

Global Financial Services Firm Accelerates Speed-to-Value for Marketing Programs

Company Overview

A Fortune 100 global financial services company with approximately 50,000 employees, and the world's largest global payments network of merchants and financial services partners. Millions of customers include a large segment of business customers.

Challenges + Goals

The company's fragmented, legacy technology introduced a latency issue that made timely extraction of current data from a 5-terabyte database difficult. Separate databases for international and specialty customers acted as a barrier to the creation of a unified customer view. The result was a limited data model that lacked the necessary speed and efficiency to deliver new segmented campaigns, offers and multichannel customer journeys.

To ensure highly targeted and relevant engagements, the company needed new technology to streamline access to its customer data and provide contextually relevant experiences at the pace of its customers.

Winning Solution

Using the Redpoint CDP on top of its existing disparate databases, the company gained a single point of operational control over data across the enterprise. The Redpoint solution allows the company to bring in third-party data, Internet of Things (IoT) data, and unstructured data through Redpoint's support of Hadoop technology, resulting in unparalleled flexibility in the creation of omnichannel campaigns and new customer journeys. This open garden, future-proof architecture enables on-demand customer targeting that provides for more personalized and contextualized messages.

Built-in data quality and direct data access have led to efficiency gains including a 96 percent improvement in campaign speed, and a reduction in customer data queries from hours to minutes for advanced analysis. With a single point of control of data, decisions and interactions the company now builds personalized customer journeys at scale.

HIGHLIGHTS

96%
improvement in
marketing program
speed

Accessed
disparate data for 25
million customers

Delivered
personalized and
relevant customer
journey

Reduced
time to complete
complex queries from
half a day to minutes

