



# 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



[Francesca's™ Video Case Study](#)



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



[rue21 Video Case Study](#)

# Forbes

[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](#)

First Insight + Marks & Spencer

# WWD

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

Greg Petro in WWD's Think Tank Article



[WWD Virtual Apparel & Retail Summit](#)

## SPEED TO MARKET



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

**Forbes**

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



[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](#)



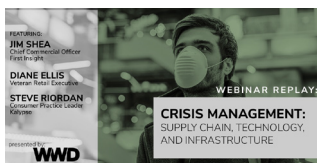
[Agility, Planning & Salvaging Seasons to Come](#)  
First Insight, rue21 & Oracle Retail



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

**Forbes**

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



[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

## SUSTAINABILITY



[Sustainability in Retail](#): Your Sustainable Future Starts with First Insight

**Forbes**

[Forbes](#)

'Gen Z is Emerging as the Sustainability Generation'

**Forbes**

[Forbes](#)

'Sustainable Retail is Unsustainable. Let's Redefine It.'

**Forbes**

[Forbes](#)

'COVID-19, Sustainable Retail, and the "New Values Shopper"'



[First Insight Blog](#) - Sustainable Retail: A Guide to Key Trends



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

## ACCELERATING DIGITAL TRANSFORMATION



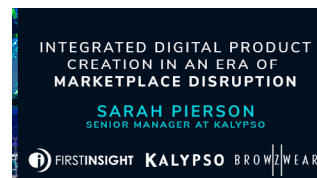
[How to Win with the New Demand Chain](#)



[Outlook 2021: Next-Gen XM + Digital Transformation Maturity](#)



[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?'



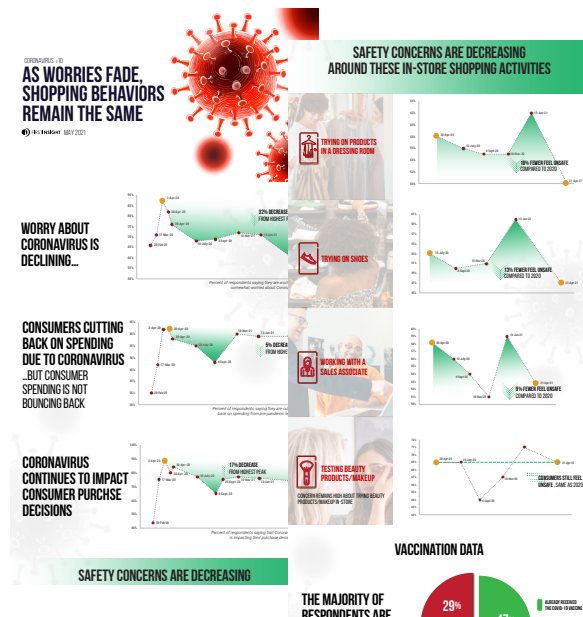
[COVID as Catalyst: Emerging Stronger with Customer-Centric Digitalization](#)  
First Insight & Wolverine Worldwide

**THOUGHT LEADERSHIP**

Greg Petro, CEO of First Insight

**Forbes**
[Forbes](#)
*'This is Not a Test: It's Time to Digitize Your Demand Chain'*
**Forbes**
[Forbes](#)
*'Amazon Bricks-and-Mortar Juggernaut Picks Up Speed'*
**Forbes**
[Forbes](#)
*'Is Retail's Future in Bits or Bricks? Yes!'*
**Forbes**
[Forbes](#)
*'Online Retail's Hidden Post-Covid Cost: Returns'*
**Forbes**
[Forbes](#)
*'The Amazon of Antitrust Breakups'*
**Forbes**
[Forbes](#)
*'RETAIL 2021: More of the Same?'*
**Forbes**
[Forbes](#)
*'Post-COVID Consumer Behavior: Like It Never Happened?'*
**Forbes**
[Forbes](#)
*'Top Predictions for Retail 2021'*
**CONSUMER RESEARCH**

Since February 2020, First Insight has continued to support the retail industry during COVID-19 by providing insights from 10+ consumer research studies that help to understand consumer sentiment and rapidly changing shopping behaviors. Click [here](#) for more details on reports and infographics.



FOLLOW FIRST INSIGHT

