



NEXT-GEN EXPERIENCE MANAGEMENT

Understand More Through Better Listening™

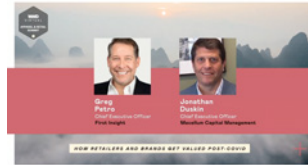
FIRST INSIGHT SOLUTIONS FOR RETAIL'S GREATEST CHALLENGES

First Insight created the world's leading Voice of the Customer predictive analytics platform. We are committed to revolutionizing how retailers and brands can make better, faster and smarter product investment, pricing, planning and marketing decisions. The content below shows how First Insight helps companies overcome some of the most common and significant business challenges.

INCREASE PRODUCT SUCCESS RATES



[Marks & Spencer – Putting the Customer at the Center with First Insight](#)



[WWD Virtual Apparel & Retail Summit](#)



[rue21 Video Case Study](#)



[Forbes](#)

'Kohl's Dillard's, Nordstrom Prove Cutting Inventory Can Boost Working Capital, But For How Long?'



[Minimizing Risk & Maximizing Reward with Voice of Customer Analytics](#)



[Dear Retailers: Just, Stop, Take a Deep Breath, and Listen](#)

First Insight + Marks & Spencer

Greg Petro in WWD's Think Tank Article

SPEED TO MARKET



[COVID as Catalyst: Emerging Stronger with Customer-Centric Digitalization](#)
First Insight & Wolverine Worldwide

[Forbes](#)
'Survival of the Fittest Means Faster Innovation for Retail'

Forbes



[Dan Post Boot Camp: Digital Product Testing Drives Speed, Sell-in and New Style Success](#)

EFFICIENT INVENTORY MANAGEMENT



[Winning Product Experiences: How Kohl's Creates Value with Predictive Analytics and Product Differentiation](#)



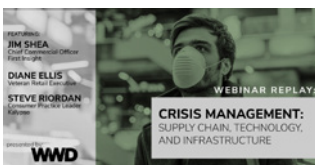
[Agility, Planning & Salvaging Seasons to Come](#)
First Insight, rue21 & Oracle Retail



[FDRA Footwear Executive Summit](#)
Greg Petro, CEO of First Insight and Greg Tunney, former President of Hush Puppies, Wolverine Worldwide

[Forbes](#)
'Macy's and Amazon Use Stores as Pickup and Online Delivery Hubs. What Do Their Employees Have to Say? Are Executives Even Listening?'

Forbes



[Crisis Management: Supply Chain, Technology, and Infrastructure](#)

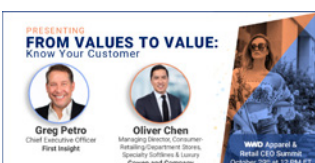
PRICING OPTIMIZATION



[Outsmarting Disruption: Navigate Assortment and Pricing Decisions with Voice of Customer Analytics](#)
First Insight, rue21 & Oracle Retail



[Decoding Price Elasticity: Emerging Opportunities](#)



[WWD Apparel & Retail CEO Summit](#)
From Values to Value: Know Your Customer

ACCELERATING DIGITAL TRANSFORMATION


[Notable Feet: How Customer-Driven, Digital Product Development Helps Crocs Navigate Market Disruptions](#)



[LiveWorx 2020: Integrated Digital Product Creation in an Era of Marketplace Disruption](#)



[Speed and Sustainability: The Digital Supply Chain of the Future](#)
 First Insight + Li & Fung



[Optitex: Predicting the Future with 3D and First Insight](#)

Forbes

[Forbes](#)
'A Black Swan Event: Will Coronavirus Finally Force Adoption of Next-Gen Tech?'



[COVID as Catalyst: Emerging Stronger with Customer-Centric Digitalization](#)
 First Insight & Wolverine Worldwide

THOUGHT LEADERSHIP

Greg Petro, CEO of First Insight

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[Forbes](#)
'A New Success Metric for Retail: Recurring Customer Revenue'

Forbes

[Forbes](#)
'P&G vs. Unilever: What Does Next-Gen Experience Management Mean for CPG?'

Forbes

[Forbes](#)
'Amazon's New Data Play Means Retailers and Brands Must Go Bigger on XM'

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'How Ford and Volvo Are Embracing Next-Gen Experience Management'

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'How Apple, Amazon and Hilton Hacked Employee XM to Fuel Growth'

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'What Can Marriott, Hilton or Loews Teach Macy's and Others About COVID Customer Experience Management'

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[Forbes](#)
'Are American Express and Amazon Too Big To Succeed?'

Forbes

[Forbes](#)
'Part Deux – Specialty Retailers Next to Die in Retail Rebirth'

CONSUMER RESEARCH

First Insight has continued to support the retail industry during COVID-19 by providing insights from consumer research studies that help to understand consumer behavior and rapidly changing purchasing patterns. Click [here](#) for more details on reports and infographics.