

DIY Retailer Delivers Frictionless, Personalized Customer Experience



Company Overview

An international DIY home improvement retailer with more than 600 stores and 11,000 products. Renowned for its 24/7 call center and for offering same-day in-store pickup or next-day home delivery on phone or online orders.

Challenges + Goals

Disconnected databases and siloed operations prevented marketers from being able to track individual customers through the entire purchase process, making it hard to optimize customer engagements across the entire customer journey with timely, personalized offers and content. Because each channel had its own customer database, analytic engine, rules, and update cycles, it took up to two weeks for captured data to be accessible or shared across the enterprise.

The company needed to resolve speed and fragmentation issues to drive revenue growth by creating a frictionless customer experience defined by contextually relevant offers and messages in real time across an omnichannel environment.

Winning Solution

Using the RedPoint Customer Engagement Hub™, the company has a single point of control over data, decisions, and interactions. The solution combines customer data from dozens of sources to create a customer golden record, and applies in-line analytics to enable real-time decisioning and intelligent orchestration of messages across all touchpoints at the point of interaction between brand and consumer.

With a single point of operational and data control that scales to any volume, the company now moves at the speed of the customer, delivering personalized interactions with customers in real-time across all channels. Whereas it had taken up to two weeks to share data across the enterprise, it is now collected, processed, and made available in less than five minutes to drive both transactional and advanced analytic uses.

99%

Cycle time compression – from data to insight to action

38

Data sources ingested to create a customer golden record

Improved
marketing efficiency,
reduced interaction costs

Increased
upsell with real-time,
next-best action offerings
for each customer