

IBM Cognos Retail Demo

Part 1: “The Rise of the Smarter Customer”

In the retail & Consumer Products industries a major shift is taking place. Consumers are becoming more instrumented, interconnected and intelligent. Technologies such as the Internet, social networking, mobile devices, digital TV, and in-store kiosks provide immediate access to a wealth of information, giving rise to a new kind of shopper: the Smarter Customer.



Smarter Customers have clearly defined ideas about what they want in shopping experience, products and services. They compare prices online, use social networking sites to connect with other consumers, and are more willing to offer constructive criticism to help shape products, offerings and services.



For retailers and their suppliers everywhere, this new breed of customer presents new opportunities, as well as new challenges.

