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National Retailer Achieves Single View of the Customer

Company Overview

A national retailer with over 9,000 stores that serve more than five million Americans every day.

Challenges + Goals

Providing personalized, relevant offers for its customers was a challenge for this company due to fragmented data and an inability to keep up with each consumer's cadence. This retailer had enormous amounts of data, but lacked the ability to integrate it and generate insights that could be operationalized. A first-of-its-kind loyalty program was widely used, but account numbers weren't linked to identifiable information, limiting the company's ability to provide relevant, timely, and personal offers, especially within households

The company needed new data matching and integration capabilities to link loyalty numbers to a specific customer for the purposes of more personalized offers, cross-sell conversions, and an increase in in-store visits and basket size.

Winning Solution

Using rgOne, the company aggregates all customer transaction and behavioral data into a single customer view at the individual and household level. With a unified view of the customer, the company matches loyalty numbers to an identifiable record to significantly improve personalized offers.

The Redpoint platform transforms the unified customer view into a single point of control over data, decisions and interactions to create a personalized, omnichannel customer experience across all stores and digital channels. Built-in analytics generate next-best action recommendations optimized against business objectives and product promotions. Real-time orchestration enables delivery of those recommendations in the context and cadence of the customer, whether an in-store offer at register, or via mobile, email or direct mail.

HIGHLIGHTS

100 million+
customers

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9,000+
retail stores

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120 TB
of data with
300 billion
records

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30:1
compression in data
update cycles