

Increase Customer Lifetime Value with a Customer Engagement Hub

Consumers are more empowered than ever before, and they are willing to leave brands that fail to meet their expectations. Providing a consistent, highly personalized experience across every customer touchpoint is what consumers expect, and it has become a strategic imperative for brands, financial institutions, healthcare organizations, consumer goods, hospitality organizations, and retailers alike.

Customer Engagement in an Omnichannel World

Consumers now assume that all brands have access to the data necessary to effectively know their customers in great detail and can activate that data into a highly relevant brand experience no matter where the customer shows up next. Fragmented engagement systems create data silos that make it difficult to leverage all data sources, in real time, to deliver the hyper-personalized experiences that customers expect across every channel and touch point. Brands that succeed will focus on recognizing customers, understanding what they want, and delivering it to them.

Connecting Data for Better Customer Engagement

The RedPoint Customer Engagement Hub™ (CEH) 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. RedPoint's CEH 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 of this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs.

- **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 it is available to keep pace with the speed of the customer.
- **Support all data sources:** Data is valuable no matter where or how it originates, which is why our solution is designed to handle data from any location, source, type (unstructured, semistructured, structured), or format – XML, JSON, Hive, HDFS, social media, websites, CRM, and even transactional/operational databases.
- **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. All of this is done in real time, and complex tasks are completed at lightning speed.
- **Improve data quality and enrich customer profiles:** With RedPoint's data quality capabilities you can easily discover

data inconsistencies and anomalies as well as provide advanced data cleansing capabilities such as contextual matching, standardization, normalization, merging/purging, house-holding, parsing, de-duplication, validation, and normalization. You can also leverage first-party data with second- and third-party data to enrich and enhance customer profiles.

- **Native dashboards and real-time tracking capabilities:** RedPoint also supports a vast array of third-party business intelligence tools such as Power BI and Tableau for additional reporting needs. Business users are able to create custom dashboards that incorporate real-time data from any internal or external data source, such as campaign performance data correlated with external data.

Intelligent Orchestration That's in Context

The modern customer experience is all about context. In a real-time world, the person, message, moment, cadence, offer, device, and channel decisions and actions all need to be aligned – at the risk of misaligning moments of engagement and losing a customer. The RedPoint CEH orchestrates all your next best actions including offers and messages. The platform also uses in-line analytics to achieve the scale required to engage consumers in a segment-of-one fashion.

- **Take action across channels:** With RedPoint's intelligent orchestration functionality, you can dynamically interact with customers across all channels of engagement to drive powerful experiences and bolster engagement.
- **Craft powerful automated customer journeys:** With an easy-to-use drag-and-drop graphical design canvas, users are able to sketch out interaction and data flows without complicated manual work. Automated workflows also feature seamless error handling alerts and version control – overcoming the skills gap that has held back companies from taking advantage of powerful data-driven engagement.
- **Leverage analytics in-line with engagement:** 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 strategies. RedPoint uses advanced analytics, paired with machine learning, to segment, predict, and optimize your customer engagement campaigns in real time.

Leverage Existing Technology Investments to Accelerate Results

RedPoint's platform is architected as an open ecosystem, enabling enterprises to leverage their data, models, systems, and technology already in place. It also provides an easy and open way to take advantage of new channels and technologies as they emerge.

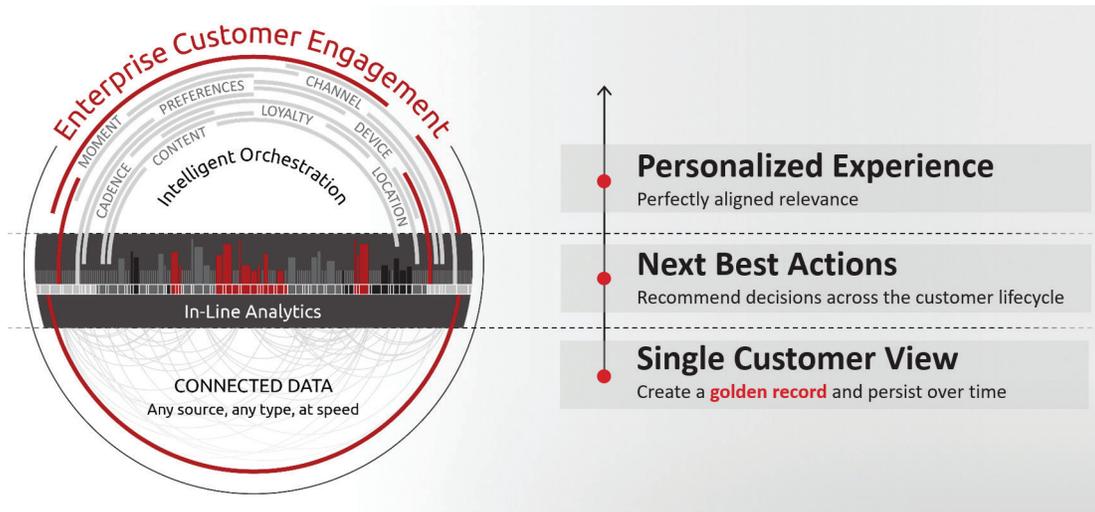
- **Leverage hundreds of pre-built connectors:** RedPoint's customer engagement hub has hundreds of out-of-the-box APIs and connectors designed to help you maximize your technology investment. This enables you to interact with the most popular point solutions so you can take action across channels in a coordinated, data-driven way.
- **Optimize engagement with libraries of analytic models:** RedPoint's platform can ingest your segmentation, predictive, or optimization models, third-party models, or our library of models. RedPoint provides a library of the most robust analytical models available to drive engagement. You can test, tune, and optimize any and all models in a closed-loop system with the most advanced analytical tools available.
- **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.

Business Benefits

The ability to have a single customer view with RedPoint Global's CEH gives you the foundation to build new ways to engage with your customers and make better business decisions. There are a number of ways to increase revenue, lower interaction costs, and more effectively use key resources, all by pulling together data and operationalizing it in customer engagement flows.

- **Personalization:** A fully functional platform enables you to build a single view of the customer to gain a deeper understanding of a customer's personal preferences and behaviors, allowing you to create messaging and deliver 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 to create relevant, timely engagement, all from a simple rules workspace.

- **Omnichannel:** Creating cross-channel campaigns with personalized real-time messaging requires connectivity and automation in all channels, allowing you to seamlessly choose where to send what message based on holistic customer data.
- **Analytics:** By connecting data from a data lake into a highly precise, single customer view, RedPoint's platform supports advanced analytics that achieve the goals of understanding individual and segment-based customer behavior and improves engagement decisions based on predictions, optimizations, and company goals.
- **Customer Data Platform (CDP):** RedPoint's solution includes a fully functional CDP that ingests an enterprise's data from all sources – whether batch or streaming, internal or external, structured or unstructured, transactional or demographic – to provide an always-on, always updating golden record and make it continually available at low latency to all touchpoints and users across the enterprise. Access a single customer view to visualize customer profiles for use in service and clienteling settings. ■



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 or email contact.us@redpointglobal.com.



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