

# Real-Time Customer Engagement

## Interact at the Speed of the Customer

Real-time customer engagement is critical for organizations who wish to provide consumers with personal, contextually relevant interactions that match expectations at each point in the buying journey. Selecting the next best action at the moment of engagement is key to maximizing revenue and customer satisfaction, but timely action requires robust data and analytics to understand context and create the right message or offer.

Today's customers have high expectations for the brands they trust. Generic, repetitive, irrelevant messaging leads to fatigue and frustration, whereas timely, personalized interactions reinforce customer satisfaction and maximize lifetime value. And while it's quite possible to be too relevant too quickly, contextually relevant messages result in six- to seven-times higher conversion rates than generic messaging.

The Redpoint rgOne platform simplifies the complexity of real-time customer engagement for business users. Redpoint lets organizations unify data and create a single view of the customer, generate customer-specific content with automated analytics and orchestrate the customer experience across touchpoints, data sources and channels.

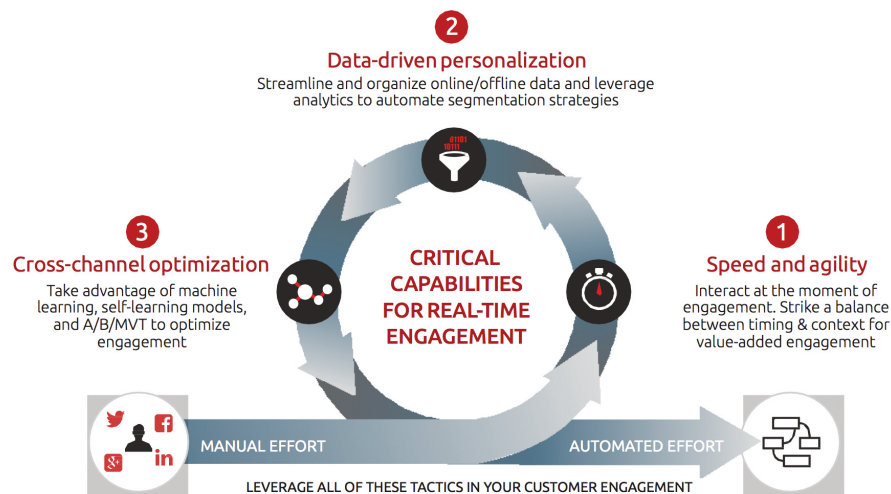
Redpoint addresses the three critical capabilities needed for real-time customer engagement: speed and agility, data-driven personalization and cross-channel optimization.

## Speed and Agility

It's hard to provide deeply personal and contextual experiences without speed and agility. Providing contextual interactions means handling data and decisions at a speed and scale beyond traditional marketing and analytic systems. Business users need agile tools for real-time strategies that adapt to new customer needs and change based on context, continually adding value to the dynamic customer journey.

Unlike traditional data warehouse marketing tools that rely on limited and out-of-date information, the Redpoint rgOne platform provides the performance and relevance for segment-of-one customer engagement.

- **Enterprise scalability and performance:** Driven by high-performance databases like Cassandra and SAP HANA, dynamic caching of customer and propensity data, real-time data acquisition and in-platform modeling and decision engines provide response times in milliseconds for decisions, messaging and personalization, while ensuring the performance to meet all the other requirements for real-time customer engagement.
- **Real-time decisioning canvas:** Redpoint lets business users define and deploy real-time decision models and campaigns quickly and easily, allowing them to adapt to changing business conditions and customer expectations.



- **Triggered and transactional messages:** These messages allow the business to listen for web events like form completions or session abandonment, and send timely and contextual communications to consumers that drive higher conversion rates.

Redpoint provides the speed and agility to engage customers in real time, resulting in more satisfied customers and higher response rates.

## Data-Driven Personalization

Effective personalization is largely about data. You need a very strong sense of the customer, which includes understanding online and offline behavior and customer preferences, and automated targeting and segmentation to deliver unique, compelling and relevant experiences.

Redpoint empowers you to unify all the relevant data from your enterprise systems to create the context, and then choose business-friendly in-platform analytics and models to build and deploy next-best actions based on predictive insights.

Avoid the data quality problems and limited personalization and modeling of DMPs by using Redpoint to create "golden records" and drive personalization at the speed of the customer.

- **Single view of the customer:** Redpoint provides a cleansed, correlated, merged and up-to-date picture of the customer. Predicting customer behavior with accurate and timely data vastly improves personalized offers and actions.
- **Turnkey library of robust analytic models:** Predictive models, scorecards and tools for training, testing and deployment support real-time optimization. Business users can also configure models or add their own custom models to quickly benefit from advanced analytics and make decisions based on the customer's behavior.
- **Native dashboards and real-time tracking capabilities:** Redpoint also supports a vast array of third-party BI 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 and websites like weather.com.

Redpoint provides the context and tools to build responsive models that drive relevant, personalized messages and offers, resulting in happier customers and boosting response.

## Cross-Channel Optimization

Orchestrate customer interactions with self-learning models and predictive analytics that respond to current, relevant information to optimize results across all customer touchpoints and marketing channels.

Don't settle for unresponsive and siloed channel-specific optimization solutions. Redpoint leverages machine learning and advanced analytics to reach the right customers on all channels.

- **Real-time customer journeys:** Redpoint enables you to define customer characteristics and actions in a fine-grained, cross-channel and tunable way to deliver the best possible outcomes. Journey whiteboards, analytics and message lists refine the journey, track customers as part of groups and define the content and messaging suitable for each group.
- **Machine learning and A/B/n testing:** Redpoint's advanced analytics and machine learning capabilities enable organizations to turn digital channel behaviors into new opportunities to connect with consumers in more relevant and meaningful ways. Users deploy goal-driven assets to understand customer preferences and drive better decisions and offers.
- **Product recommendation engine:** Redpoint's product recommendation capability combines customer input, marketer configuration and propensity models to create timely and relevant product offers. Marketers can now take advantage of a real-time lookup endpoint that enables automated product recommendations to generate more relevant offers.

Understanding customer journeys, testing, learning and refining messages in real time and recommending the right products at the right time lead to deeper customer engagement and higher lifetime value.

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### 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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