

# Digital Transformation



**The rise in digital interaction channels has created opportunities for innovators to embrace new customer strategies and business models. As consumers shift from following linear, product-centric journeys to taking omnichannel, multi-event dynamic engagements that wind across numerous interaction points, companies must be present with the right messages and offers, at the right cadence, at the right time delivered wherever the consumer might show up next.**



Consumers want to remain constantly connected to the people, brands and things that matter the most to them. From wearable fitness devices to WiFi accessible programmable home thermostats and smart refrigerators, consumers expect aspects of their daily lives to connect digitally to products and services in ways that are highly relevant while being seamless and without friction. These experiences demand cross-channel accessibility and personalized decisions across all purchasing endeavors and interactions.

This level of digital transformation requires agility from organizations to respond to change and engage with digitally connected, always-on/always addressable consumers in ways that reflect their needs, preferences and expectations at any—and all—moments across the entire customer lifecycle. New capabilities are needed to overcome fragmented engagement systems and 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 every interaction point.

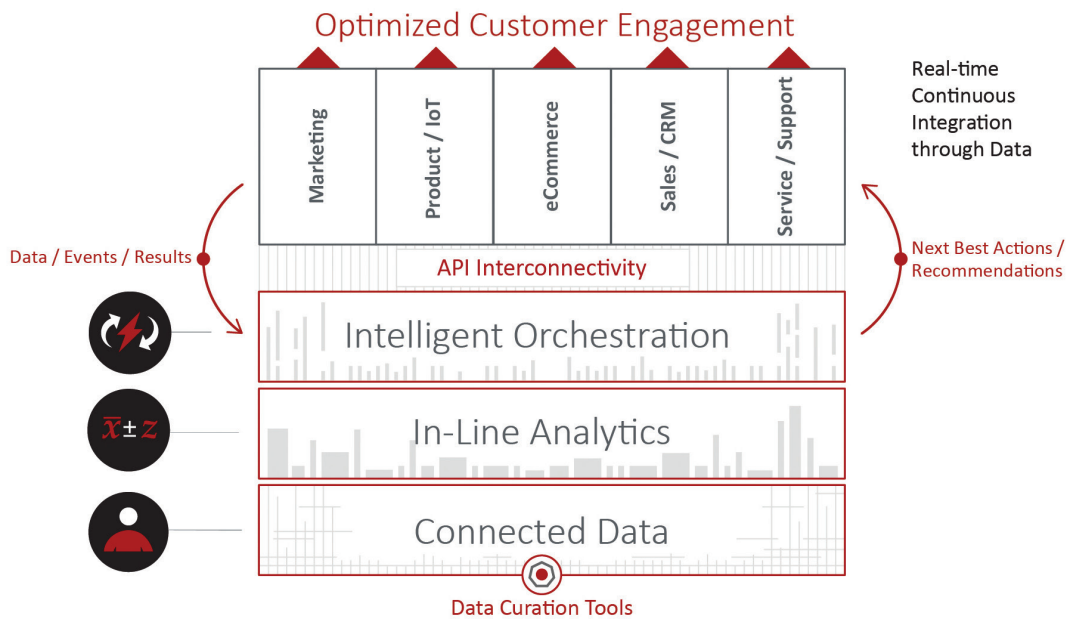
The Redpoint rgOne platform enables organizations to embrace digital transformation by tapping into all customer data sources (1st, 2nd & 3rd party) to provide powerful insights into customer behaviors and preferences. This capability enables organizations to deliver contextually relevant brand experiences in a way that optimizes customer engagement and increases customer lifetime value. The platform combines precise customer views, advanced analytics and a real-time intelligent customer engagement hub that orchestrates action across all interaction touchpoints and devices. All of this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs.

## Connected Data Is the Core to Better Customer Experience

- **Data access:** Digital transformation can't happen without the ability to collect, integrate and analyze all available customer data and make it accessible across the entire organization. With hundreds of out-of-the-box integrations, Redpoint's customer engagement platform taps into all available customer data regardless of type or source.
- **Improving customer engagement:** Context is a key to engaging better with consumers with the most appropriate messages and offers at the right cadence, moment, across any digital channel or device. Using rgOne, you'll be able to access all the data necessary to understand a customer as a unique segment-of-one, making customer interactions more relevant and ensuring a consistent brand experience.

## Analyze & Activate Data to Keep Pace With the Speed of the Customer

- **Connect data in real-time:** Data that enters our platform is immediately available without waiting for a scheduled time of day to rebuild indexes or files. Doing this makes it possible for you to access the latest customer data at a pace that allows you to act at lightning speed.
- **In-line analytics & machine learning:** Analytics are key to recommending the next best action and targeting the right next best message or offer to send. Redpoint's advanced analytics and machine learning capabilities enable organizations to Redpoint's platform optimizes customer engagement, driving higher revenue and



lifetime customer value while lowering costs. turn digital channel behaviors into new opportunities to connect with consumers in more relevant and meaningful ways.

- **Intelligent orchestration of action across IoT, digital channels & smart devices:** With Redpoint's intelligent orchestration functionality, you can dynamically interact with customers across all channels of engagement to drive powerful experiences and bolster engagement no matter where the customer may show up next.

- **Extending the value of legacy engagement systems:** Redpoint's platform is built with an open ecosystem approach that offers organizations the ability to aggregate data from all sources and orchestrate actions across all channels and technologies. Redpoint ensures that organizations can leverage and extend the value of existing legacy customer engagement systems while embracing new channels and best-in-class digital innovations.

## Customer Engagement Hub Built on an Open Ecosystem

- **Overcoming fragmented customer experience:** In the relentless pursuit of an adaptive, digital enterprise, companies have pursued channel-specific technology to help solve their problems. This often results in a fragmented customer experience due to the disparate customer engagement systems that prevent a complete view of the customer lifecycle. These disconnected technologies inhibit digital transformation that enables seamless, omnichannel experiences because they restrict access to many applications and third-party data.

### 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](http://redpointglobal.com).



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