

CASE STUDY

The Redpoint Data Readiness Hub Home Improvement Company Powers Data-Driven CX



WHY

Our client is a multi-brand retail group with a strong growth agenda. It operates in eight European markets, has over 1900 stores and a significant, rapidly increasing ecommerce presence.

When the company first approached Redpoint its data was "messy" and siloed. It had an incomplete and often out-of-date single customer view, with slow, infrequent updates and data that was not fit-for-purpose.

The Redpoint challenge? To build a solid, trusted and future-proofed data foundation and drive wide-ranging data-led customer experiences.

Following a successful proof of concept, the vendor selected Redpoint for its flexibility, accuracy, and speed in identity resolution and data quality – capabilities that proved essential in achieving data readiness.

Build & Maintain

18M+

consumer and
business identities

£1.9 million

added revenue for one
campaign using unique
profile data

A **data analytics foundation**
used for modelling and
"what-if" scenario planning

WHAT

Redpoint's principal focus is on the group's two main retail banners. Our remit includes both store and online customers.

The Redpoint Data Readiness Hub:

- ✓ Unifies the group's many data sources. It validates, transforms and matches both consumer and trade professional data in near real-time
- ✓ Maintains 18 million consumer and business identities and associated profiling, loyalty, consent, transaction, web behaviour and contact history data
- ✓ Provides a data analytics foundation that is heavily used for modelling and "what-if" scenario planning
- ✓ Enables the group's marketers to segment and activate customer data and orchestrate customer journeys



WOW

Redpoint provides this large retail group with significant benefits:



Trusted single customer view for B2C & B2B: As a “trusted” source, the Redpoint Data Readiness Hub underpins customer engagement programs and fuels weekly trading dashboards which proved to be a vital management tool during trading peaks.



Significant revenue uplift: To give just one example, a “hit and run” campaign that targeted “single order non returners” delivered incremental revenue of £1.9 million.



Powering B2C and B2B experiences: Redpoint activates data for all customer types across multiple channels. POS integration drives personalised voucher programs. Store personnel have the customer data they need to support upsell initiatives for click and collect customers who often arrive in store less than an hour post order



To learn more, visit
www.redpointglobal.com