

Teradata Customer Interaction Manager: Designing Omni-Channel Customer Journeys

CUSTOMER JOURNEY

The importance of cultivating and maintaining customer relationships is vital to driving growth. In order to build more meaningful and lasting customer relationships, marketers must prove they know their customers on an individual basis. This means using individualized insights to send relevant, right-time communications that drive revenue and high-impact business outcomes.

Each customer interaction presents a unique opportunity to learn more about what drives them. These interactions allow you to pay attention to how they engage with your brand, providing key opportunities to stay a step ahead. Make each interaction count by gathering personal preference indicators, information on their favorite channel, and other relevant details about their buying behavior. Then turn those indicators into insights by identifying patterns that allow you to design more impactful, engaging experiences.

Achieving stronger, more precise customer communications starts with Teradata Customer Interaction Manager. By analyzing existing customer data points, you can predict response and influence future interactions—a powerful strategy for successful data-driven marketing.

Teradata Customer Interaction Manager can be used to make real-time marketing decisions to improve marketing strategy, enhance customer experience, increase customer loyalty and satisfaction, and align inbound and outbound marketing with corporate strategies. Designed specifically for marketers, it delivers on the promise of individualized insights by helping you achieve successful customer interactions and increase sales by creating relevant offers—while simultaneously driving customer acquisition, retention, and profitability.

Customer Interaction Manager

Teradata Customer Interaction Manager provides a complete picture of your customers, helping you design and send individualized interactions that drive high-impact business outcomes. It seamlessly interfaces with multiple customer data platforms to provide performance, scalability, and manageability—while using integrated insights to design connected, relevant, and timely customer interactions.

Key Benefits

- Design and execute more powerful omni-channel customer interactions 
- Connect and interact with your customers from a single solution 
- Gain more accurate insights into customer behavior with advanced analytical techniques 
- Respond to customers in real-time, and with the right message, regardless of the touchpoints involved 
- Realize better segmentation and higher campaign response rates and marketing ROI 
- Flexible user interface easily integrates with multiple business and marketing environments 
- Leverage your Enterprise Data Warehouse to segment and deliver timely, personalized messages 
- Available in a variety of deployment options, including cloud and on-premise, for faster implementation and quicker ROI
- Fully compliant with General Data Protection Regulation (GDPR) requirements

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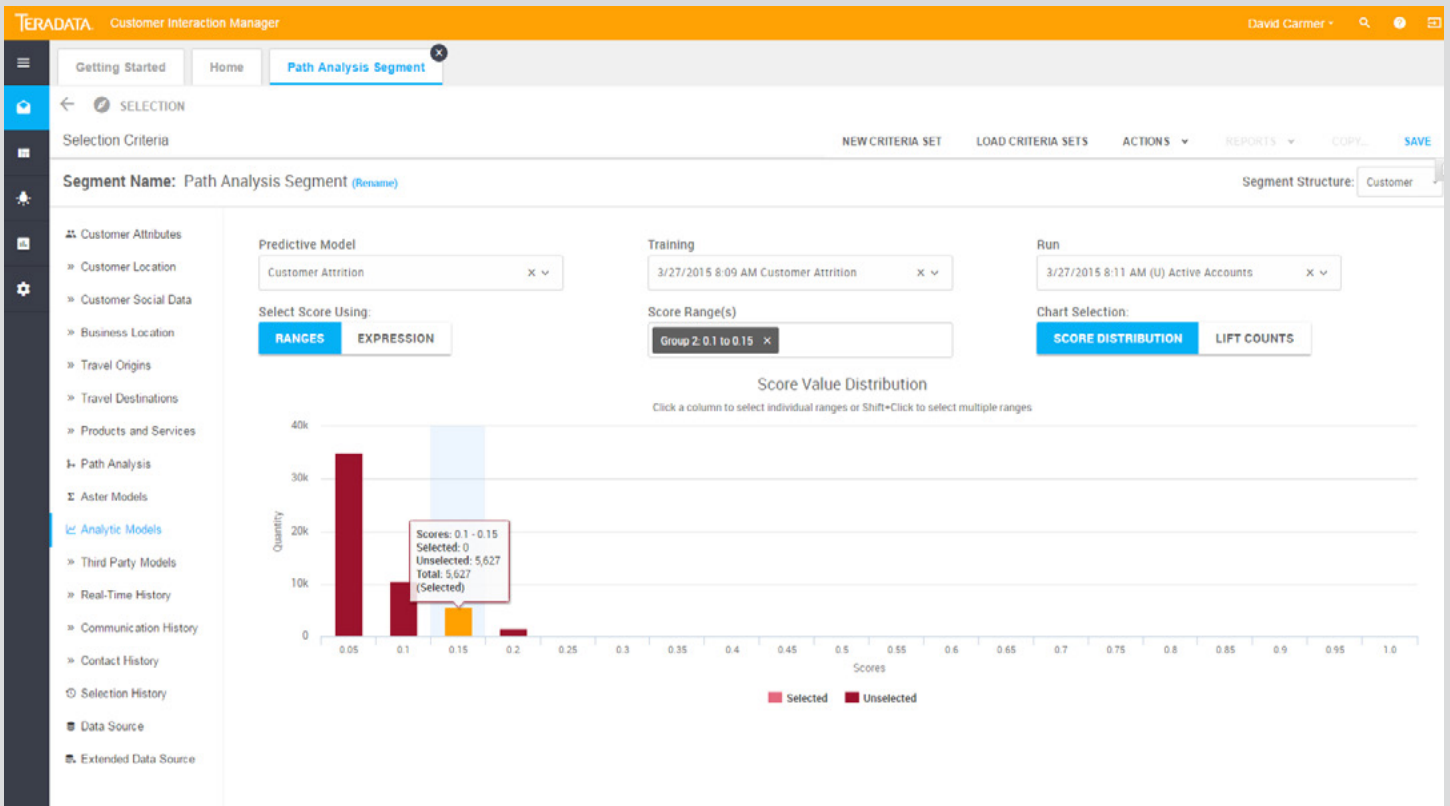


Figure 1. Output from predictive analytics on path analysis segmentation.

Teradata Customer Interaction Manager includes the following key capabilities:

Communications

Provides an interface for planning and managing campaigns and customer communications. Marketers can define single-step, multi-step, or event-driven campaigns in an intuitive whiteboard environment.

Business Rules Engine

Drag-and-drop business rule builder provides a simple way to create any type of rule, from the simplest to the most complex, at any stage in the customer journey.

Contact Frequency

Ensures that your customers are not overrun with communications. Prioritize and manage the number of contacts an individual and/or household receives over a period of time based on the type of contact, like product promotion, services information, or inquiry.

Offer Optimizer

Matches hundreds of offers with potentially millions of individual customers based on all of your customer intelligence.

Customer Selection

Powerful and flexible point-and-click tools let you segment your customers using a variety of attributes such as location, transaction data, customer demographics, product purchases, response to past promotions, and contact history.

Extended Data Sources

Create complex selections from data outside the data warehouse using new data and customer insights.

Segmentation

Enables data-driven marketers to:

- Manage detailed information about each campaign.
- Create trigger-based campaigns.
- Execute de-duping and record-merging algorithms to cleanse database.
- Combine segmentations with predictive models.
- Generate a contact history for any segment.
- View member counts within any segment.
- Filter, print, or export segment member lists.

- Use derived variables to calculate values on-the-fly for use in segmentations.
- Integrate scoring and behavioral models.
- Change segmentation hierarchy via simple cut-and-paste clicks.
- Merge and intersect multiple segments into one segment.
- Exclude customers and display individuals that have been removed.

Guided Analytics

Powerful tools to analyze and understand customers, and visualize significant events that drive customer interaction within your business.

- **Cross Segment:** Enables you to discover and analyze key metrics across different customer segments using a cross-tab style report. Improve customer communication through analysis of the relationships between attributes and segments.
- **Behavior Trend:** Lets you plot changes in a purchasing measure for a group of customers over time by analyzing any combination of customer segments, transactions, and campaign response rates.
- **Affinity:** Helps you plan multi-product promotions by evaluating customer response by product, measuring shifts into promoted products, or examining fluctuations in product sales.
- **Time Graph:** Quickly create new, targeted campaigns that will engage customers using product, purchase, and time history data.
- **Percentile Profiling:** Dynamically understand characteristics of ranked customer groups by applying any user-defined profiling attribute to the group through an ad-hoc report template interface.

Pattern Detection

Provides a panoramic view of customer procurements that can help predict future customer behavior through analysis of purchase patterns.

Predictive Analytics

Enables marketers to include predictive insights in optimizing segment creation, improving your ability to be more responsive to market changes.

Reporting and Analytics

Use measurable reporting and analytics via interactive dashboard to quickly and easily understand campaign performance.

Key Features



Usability

- Intuitive interface to define single-step, multi-step, or event-driven campaigns
- Easy-to-use interactions whiteboard enables marketers to design, prioritize, and execute interactions
- Drag-and-drop business rules engine
- Graphical interface for extracting data from any location to create complex, multi-source data tables
- Web data integration uses detailed online data from web visits
- Compliant with General Data Protection Regulation (GDPR)



Multi-Channel Campaign Management

- Quickly create new, targeted campaigns displaying product, purchase, and time history data
- Analyze any combination of customer segments, transactions, and campaign response data
- Enable multi-product promotions and target customers based on purchase history
- Prioritize and manage number of contact frequency
- Match hundreds of offers with millions of customers
- Run simulations tests to better understand anticipated campaign results



Segmentation and Advanced Analytics

- Powerful tool for creating segments based on a wide range of attributes
- Forecast future customer behavior with pattern detection analysis
- Supports multiple predictive analytical techniques
- Bring your own models; import third-party analytical models
- Real-time decisioning engine delivers next best-action at the point of interaction
- Self-learning capabilities optimize messages and offers, producing desired content and delivery channel best suited for each customer



Data Visualization and Reporting

- Interactive reporting and analytics dashboard to monitor campaign performance
- Discover and analyze key metrics across different customer segments using a cross-tab style report
- Rank groups of customers using percentile profiling

Open Analytics

Allows marketers to bring their own analytic models, developed in either third-party systems or in-house, into the real-time decision engine.

Customer Pathing

Discover, visualize, and map your customers' journeys to understand the most traveled paths, as well as points of inflection. Target customers on a specific path directly using personalized messages to optimize their journey.

Marketer-Friendly User Interface

An intuitive user interface enables marketers to spend less time figuring out how to use the solution and more time strategizing and communicating with customers.

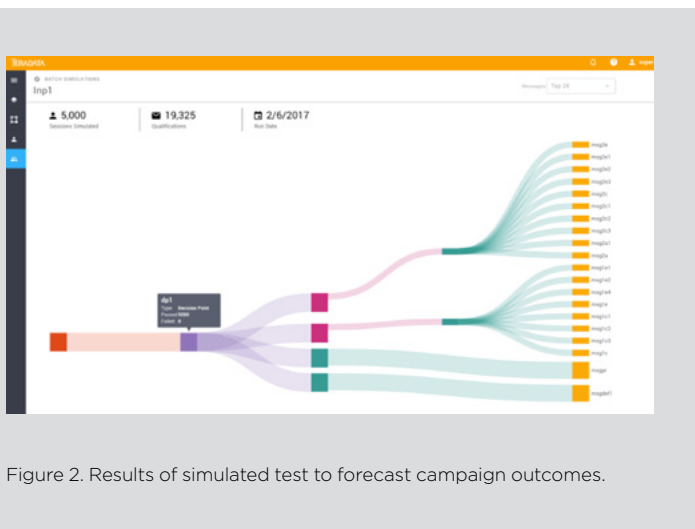


Figure 2. Results of simulated test to forecast campaign outcomes.

Real-Time Interaction Management

Real-Time Interaction Management enables the needs of omni-channel marketers by leveraging real-time customer interactions, predictive modeling, and self-learning capabilities to deliver the best contextually-relevant experience across customer-preferred touchpoints.

Integrated Insights

Uses a real-time decisioning engine to deliver next best-action based on detailed customer insights at the point of interaction.

Self-Learning Capabilities

A self-learning environment that models likely campaign responses with real-time decisioning to perfect message placement.

Contact History and Message Storing

Automatically captures customer data and leverages it to send the best message, at the best time, through the best channel.

Simulations Insights

Run simulation tests to understand the anticipated results, and predict how a campaign will play out with customers.

Communication Optimization

Use detailed online web visit data and integrate it with other existing customer and campaign data to uncover insights into customer behavior that can be used to improve campaign effectiveness.

About Teradata

Teradata empowers companies to achieve high-impact business outcomes. Our focus on business solutions for analytics, coupled with our industry-leading technology and architecture expertise, can unleash the potential of great companies.

For More Information

To learn more about Teradata and how Customer Interaction Manager can help improve your omni-channel marketing strategy, visit Teradata.com/Insights/Customer-Experience.

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