

Retailers Need a Single Customer View

High-performing businesses are 9.5x more likely to have unified accessible data to drive their Customer Experience (CX) initiatives. Isn't it time for your retail organization to consider implementing a single customer view?

CHALLENGES & OPPORTUNITIES

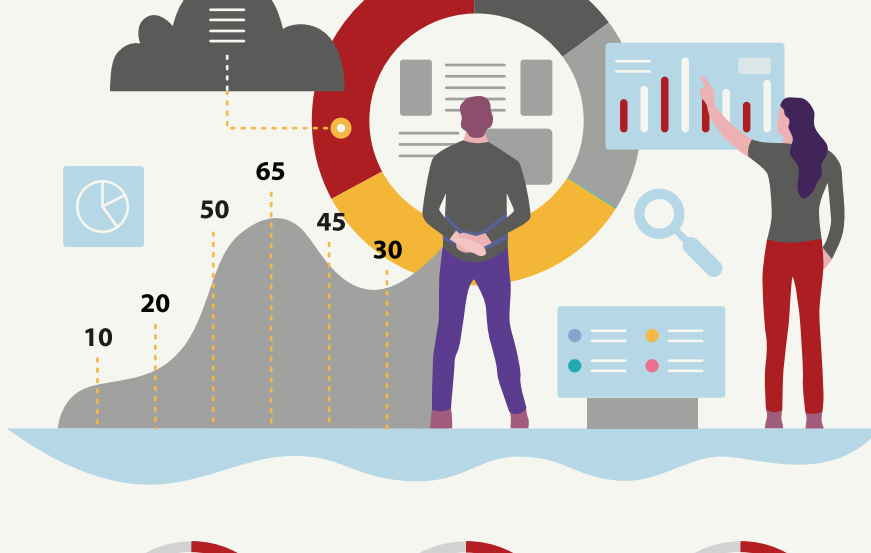
Many retailers struggle to maintain the same level of relevance across touchpoints. Companies have an opportunity to **enhance their customer experience** if they put the customer at the center of everything they do and unify their data.

Top 8%

of retail companies that are already truly customer obsessed boast the **highest growth rates in revenue, profitability, market share, and customer retention**

Retailers Face Immense Pressure to:

- Unify disparate data
- Resolve fragmented identities
- Build loyalty without compromising margins
- Increase online and offline traffic
- Create personalized relevant experiences



73% of customers agree that customer experience helps to drive their buying decision. (PWC)¹



89% of consumers have moved to a competitor following poor CX. (Lumoa)²

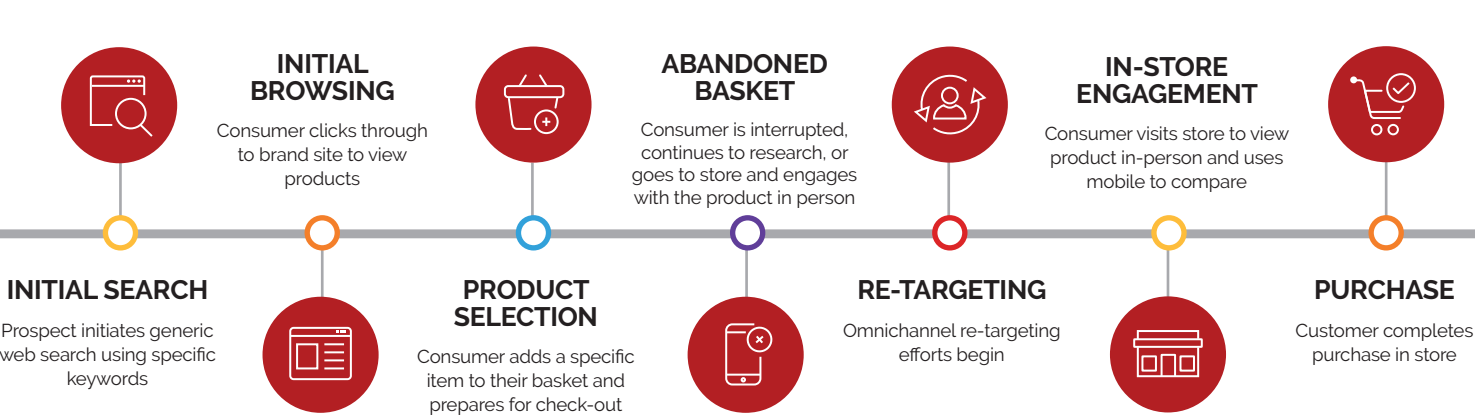


Most businesses spend 70% of their time finding data and only 30% analyzing it. (IBM)³

JOURNEY COMPLEXITY

Over half of today's consumers will **engage with three to five channels** along their journey towards making a purchase, regardless of cost.

The ability to collect and consolidate first-party data, and use that information in real time to orchestrate each personalized touchpoint along the journey, will elevate your brand and build trust with your consumer.



DATA OVERLOAD

Over 62% of retailers have 50+ systems housing customer data (Deloitte Digital).⁴ How many data sources is your organization failing to leverage to deliver class-leading experiences?

We get it. We understand the headaches disparate data cause to your organization. Now is the time to drive digital transformation by leveraging 100% of your existing tech to integrate with Redpoint's open garden platform.



GOLDEN RECORD

We understand the limitations retailers encounter when their data isn't accurate.

By implementing the right Customer Data Platform (CDP), brands are able to gather real-time inputs across every touchpoint and **deliver the best possible CX** using the latest customer insights. A single point of control fueled by accurate first-party data can be leveraged by sales, marketing and customer service to enhance the CX.

IDENTITY GRAPH



James Piper

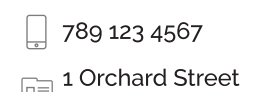
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AGGREGATE BEHAVIOUR



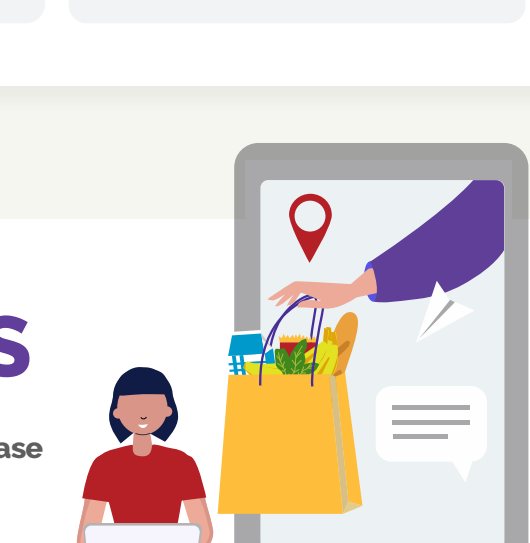
CUSTOMER JOURNEY

- INITIAL PRODUCT SEARCH - 10/28/2022
- AD CLICK-THROUGH - 10/28/2022
- PRODUCT BROWSING - 10/28/2022
- ADD TO BASKET - 10/28/2022
- ABANDONED BASKET - 10/28/2022
- RE-TARGET - based on channel preference - 10/29/2022
- GEOFENCING - device detected at store location - 10/31/2022
- PURCHASE - in store with customer who understands the customer's touchpoints up to now - 10/31/2022

RETAIL VALUE DRIVERS

Businesses that prioritize customer experience have a **4-8% increase in revenues**, over their competitors. (Forbes)⁵

Customer-focused companies increase their revenue 1.4x faster than non-customer-focused companies. (Forrester)⁶



ACQUISITION

Diversify marketing tactics, measure attribution, test efficacy, and achieve a tangible ROI by tuning consumer data into highly personalized experiences that drive significant revenue. Know your value proposition and target accordingly.



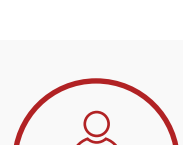
ENGAGEMENT

Deliver personalized omnichannel experiences that are differentiated for every consumer and address their specific needs in real time. Meet the consumer where they are in the customer journey.



CONVERSION

Transition a customer from a one-time purchaser to a life-time consumer. Understand each customer's interests, preferences and intent to deliver experiences that increase engagement, conversion and retention.



RETENTION

Personalizing to an audience of one will allow your organization the ability to increase customer experiences, optimize budgets, build brand trust & loyalty.

ARE YOU CDP READY?

Is your organization missing out on the revenue-generating opportunities that a CDP can unlock?

Sign-up for a free 'CDP Readiness Audit'. During a one-hour session, a Redpoint Global solution expert will analyze your current customer data strategy and compile a FREE report highlighting your existing strengths and opportunities.

STEP 1

Contact us to arrange your free workshop.



STEP 2

One-hour workshop with a solution expert.



STEP 3

Receive your FREE SWOT analysis report.



GET STARTED NOW

¹ <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>

² <https://www.lumoa.me/blog/customer-experience-stats/>

³ <https://www.ibm.com/cloud/blog/ibm-data-catalog-data-scientists-productivity>

⁴ <https://v12data.com/blog/customer-data-platforms-the-stats-you-cant-ignore/>

⁵ <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh=a11c78a4ef22>

⁶ <https://techjury.net/blog/customer-experience-statistics/#gref>