argano 4 Microsoft as your partner, you'll have enterprise-wide access to the

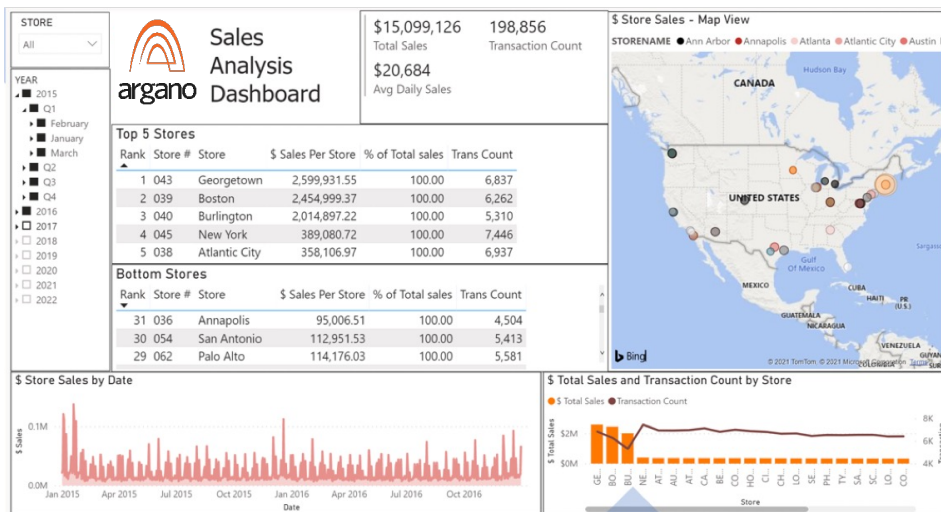
### Benefits:

- Optimize and personalize the customer experience
- Reduce manual processes costs; increase data accuracy
- Capture actionable insights from every customer touchpoint

customer data — buying histories, shopping preferences, demographics, web behavior — that speeds transactions and fuels growth.

## Argano Retail Sales Analysis Dashboard

In retail, sales data is the key metric. Our Retail Analysis Dashboard — built with Power BI — gives you immediate and actionable insights on transactions, revenue, high performers, and low performers. The dashboard has views for all the key roles in Retail: senior leadership, store management, merchandisers and IT.



Whether you're a trailblazing ecommerce retailer or a brick and mortar operation, Argano 4 Microsoft will provide solutions that enable you to scale easily, to adapt quickly, and to create more rewarding, engaging, and mutually beneficial experiences for your customers. Contact us today at [microsoft@argano.com](mailto:microsoft@argano.com) for more information about how you can transform your retail business.

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### About Argano

Argano, a next-generation business and technology services provider, builds Digital Foundations that make businesses run better. We are committed to helping clients think differently about how they deploy and manage people, processes, and technology. Combining strategic consulting and services, we deliver interconnected solutions that enable innovation and drive operational excellence.

