Retailer Personalizes Engagement with a Single Customer View

Company Overview:

A $10 billion specialty retailer and distributor with approximately 6,000 locations across the US, Puerto Rico, and Mexico.

Challenges + Goals:

Despite having prioritized the customer experience since its founding decades ago, the company had a difficult time individually identifying its roughly 50 million customers and developing continuous, personalized marketing interactions. Members of its nationwide loyalty program often made additional purchases when redeeming points in-store, but the retailer lacked any way to make a personalized, relevant offer or recommendation based on a customer's transaction history.

The company also lacked a central repository for source data and response data, which prevented it from integrating marketing programs across channels. Overall, poor data quality created customer engagement problems that the company wanted to resolve by seamlessly integrating customer data from multiple sources, including point-of-sale from all stores.

Winning Solution:

After three failed attempts to unify its data into a complete 360° view of the customer, the company chose to implement the Redpoint Data Readiness Hub to unify customer data and create a single point of control over data, decisions, and interactions. With a single customer view, the retailer builds and executes personalized, real-time campaigns to loyalty program customers and other promising customers and prospects.

Using the Redpoint solution, the retailer integrates all customer data feeds, including point-of-sale data from thousands of individual stores, and successfully matches and merges transaction records from customers visiting multiple touchpoints or locations. Redpoint's open garden approach facilitates continual innovation in data sources and channels, giving the retailer the ability to deliver personalized engagement in ways that amplify business results while overcoming technical constraints.

75% REDUCTION
in cycle times to create campaigns

Lights-out **AUTOMATION** and **MONITORING**

ACCURATE
measurement and timely response to customer churn

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