

# Empowering Marketers to Guide Customers Along Their Omnichannel Journey

*Marketers must deliver relevance in the context and cadence of each customer across all touchpoints*

## Creating a Connected Customer Experience

Half of all customer interactions happen during a multichannel, multi-event journey, according to research by McKinsey Global Institute. In that environment, marketers need to intelligently orchestrate interactions across touchpoints to reduce friction and optimize customer engagement.

That's an obstacle many marketers have yet to overcome, because they lack critical insight. Nearly half of all marketers say they are challenged to understand customers' cross-device behaviors, Forrester found. Worse, only 15 percent of marketing professionals in North America rate their company's ability to identify addressable audiences across channels "extremely well," according to Winterberry Group and the DMA.

## Many Channels, One View of the Customer

Successfully engaging multichannel, multi-event customers starts with data. Specifically, unified customer data pulled from all sources – transactional, preference, behavioral, intent, first/second/third-party, batch and streaming, unstructured, semi-structured, structured – to create a holistic view, or Golden Record, of each customer. Once marketers have that single view of the customer however, they need real-time access to it so they can determine the context of each customer action and interaction, and react at the cadence of the customer in their preferred channel or set of channels.

Understanding customers in the context of their buying journey is essential to delivering the next-best message or interaction to optimize engagement at any touchpoint the customer chooses.

## Personalization at Every Touchpoint

Marketers must not only be where customers are, but they also must interact relevantly with them. Personalizing the omnichannel customer journey is essential in an environment where customers expect to be recognized. That's why 62 percent of retailers in North America say that delivering personalized customer experiences is their leading engagement priority, according to *Boston Retail Partners*.

Doing so is worth the effort. Research from Forrester found that data-driven personalization can potentially generate a 19 percent sales lift.

## Omnichannel in Action

A global DIY retail wanted to improve the relevancy (e.g., personalization, timing, touchpoints) of its customer interactions across channels – including call center, catalog, in-store, mobile, and web. It started by creating a 360-degree view of the customer across data sources and engagement systems. This allowed the retailer to overcome the data fragmentation caused by operational and analytic data silos and to process data in a timely fashion. It also enabled the retailer to provide highly relevant communications and offers, including, for example, remarketing based on cart abandonment.

By capturing and analyzing web data and customer behaviors in real time, the retailer was able to automate next-best actions (e.g., offers, messages, content) and present them across channels and touchpoints. The retailer started to operate at the speed of the customer, with increased relevancy. As a result, the retailer improved its customer reactivation and retention, reduced the

volume of over-mailing, and improved marketing effectiveness. The retailer was also able to better match unknown to known customers to gain a clearer understanding of the full customer journey and adjust its marketing strategies accordingly.

### Lack of Integration Across Customer Data & Engagement Channels Is Limiting Omnichannel Capabilities



\* Source: Winterberry Group, Roadmap to Omnichannel Activation, Nov., 2016

## The Solution for Omnichannel Interactions

The RedPoint Customer Engagement Hub overcomes siloed systems to provide a single point of control for customer data, decisions, and interactions. It enables marketers to effectively address and execute hyper-personalized omnichannel interactions and experiences. This leads to higher revenue and lower costs. RedPoint leverages real-time insights and activates them for personalization across the customer journey, at the cadence of the customer, using marketer-managed business rules and optimized machine learning.

## Strategy and Targeting

Marketers are able to access a deep understanding of customers through data and create targeted engagement strategies which can all be managed from a single point of control. RedPoint provides:

- **Single view of the customer:** Access a golden record of the customer to provide highly relevant insights which can be used by brands when engaging with customers over the phone, in store, or for marketing insights.
- **Single point of control:** Manage all omnichannel journeys and campaigns from a central role-based console configurable to individual client needs.
- **Audience creation:** Create finely tuned audiences based on customer context, history, and preferences.

## Omnichannel Touchpoints

Marketers can deliver relevant experiences across inbound and outbound channels to better personalize the customer experience. RedPoint provides:

- **Omnichannel orchestration:** Intuitive, drag and drop interface streamlines journey creation from simple campaigns to multi-stage customer journeys.
- **Inbound and outbound decisioning:** Leverage a unified marketer-friendly canvas to design dynamic customer journeys that include both outbound/batch and inbound/real-time interaction channels.
- **Open garden ecosystem:** Connect into existing best of breed data, channel, and execution systems with over 200 supported APIs out of the box.

## Real-Time Execution

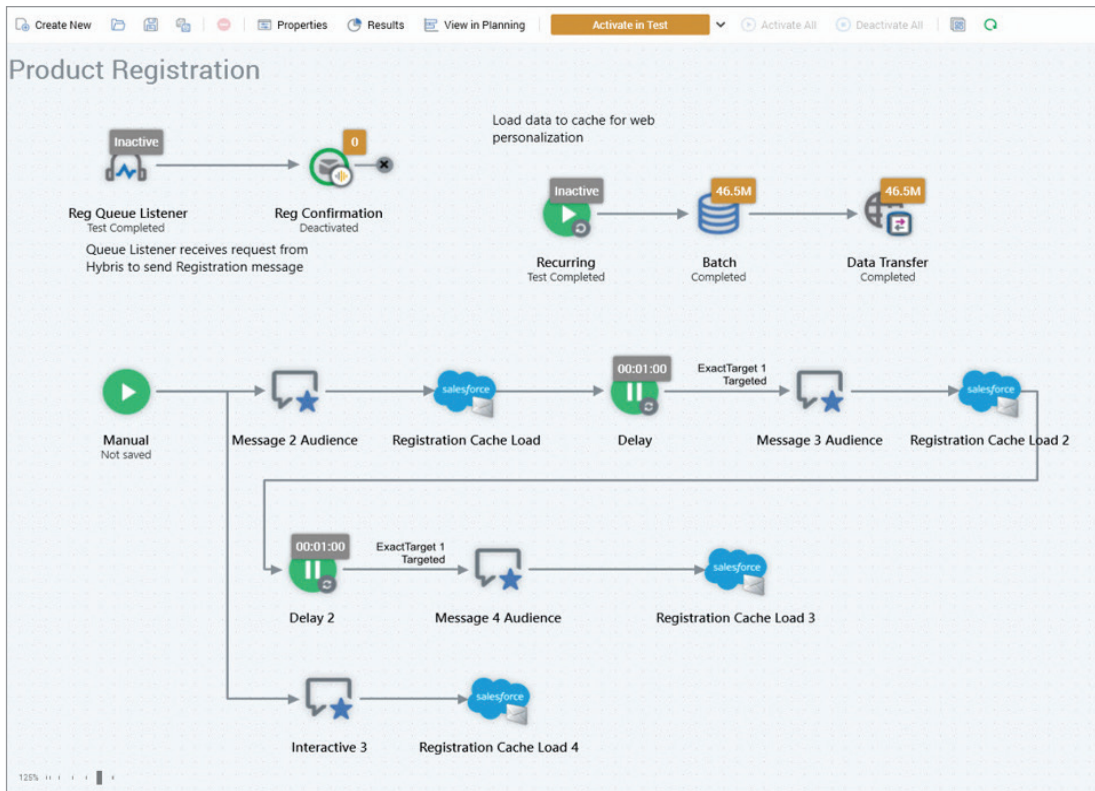
Brands strive to provide increasingly relevant and timely moments of engagement across digital and traditional channels. Web and digital personalization is powerful for creating an omnichannel experience. To build a more personalized experience, RedPoint solutions empower marketers to deliver:

- **A/B/n Testing:** Deploy goal-driven digital assets and offers to brand sites and create a series of tests to compare and optimize clicks and conversions.
- **Product Recommendations:** Combine business rules and machine learning to create timely and relevant product and offer recommendations in digital and in-store channels.
- **Message Design and Delivery:** Create an array of messages and deliver them in a series of different channels in real-time aligning with your customers message and channel preferences.

## Analytics and Optimization

Create next-best-actions based on a customer's needs, preferences, and intent. Deliver personalized message in the right touch point to create individual paths to purchase. Use advanced analytics and modeling to keep in lock step with each customer.

- **Dashboards and Real-Time Tracking:** Tap into a vast array of third-party BI tools such as Power BI and Tableau for real-time reporting and insights.
- **Predictive and Adaptive Analytics:** Use predictive modeling and clustering analysis to score customers and automate the segmentation process to determine what content should be delivered to what audience, when, where, and how it should be delivered.
- **Path to Purchase Optimization:** Bring together all customer data and let RedPoint's machine learning service predict and automate the necessary customer journey steps that will drive conversions and purchases.



Design omnichannel marketing experiences with RedPoint.

## Business Benefits

The ability to create more personalized and omnichannel customer experiences using RedPoint's Customer Engagement Hub provides opportunities for brands to deliver a range of business benefits.

- **Increase Revenue:** Combine personalization with omnichannel capabilities to increase revenue by delivering relevant offers that are in the cadence and context of each customer's journey.
- **Lower Interaction Costs:** Engage with consumers in the lowest

cost channels while increasing relevance in ways that reduce customer fatigue, leading to lower overall interaction costs.

- **Increased Resource Effectiveness:** Simplify the complexity of delivering personalized omnichannel engagement, empowering marketers to scale and deliver individualized personalization without adding additional resources.

The RedPoint Customer Engagement Hub provides a single point of control over data, decisions, and interactions, generating a deep understanding of individual and segment-based customer behavior as the basis to improve personalized engagement across all channels and optimize results.

### 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](http://www.redpointglobal.com/accelerator) or email [contact.us@redpointglobal.com](mailto:contact.us@redpointglobal.com).



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