

Retailers Must Emphasize Customer Engagement to Succeed

The modern retail consumer lives an omnichannel life, seamlessly transitioning between digital and physical touchpoints during the buying journey and expecting a consistent experience throughout. With this new paradigm in customer experience comes a heightened expectation that brands will know customers at an individual level and be able to engage in real time. Legacy retailers must adapt to changing customer expectations or risk losing their market position by failing to meet the omnichannel consumer where they are with contextually relevant interactions.

Engaging Retail Customers in a Omnichannel World

Retailers used to have tight control over the customer journey, and could reasonably expect to direct how consumers moved from awareness to purchase. That is no longer the case. Today, the consumer dictates the entire buying process, including when and through what touchpoint the first interaction occurs. Traditional brick-and-mortar retailers must adapt to serve this new breed of savvy, omnipresent consumers as they leverage multiple channels in their pursuit of frictionless, value-optimized transactions.

The omnipresent consumer wants to be treated as a segment-of-one with a buyer journey that has different on-ramps, off-ramps, timeframes, and cadences. To meet this expectation, retailers must address multiple sets of customer expectations. From a functional perspective, this means creating different types of purchasing journeys for different customers and switching between journey type in the moment of need. For example, some consumers are self-directed while others want a guided experience. Some may want multi-stage journeys that span days, others want immediacy. These new customer journeys must address all interaction types, which entails retailers taking a hyper-personalized approach to customer engagement – including the right context, the right cadence, and the right channel for every buying journey.

Unfortunately, the fragmented engagement systems retailers currently use create data silos that complicate delivering the real-time contextually relevant experiences that consumers expect across every channel and every interaction point. Retailers must overcome their functional and channel-specific data silos if they wish to engage effectively with the omnichannel customer.

Optimizing Retail Customer Engagement

The RedPoint Customer Engagement Hub™ (CEH) provides powerful insights into customer behaviors and preferences, and enables organizations to deliver contextually relevant buying experiences across all interaction points in a way that optimizes customer engagement. The RedPoint CEH taps into any kind of data – structured, unstructured, or semi-structured – and resolves anonymous to known customer identities using the most advanced probabilistic and heuristic matching algorithms available in the market today. The CEH combines precise customer views, advanced analytics, and real-time intelligent orchestration, providing a customer engagement hub that orchestrates action across all touchpoints and seamlessly integrates with the vast ecosystem of marketing technologies. All of this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs.

Create the 360-Degree View of the Customer

True omnichannel engagement starts with putting the customer at the center of the business. As part of this evolution, retailers must keep their customer data precise and constantly updated. Precise data provides the foundation to drive highly relevant customer interactions. Data accessibility and quality are key to driving high levels of precision, and relevance also requires that updated data is available to keep pace with the speed of the customer.

- **Support for all data sources:** Our solution is designed to handle data from any location, source, type (unstructured, semi-structured, structured), or format with lightning fast processing performance capabilities. No longer will you have to access multiple databases for a complete view of your customer.
- **Provide advanced identity resolution and management:** Our sophisticated data transformation features and persistent key management includes complex processing rules, address standardization, geocoding, and spatial analysis to reconcile customer information across data sources and craft a single, precise golden record across anonymous-to-known customer engagements.
- **Improve data quality and enrich customer profiles:** The RedPoint CEH enables you to easily discover data inconsistencies and anomalies with the power of advanced data cleansing capabilities such as contextual matching, standardization, normalization, merging/purging, house-holding, parsing, de-duplication, validation, and normalization. You are also able to leverage first-party data with second- and third-party data to enrich and enhance customer profiles.
- **Leverage analytics in-line to determine the next best action in real time:** With the ability to ingest data from myriad sources and access in-line analytics, you can leverage powerful customer insights directly in your engagement and decisioning flows. RedPoint uses advanced analytics, paired with machine learning, to segment, predict, and optimize your customer engagement in real time.

Orchestrate Contextually Relevant Messages

Customers are quick to reject interactions or messages that don't provide immediate personal value, which has rapidly turned personalized experiences into table stakes. Retailers must know where customers are in their purchase journeys and treat them accordingly regardless of touchpoint. Only then can retailers be confident of their ability to engage with their omnichannel, omnipresent customer base. The RedPoint platform's market-leading orchestration capabilities enable you to:

- **Act across channels:** With RedPoint's intelligent orchestration functionality, you have the ability to dynamically interact with customers across all channels of engagement for powerful experiences at the speed of the customer that bolster attachment and boost business results.
- **Craft powerful automated engagement flows:** With an easy-to-use drag-and-drop graphical user interface, RedPoint allows business users to sketch out interaction and data flows without complicated computer code. Our automated workflows feature error-handling alerts and version control, eliminating the skills gap that has prevented companies from taking advantage of powerful data-driven engagement.

Maximize Use of Technology Investments

RedPoint's platform is architected as an open garden, enabling enterprises to leverage the data, models, engagement systems, and any martech/ad tech they already have in place. This reduces time-to-value by eliminating the need to re-platform, while also enabling you to write new connectors as additional technologies arise over time.

- **Leverage hundreds of prebuilt connectors:** The RedPoint Customer Engagement Hub has hundreds of out-of-the-box APIs and connectors designed to optimize your technology investment. A software development kit (SDK) adds further flexibility, enabling you to easily connect any solution we don't have a prebuilt connector for.
- **Deploy via flexible cloud options:** Getting started with the RedPoint CEH is simple and easy. We offer a range of flexible deployment options including cloud only, on-premises, or a hybrid of cloud/on-premises. These deployments provide the flexibility needed to drive the highest speed to value for your business. ■

About RedPoint Global Inc.

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub™ delivers a unified view of each customer, in-line analytics to determine next-best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust the RedPoint Customer Engagement Hub to power their customer engagement strategy and drive profitable revenue growth. For more information, visit www.redpointglobal.com or email contact.us@redpointglobal.com.



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