



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 rgOne platform, 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.

Redpoint Global empowers brands to deliver highly personalized, contextually relevant experiences that optimize engagement and value. Redpoint solutions unify control over all customer data, determine next-best actions in real time, and orchestrate interactions across all touchpoints.

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CASE STUDY

HIGHLIGHTS

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 cost

Increased

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

