The Role of Customer Data Platforms in Transforming Customer Experience

Using Customer Data in New Ways to Power Advanced Analytics and Personalize Omnichannel Experiences

Rethink the Way You Engage

Companies increasingly compete on customer experience, as customers demand consistent and contextually relevant engagements across all interaction touchpoints and technologies. It is no longer acceptable to run linear, offline customer journeys with a cadence of weeks or months. Increased customer expectations and digitally-enabled customer journeys put pressure on organizations to connect all the customer data that is distributed piecemeal across a multitude of engagement systems.

Consumers expect aspects of their daily lives to connect digitally to products and services in highly relevant ways that are seamless, frictionless and, at the same time, non-intrusive. Organizations need a deep understanding of each customer to deliver these types of relevant and personalized interactions. Achieving this level of engagement depends on an organization's ability to ingest, connect, and make available all relevant data at the cadence of the customer.

Whether advancing toward omnichannel, personalized, or real-time experiences, companies must operationalize the data at the speed, accuracy, and depth required to drive these new levels of engagement. This goes beyond dumping data into a data lake, as the data must be connected, high quality, and accessible to be useful. Consumer devices, enterprise systems, and third-party sources generate an unprecedented volume, velocity, and variety of data that threatens to outpace or overwhelm organizations' customer data initiatives.
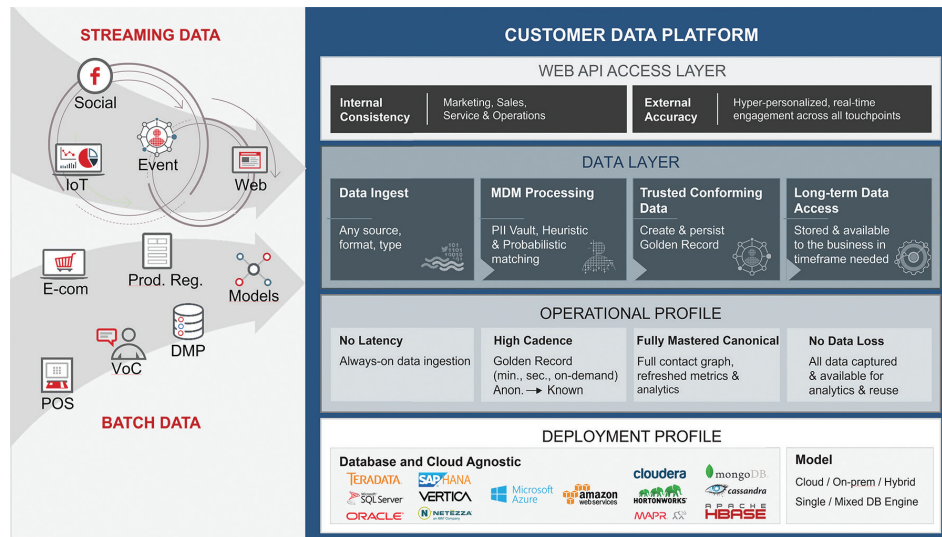
70 percent of marketers have suboptimal to no ability to integrate online and offline customer data.[1]

The RedPoint Customer Data Platform (CDP) Solution

The RedPoint Customer Data Platform™ (CDP) is a data solution that ingests and integrates all an enterprise's customer data. Regardless of source – batch or streaming, internal or external, structured or unstructured, transactional or demographic – the RedPoint CDP provides an always on, always updating golden record that is continually available at low latency to all touchpoints and users across the enterprise.

The RedPoint CDP provides what is needed to be the data engine to drive advanced analytics and new customer experiences:

- **Agility** – Support for all data sources and unparalleled flexibility: The RedPoint CDP is architected to work with structured, semi-structured, or unstructured sources and types of data. It also provides out-of-the-box connectors to traditional databases, applications, and advanced Hadoop/data lake and other No-SQL environments. RedPoint integrates first-, second-, and third-party data into an enhanced customer view that can be leveraged in a real-time cadence for analytics and decisions. There are no limits on the types of data or structures, making it easy to consume new sources any time.

- **Precision** – Advanced data processing and matching algorithms: RedPoint incorporates sophisticated data transformation features such as advanced parsing, normalization, and validation rules; name, address, and phone standardization; geocoding, and spatial analysis. It performs deterministic and probabilistic identity resolution, persists unique master keys and sub-keys, and provides customizable groupings like individual, household, segment, and business.

- **Scale** – Production scale with drag-and-drop ease of use: Users can set up automated workflows with error-handling alerts, checkpoints and restart mechanisms, version control, and job monitoring. Graphical data flows and form-based configurations

STREAMING DATA

- Social
- IoT
- Event
- Web
- E-com
- Prod. Reg.
- Models
- VoC
- DMP
- POS

BATCH DATA

CUSTOMER DATA PLATFORM

WEB API ACCESS LAYER

| **Internal Consistency** | Marketing, Sales, Service & Operations | **External Accuracy** | Hyper-personalized, real-time engagement across all touchpoints |

DATA LAYER

Data Ingest	**MDM Processing**	**Trusted Conforming Data**	**Long-term Data Access**
Any source, format, type	PII Vault, Heuristic & Probabilistic matching	Create & persist Golden Record	Stored & available to the business in timeframe needed

OPERATIONAL PROFILE

No Latency	**High Cadence**	**Fully Mastered Canonical**	**No Data Loss**
Always-on data ingestion	Golden Record (min., sec., on-demand) Anon. → Known	Full contact graph, refreshed metrics & analytics	All data captured & available for analytics & reuse

DEPLOYMENT PROFILE

Database and Cloud Agnostic	**Model**
TERADATA, SAP HANA, SQLServer, VERTICA, ORACLE, NETEZZA, Microsoft Azure, amazon web services, cloudera, HORTONWORKS, MAPR, mongoDB, cassandra, APACHE HBASE	Cloud / On-prem / Hybrid Single / Mixed DB Engine

make it easy to create, review, and modify workflows without writing code. The RedPoint CDP integrates with legacy and new enterprise systems such as: CRM, ERP, POS, DW and data lake, BI and analytics, and online and offline engagement systems.

- **Speed** – Real-time data ingestion and integration: RedPoint processes batch and streaming data at a speed and scale that's superior to any other provider. Data loaded into the CDP is immediately available for consumption, whether for analysis, decisioning, or to drive operational systems. Third-party benchmarks show that RedPoint is 5x-20x faster than other solutions for equivalent processing tasks. RedPoint does this through native data access and optimized data pipelines that reduce latency across all data processing topologies.

- **Accessibility** – All business applications in the enterprise can access the detailed and current canonical customer "golden record" through a RESTful services layer, at speeds that support real-time use. Business users can curate data through master data management (MDM) processes and user interfaces that place the data closer to the point of need.

Innovative customer experiences are impossible without a new level of fluidity and accessibility of clean, continually refreshed, connected, customer data that is available on demand. The RedPoint Customer Data Platform provides this capability, which enables transformative customer experiences to grow revenue, reduce interaction costs, and increase competitive advantage.

[1] A Customer Centricity Paradox, Acxiom and Digiday

Business Benefits

Having a single customer view with RedPoint Global's CDP is the foundation to engage with customers and make better business decisions. There are several ways to drive value, whether working in concert with engagement systems, advanced analytics, and/or a robust customer engagement hub.

- **Personalization**: CDP powers a single customer view for a deeper understanding of a customer's preferences and behaviors, which powers messaging and actions that align perfectly with the customer's expectations.

- **Real-Time:** Real-time capabilities include low-latency data handling, high performance in-line decision-making, and actions at the cadence of the customer for relevant, timely engagement.

- **Omnichannel:** Creating cross-channel campaigns with personalized real-time messaging requires connectivity and automation in all channels, creating seamless choices in where to send what message based on holistic customer data.

- **Analytics**: Customer data in RedPoint's CDP supports advanced analytics that achieve the goals of understanding individual and segment-based customer behavior and improves engagement decisions based on predictions and goal-based optimizations.

About RedPoint Global Inc.
RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com/accelerator or email contact.us@redpointglobal.com.

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