

Automated Data Ingestion and Data Quality

Turn Raw Data into a Valuable Asset... Automatically

Data quality must be a central function of a customer data platform (CDP). Clean data that is ready for business use is a foundational requirement for powering personalized customer experiences (CX) at the cadence of the customer. High quality data mitigates common CX frictions such as irrelevant, inconsistent and untimely messages, communications or offers.

The Redpoint CDP optimizes data quality by ingesting raw data and taking care of all data hygiene and data transformation tasks at the point of entry. From ingestion to creating a Golden Record, Redpoint completes all standardization and data management tasks in the same application, greatly reducing process inefficiencies and eliminating the snowball effect of poor-quality data that leads to negative customer experiences and issues that are hard to detect and remedy.

Correct Human Foibles

Automated data quality reinforces and improves upon traditional manual data correction, fixing information that has been entered incorrectly by both customers and customer-facing associates (in-store, call center, service, returns, etc.). By solving for these problems in real time at the point of data ingestion, Redpoint ensures the veracity of a Golden Record, calculating accurate updates and aggregates in milliseconds.

Stop Bad CX in its Tracks

High quality data throughout the customer lifecycle stops bad experiences in its tracks. Making data quality part of an AI-driven virtuous cycle guarantees clean data for all downstream purposes, from core CDP to analytics, fueling AI models, customer service, etc. High quality data is a bulwark against poor online and offline experiences that stem from an inaccurate understanding of the customer that skews analysis and segmentation.

Backstop Manual Efforts

Automated data quality complements traditional manual data governance, which is vastly improved by clean and accurately matched and merged data. Automation of compliance and security/privacy requirements backstops data stewardship responsibilities to ensure clean data as it flows through the CDP.

Measured Results from Redpoint Customers:

90%

Automation of manual data processes

80%

Reduction in data prep time

79%

Increase in conversions from real-time website product recommendations

Key Capabilities



Full Range of Pre-Built Functions

Redpoint's pre-built functions cover the entire gamut of data hygiene. Normalization, standardization, correction, error detection, automated lookup of offline addresses and other information are included as standard coverage at the point of data ingestion. Full data hygiene ensures that advanced identity resolution functions are completed on cleansed data. The completion of data quality processes in a no-code environment allows marketers and IT to trust their work without having to worry about a downstream impact of inconsistent or incorrect data.



Transparent Processes

Redpoint's approach to data quality starts—but does not end—at data ingestion. Redpoint provides users with visualization tools that reveal the dimensions and metrics behind data quality, making it easy to correlate high quality data with superior business outcomes. Democratized access to data and data quality processes outside of a black box allows users to see that everything is working as intended—before marketers segment audiences or activate those audiences through to CX impact.



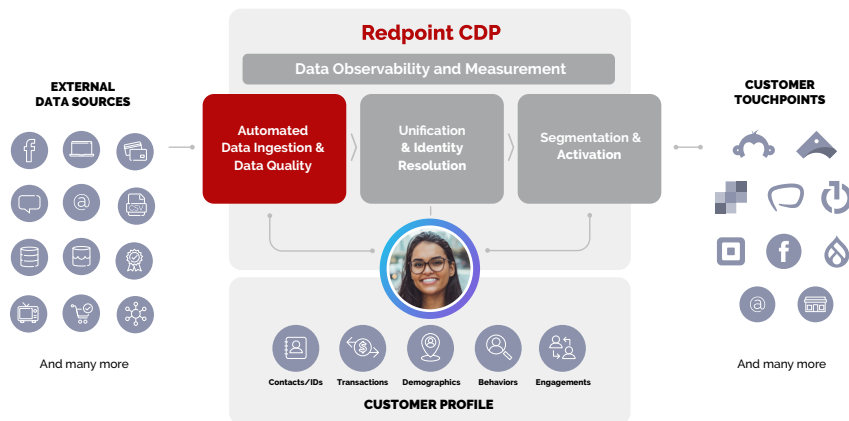
Real-Time Data Quality

Redpoint's high-performant, pre-built functions run continuously, ensuring data hygiene is completed as soon as new data is introduced. Real-time data quality supports omnichannel journey orchestration, real-time personalization, refined product recommendations and other real-time CX and business use cases.



Beyond Customer Data

Redpoint performs data quality processes on all incoming data. Customer data, yes, but also product and location data, and data related to an organization or household. An accurate, real-time unified customer profile is stronger when it includes all data with the potential to produce signals related in some form or fashion to a customer.



“Having all customer data available to us in one place, with the confidence that it is accurate, timely and comprehensive, has been the biggest asset of partnering with Redpoint”

- CEO, REGIONAL RETAILER



RALPH LAUREN



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About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.

To learn more, visit
www.redpointglobal.com