

# With Real-Time Decisioning, Digitally Focused Enterprise Transforms Customer Experience

## Company Overview

One of the world's largest web services companies with a digitally focused approach and nearly 20 million customers across 56 markets. Known for its web presence and 24/7/365 call center operations.

## Challenges + Goals

A fragmented marketing stack with a wide range of custom applications supported a unique business model but led to customer friction with the sending of irrelevant offers and messages. To eliminate this, the company needed a unified view of the customer as a first step in delivering personalized customer experiences across all engagement touchpoints within milliseconds of every interaction.

An additional challenge for the company was the need to retain legacy solutions considered mission-critical to the organization. It wanted a single point of control over data and customer engagement to connect to its legacy infrastructure.

## Winning Solution

With the Redpoint CDP, the company unifies customer data from 20 distinct databases of online and offline data to create a golden record, an always-updating single view of the customer. With visibility into behaviors and preferences, the company uses the platform as a single point of control over data, decisions and interactions.

The solution's omnichannel orchestration and real-time decisioning capabilities enable the company to provide customers with relevant offers and messages within milliseconds of an interaction across multiple channels. Abandoned cart offers can now be made up to 20 times faster than before. The power and flexibility of the open garden solution provide a seamless connection to the company's existing applications, protecting their massive investments in legacy systems, including content management systems.

## HIGHLIGHTS

### Achieved

real-time decision  
throughput in under  
18 milliseconds

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### Enhanced

marketing program  
ROI across 20 million  
decisions per day

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### Unified

20 distinct databases  
into a single  
customer view

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### Supported

global rollout with  
content in over  
43 languages

