

Customer Experience: Achieving High-Impact Business Outcomes

CUSTOMER EXPERIENCE



Your Business Problem

Customer expectations are changing. Providing a good product is no longer enough. Customers now demand a fantastic and seamless customer experience whenever they interact with a business. If customers don't get what they want, they will be quick to choose a new supplier.

Digitalization is making the problem worse. Unhappy customers leverage social media and other channels to communicate their unhappiness, and this can have a material impact on a business's ability to compete. And many clients engage over multiple channels in rapid succession (e.g., web, stores/branches, call centers), expecting businesses to know each interaction in real time. This complexity is incredibly difficult to manage at scale. As a result, significant investments in information and digital capabilities are being made to allow organizations to optimize and automate many parts of the client experience, while significantly reducing day-to-day operational costs.

Obstacles to Achieving High-Impact Business Outcomes

- It is virtually impossible to accurately measure customer satisfaction and optimize the customer experience across multiple channels in an automated and integrated way without a properly focused investment in people, tools and processes.
- Many organizations struggle to see the holistic picture of the full client relationship, across all online/offline channels and products, resulting in a product/channel-centric approach.
- Most organizations are not able to react in real time to customer opportunities and threats. They may be able to do this in silos but not at the enterprise level where customers expect this integration to occur.
- The value chain of cross-channel interactions is difficult to visualize, understand and manage. Many organizations have sub-optimal ways of doing this, and very few can do this for all customer journeys.

- Achievement of excellence requires world class insight practitioners and capability. Many organizations lack the people with the necessary experience/skills to do this and need a trusted partner.

Making the Most of Customer Experience

The real leaders will be the companies that have the ability to respond to customers with personalized, contextually relevant offers and communications in real time, using insights not only based upon their in-the-moment activity, but also past behaviors. They will reinvent and reimagine customer journeys to increase client delight, sales and service productivity, while automating processes to reduce operational costs and drive standardization. They will identify sub-optimal channel/cross-channel processes that lead to complaints/attrition and increased costs, while fixing them quickly. They will drive enhanced loyalty and customer engagement through improved focus on managing and measuring customer satisfaction and retention. Finally, they will drive increased sales through smarter marketing, presented at the right time and within the right channel based on current context and past interaction history.

Customer Experience focuses on analytics and solutions to create a holistic yet highly personalized omni channel customer experience.

Our Approach

Teradata enables companies to make the most of customer experience, and to be the real leaders that thrive in today's environment. Teradata Customer Experience is a unique solution that integrates and collects customer and product data from all touchpoints to provide a holistic view of the customer experience. Through integrating Net Promoter Score (NPS) feedback with all other customer experience data, companies get comprehensive scoring

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capabilities and insight into the path of the customer, delivering a truly complete understanding of customer sentiment. Using advanced analytics, Teradata Customer Experience provides actionable insights and recommends next-best action, enabling companies to: uncover patterns that lead to positive and negative customer sentiment, identify potential problems early on to reduce exposure, respond real time with personalized and contextually relevant offers and communications, and increase sales through smarter marketing. True to our business outcome-led and technology-enabled approach, the intuitive interface is easy to maintain and use, for both power users and business users, alike.

Why Teradata?

Our success is rooted in proven capabilities that span technology, people, and methodologies—and is backed by real-world experience from countless customer successes. We leverage our expertise and proven capabilities to help drive customer success across multiple industries.

High-Impact Business Outcomes

The difference is in our approach. Teradata provides three core capabilities to help drive high-impact business outcomes:

- **Business:** Business Analytics Solutions help you leverage data and advanced analytics to achieve high-impact outcomes. Our experienced consultants can tackle any business problem, and help you solve common business challenges such as fraud, churn, and customer satisfaction. Our business value framework, which identifies business opportunities across multiple business domains and industries, helps you identify key business process improvement areas. And, with RACE (Rapid Analytic Consulting Engagement), we can quickly prove the value of your initiative.
- **Architecture:** Ecosystem Architecture Consulting brings unmatched consulting around data and analytics strategies, roadmaps and technology architecture design and implementation, and ongoing managed services.

- **Cloud:** Best-of-breed Hybrid Cloud Solutions include the leading database and open source solutions, with flexible deployment options in the public cloud, managed cloud or on-premises.

As your trusted advisor, our unique approach can help your organization tackle critical business problems—and gain deeper business insights—enabled by multi-genre analytics, and agile integration. And, all at scale.

For More Information

To learn more about Teradata and Customer Experience, contact us at [Teradata.com/contact-us](https://www.teradata.com/contact-us).

Companies Redefining What Is Possible

Improving Customer Experience in Telecommunications

A major wireless, internet and TV provider that provides multiple services across a number of channels to 100 million subscribers needed to improve their customer experience scores. 76% of wireless customers prefer to resolve issues through digital channels. With 1 million conversations posted to social media networks each month, Teradata helped integrate and analyze data across multiple channels to deliver a full view of the customer experience—and enable real-time cross-channel interaction.

- Improving Customer Experience scores by 5%
- Reduced response time by 70%
- Reduced cost by 35%

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