Omnichannel Personalization

Empowering Marketers to Deliver Relevance in the Context and Cadence of Each Customer Across All Touchpoints

Creating a Connected Customer Experience

Customer journeys are increasingly dynamic, non-linear and highly unpredictable. An always-on, connected consumer interacts with a brand in countless ways — online, mobile app, in-store, call center, social, curbside pick-up, etc. In this environment, marketers are challenged to provide a seamless, consistent, personalized experience across channels — especially when one customer journey is almost certain to differ from the next, and with customers gravitating toward a digital-first mentality.

A hyper-personalized experience across channels, though, is what today's customer expects. A Harris Poll sponsored by Redpoint highlights the imperative for brands to intelligently orchestrate interactions across touchpoints. In the survey, 63 percent of consumers said that personalization is part of the standard service they expect — with 43 percent defining personalization as when a brand knows who they are across all touchpoints and channels.

Real-time, omnichannel personalization is a key differentiator for today's ambitious marketers; customer experiences that are consistent across all enterprise touchpoints in real time are proven to lead to as much as 7X improvement in response rates and other key metrics that drive customer lifetime value.

Many Channels, One View of the Customer

Successful omnichannel personalization that consistently delivers relevant experiences at every touchpoint starts with data. Specifically, unified customer data pulled from all sources — transactional, preference, behavioral, intent, first-party, second-party, third-party, batch and streaming, unstructured, semi-structured, structured — to create a holistic view, or Redpoint Golden Record, of each customer. Once marketers have that single view of the customer however, they need real-time access to it so they can determine the context of each customer action and interaction, and react at the cadence of the customer in their preferred channel or set of channels. Understanding customers in the context of their buying journey is essential to delivering the next-best message or interaction to optimize engagement at any touchpoint the customer chooses.

Real-Time Personalization

Marketers must not only be where customers are, but they also must interact with relevance. The trend toward real-time customer engagement makes consistent relevance even more difficult to attain. A next-best message or interaction that is too early or too late — in some cases seconds or less — may not be relevant to the customer journey at the precise moment a decision is rendered. Instead of delighting a customer, an irrelevant message, offer or interaction has the reverse effect; introducing friction that will drive a customer away.

Selecting the next-best, personalized action in the moment of engagement is key to maximizing revenue and customer satisfaction. It is why 62 percent of retailers in North America say that providing a personalized CX is their leading engagement priority, according to Boston Retail Partners.

Real-time customer engagement enables you to stay relevant — and to stay one step ahead.

Omnichannel in Action

A global DIY retailer wanted to improve the relevancy (e.g., personalization, timing, touchpoints) of its customer interactions across channels — including call center, catalog, in-store, mobile and web. It started by creating a 360-degree view of the customer across data sources and engagement systems. This allowed the retailer to overcome the data fragmentation caused by operational and analytical data silos and to process data in a timely fashion. It also enabled the retailer to provide highly relevant communications and offers, including, for example, remarketing based on cart abandonment. By capturing and analyzing web data and customer behaviors in real time, the retailer was able to automate next-best actions (e.g., offers, messages, content) and present them across channels and touchpoints. The retailer started to operate at the speed of the customer, with increased relevancy. As a result, the retailer improved its customer reactivation and retention, reduced the volume of over-mailing and improved marketing effectiveness.

The retailer was also able to better match unknown to known customers to gain a clearer understanding of the full customer journey and adjust its marketing strategies accordingly.

Lack of Integration Across Customer Data & Engagement Channels Is Limiting Omnichannel Capabilities

ONLY
37.5%
able to orchestrate the delivery of content across all the media channels that they use today to some extent*

ABILITY TO DELIVER CONTENT ACROSS MEDIA CHANNELS

20.1%
of organizations feel they cannot at all or not very well*

37.5%
of organizations feel they can to some extent*

* Source: Winterberry Group, Roadmap to Omnichannel Activation, Nov., 2016

The Solution for Omnichannel Interactions

The Redpoint rgOne™ solution overcomes siloed systems to provide a single point of control for customer data, decisions and interactions. It enables marketers to effectively address and execute hyper-personalized, omnichannel interactions and experiences. This leads to higher revenue and lower costs. Redpoint leverages real-time insights and activates them for personalization across the customer journey, at the cadence of the customer, using marketer-managed business rules and automated machine learning.

Strategy and Targeting

With rgOne, marketers are able to access a deep understanding of customers through data and create targeted engagement strategies which can all be managed from a single point of control. Redpoint provides:

- **Single view of the customer:** Develop and access the Redpoint Golden Record of the customer to provide highly relevant insights which can be used by brands when designing journeys and campaigns.
- **Single point of operational control:** Manage all omnichannel journeys and campaigns from a single point of control, using one decision engine to guide interactions across all of your touchpoints.
- **Audience creation:** Use rules or machine learning to create finely tuned audiences based on customer context, history and preferences.

Omnichannel Touchpoints

Marketers can deliver relevant experiences across inbound and outbound channels to better personalize the customer experience. Redpoint provides:

- **Omnichannel orchestration:** Intuitive, drag and drop interface streamlines journey creation from simple campaigns to multi-stage customer journeys.

- **Inbound and outbound decisioning:** Leverage a unified marketer-friendly canvas to design dynamic customer journeys that include both outbound/batch and inbound/real-time interaction channels.
- **Open garden ecosystem:** Connect into existing best of breed data, channel and execution systems with over 200 supported APIs out of the box.

Real-Time Execution

Brands strive to provide increasingly relevant and timely moments of engagement across digital and traditional channels. Web and digital personalization is powerful for creating an omnichannel experience. To build a more personalized experience, Redpoint solutions empower marketers to deliver:

- **A/B/n Testing:** Deploy smart digital assets and offers to brand sites and create a series of tests to compare and optimize clicks and conversions.
- **Product Recommendations**: Combine business rules and machine learning to create timely and relevant product and offer recommendations in digital and in-store channels.
- **Message Design and Delivery:** Create an array of messages and deliver them in a series of different channels in real-time aligning with your customers message and channel preferences
- **Trigger Messages and Events:** Use situational (geolocation, weather conditions), behavioral (interactions) and affinity data (preferences) to trigger messages or system events.

Analytics and Optimization

Create next-best actions based on a customer's needs, preferences and intent. Deliver personalized messages in the right touchpoint to create individual paths to purchase. Use advanced analytics and modeling to keep in lockstep with each customer.

- **Dashboards and Real-Time Tracking:** Tap into a pre-configured Insights dashboard and a vast array of third-party BI tools such as Power BI and Tableau for real-time reporting and insights.
- **Predictive and Adaptive Analytics:** Use machine learning to do predictive modeling and clustering analysis to score customers and automate the segmentation process to determine what content should be delivered to what audience, when, where and how it should be delivered.
- **Path to Purchase Optimization:** Bring together all customer data and let Redpoint's automated machine learning solution predict and automate the necessary customer journey steps that will drive conversions and purchases.
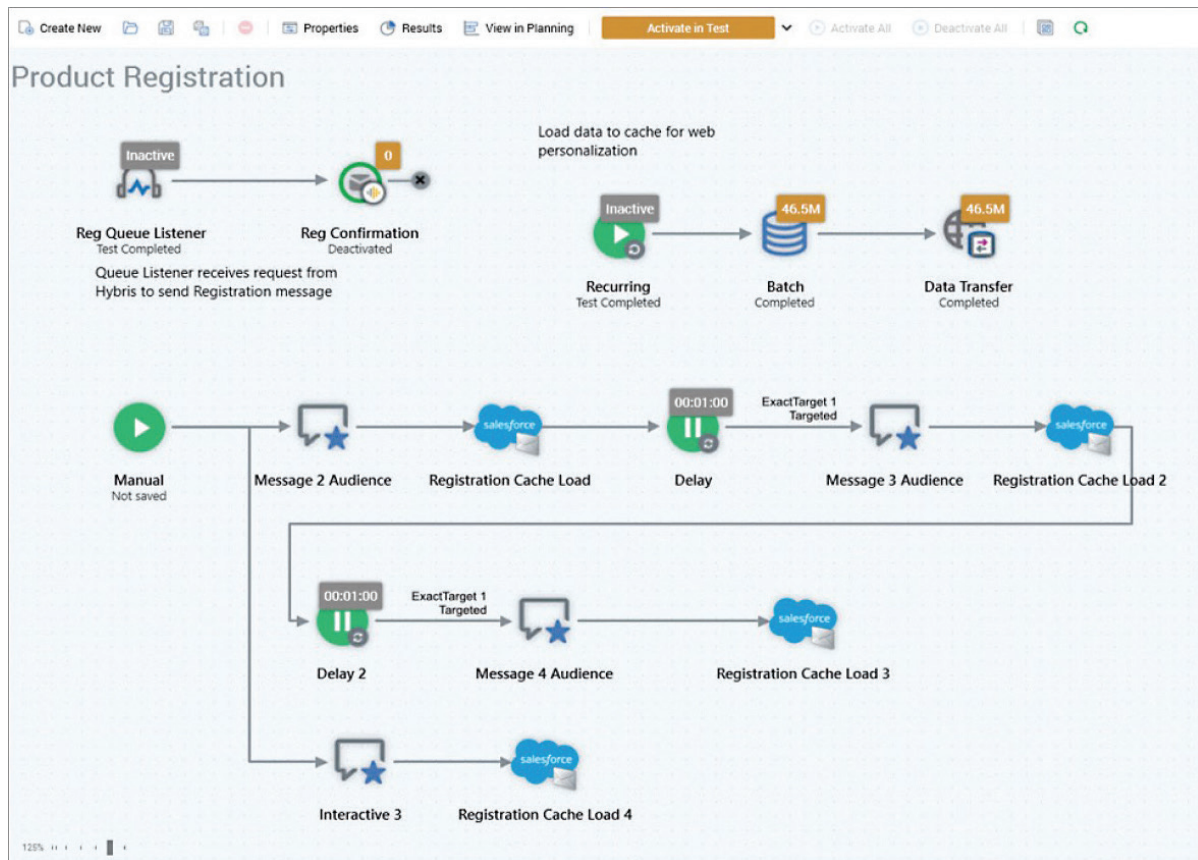
Design omnichannel marketing experiences with Redpoint

Business Benefits

The ability to create more personalized and omnichannel customer experiences using rgOne provides opportunities for brands to deliver a range of business benefits.

- **Increase Revenue:** Combine personalization with omni-channel capabilities to increase revenue by delivering relevant offers that are in the cadence and context of each customer's journey.
- **Lower Interaction Costs**: Engage with consumers in the lowest cost channels while increasing relevance in ways that reduce customer fatigue, leading to lower overall interaction costs.

- **Increased Resource Effectiveness:** Simplify the complexity of delivering personalized omnichannel engagement, empowering marketers to scale and deliver individualized personalization without adding additional resources.

The Redpoint rgOne solution provides a single point of control over data, decisions and interactions, generating a deep understanding of individual and segment-based customer behavior as the basis to improve personalized engagement across all channels and optimize results.