

# The Retail Imperative to Transform Customer Experiences

**The modern retail consumer lives in an omnichannel world, 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. 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 an 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. Today, the power lies with the consumer who now drives the entire buying process, including when and through what touchpoint they prefer. 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 that align with their expectations. In fact, 40 percent of consumers purchase more from retailers that provide a personalized shopping experience across all channels.

The omnipresent consumer wants to be treated as a segment of one with a buyer journey that has individualized 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 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, requiring retailers to take 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 real-time contextually relevant experiences. Consumers now expect this across every channel and every interaction point, or they will abandon one retailer for another that meets their preferences. Retailers must overcome their functional and channel-specific data siloes if they wish to engage effectively with the omnichannel customer.

## Optimizing Retail Customer Engagement

Redpoint Global's rgOne solution 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. rgOne 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 solution 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 this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs and aligning with the customers' expectations.

## Create a Single View of the Customer

True omnichannel engagement starts with putting the omnipresent customer at the center of the business. With Redpoint, retail marketers can now easily create a unified, accurate and accessible view of the customer. This view may be accessed in real time, on an automated basis by engagement systems, or by in-store retailers for clienteling. The most complete and up-to-date customer profiles can easily be visualized from a web user interface that displays key customer information (e.g., name, address, phone number, email), social profiles, key metrics such as lifetime value, behavior data including contact history and detailed marketing and transaction history. This detailed view underpins a marketer's ability to gain the best insights about each customer and to easily determine next best actions, resulting in more optimal allocation of resources.

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 the keys to driving high levels of relevant engagement that keeps pace with the speed of the customer.

- **Support for all data sources:** Redpoint 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:** 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:** rgOne 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.

## Orchestrate Contextually Relevant Messages

Customers are quick to reject fragmented interactions or irrelevant messages, 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. Redpoint platform's market-leading orchestration capabilities enable brands to:

- **Act across channels:** With Redpoint's intelligent orchestration functionality, brands have the ability to dynamically interact with customers across all channels of engagement at the speed of the customer, creating powerful experiences 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. The Redpoint platform's automated workflows feature error-handling alerts and version control, eliminating the skills gap that has prevented organizations from taking advantage of powerful data-driven engagement.
- **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, marketers can leverage powerful customer insights directly in their engagement and decisioning flows. Redpoint uses advanced analytics, paired with machine learning, to segment, predict and optimize customer engagement in real time.

## Business Benefits

With the rise of customer expectations and the explosion of online competition, a customer engagement hub is key for retailers to communicate with the customer at the cadence and channel of their preference. This solution drives the high contextual relevance required to grow revenues while reducing interaction costs.

Whether increasing purchase frequency and market basket size, increasing traffic to websites and stores and/or increasing loyalty and retention, retailers are able to meet their strategic imperatives along the way to transforming customer experiences:

- **Single Customer View:** pull all customer data together for a robust and deep understanding of customers.
- **Personalization:** create the hyper-personalized and dynamic journeys that customers are looking for.

- **Analytics:** develop and deploy advanced models – predictive, segmentation and optimization – that drive customer engagement and business results
- **Real Time:** create on-the-fly communications reflecting offers and messages that are most relevant and important to each individual customer.
- **Omnichannel:** Intelligently connect customer journeys across all channels and touchpoints, enabling dynamic, customer- driven engagement.

### Maximize Use of Technology Investments

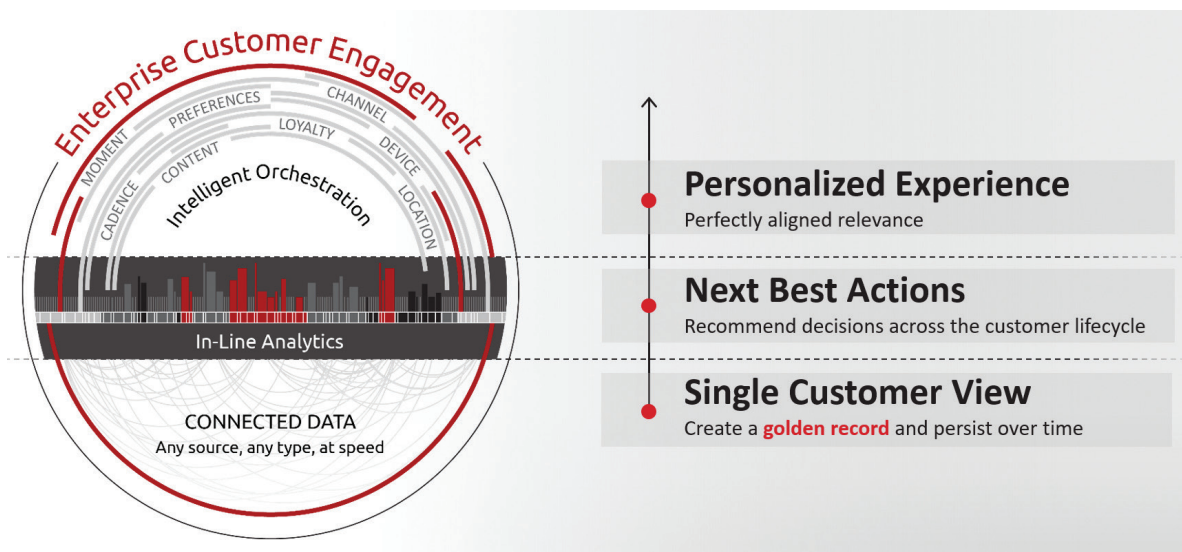
Redpoint's platform is architected as an open garden, enabling enterprises to leverage the data, models, engagement systems and any martech/adtech they already have in place. This speeds time-to-value by eliminating the need to re-platform, while also enabling brands to connect with new technologies as they emerge.

- **Leverage hundreds of prebuilt connectors:** The Redpoint rgOne solution has hundreds of out-of-the-box APIs and connectors designed to optimize an organization's technology investment. A software development kit (SDK) adds further flexibility, enabling brands to easily connect any emerging technology.
- **Deploy via flexible cloud options:** Getting started with rgOne 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 any organization.

### Redpoint Retail Solutions

Redpoint's retail customer engagement solutions can be leveraged by customers in three ways:

- **Redpoint SaaS Delivery Option** is a packaged solution that empowers retail marketers to take control of their customer data and deliver effective omnichannel campaigns. Redpoint's SaaS offering unifies all customer data into a single view and orchestrates dynamic customer journeys across all touchpoints. With Redpoint's solution, retailers can optimize engagement with consumers and drive revenue higher while reducing costs. The solution is built on the Microsoft Azure cloud platform, which helps retailers achieve higher value more rapidly with limited IT support required. Redpoint SaaS Delivery Option is the only omnichannel retail marketing solution that can be implemented in weeks rather than months while providing robust data and customer engagement options, allowing retailers to more easily support ever-evolving marketing strategies.
- **Redpoint rgOne Solution** provides powerful insights into customer behaviors and preferences and enables organizations to deliver contextually relevant brand experiences across all interaction points in a way that optimizes customer engagement. rgOne taps into any and all data sources – structured or unstructured – while resolving anonymous to known customer identities using the most advanced probabilistic and heuristic matching algorithms available in the market today. The platform combines precise customer views, advanced analytics and real-time intelligent orchestration, providing a customer engagement hub that orchestrates action across



all touchpoints and integrates with the vast ecosystem of marketing technologies. All this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs.

- **Redpoint Real-Time Customer Engagement** addresses the three critical capabilities needed for real-time customer engagement: speed and agility, data-driven personalization and cross-channel optimization. Unlike traditional analytics solutions, rgOne provides the performance and relevance for segment-of-one customer engagement. Redpoint empowers marketers to unify all the relevant data from their enterprise systems to create the context, and then choose business-friendly in-platform analytics and models to build and deploy next best actions and product recommendations based on predictive insights. Orchestrate customer interactions with self-learning models and predictive analytics that optimize all customer touchpoints

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#### About Redpoint Global

With Redpoint's software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions, and tangible ROI—this is how leading marketers lead markets. To learn more, visit [redpointglobal.com](https://redpointglobal.com).



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