Deliver the Right Message to Individual Customers at Every Touchpoint

Teradata Real-Time Interaction Manager Overview

Responding to Individualized Insights in Real-Time

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

Developing an individualized marketing strategy can only be achieved when communications are sent in real-time, to the right customer across every digital touchpoint. Customers respond to relevant messages and offers. They disregard the irrelevant, annoying, or intrusive offers that undermine your brand value.

The world's leading brands draw on enterprise-wide historical, lifestyle, event-based, proximity, and transactional data, and then use that data to power their marketing. This requires a renewed ability to leverage dynamic digital channels, making predictive "next-best-offer" decisions based on real-time triggers and customer data when they are still engaged.

Imagine understanding your customers more completely by identifying their preferred communication channels, recognizing the points of impact on their path to purchase, and designing interactions that will engage them each time they connect with your brand.

Enhancing Customer Relationships with Real-Time Interaction Manager

As customers begin to further embrace the increasingly dominant digital landscape, marketers are being forced to deliver relevant and timely offers through call centers, websites, SMS, point-of-sale devices, as well as other unique channels such as mobile apps, ATMs, fuel pumps, and in-store kiosks.

Teradata Real-Time Interaction Manager enables you to deliver on-demand, relevant messages to customers at any touchpoint, connecting with your customers when, where, and how they prefer.

Teradata Real-Time Interaction Manager Simplifies Your Real-Time Marketing

Teradata Real-Time Interaction Manager helps marketers create customer interaction strategies by leveraging individualized insights to improve all online and offline customer engagements.

Designed specifically for marketers, Real-Time Interaction Manager is a decision engine to support the customer communication needs of omni-channel marketers. By leveraging real-time customer interactions, marketers are able to deliver the best contextually-relevant experiences through their customers' preferred touchpoints.

To help you stay ahead of the curve and retain your competitive edge, Real-Time Interaction Manager contains built-in, self-learning models to help determine which message or offer is best for an individual customer. Your real-time marketing and customer engagements get smarter every second, making each new initiative more strategic and intelligent than the last.

> Forrester Research defines real-time interaction management as "Enterprise marketing technology that delivers contextually relevant experiences, value, and utility at the appropriate moment in the customer life cycle via preferred customer touchpoints."[1]

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[1] Brief: Demystifying Real-Time Interaction Management, Rusty Warner, Forrester, 2015:
   https://www.forrester.com/Brief+Demystifying+RealTime+Interaction+Management/fulltext/-/E-res116803

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Benefits of Real-Time Interaction Manager

- Cloud-based deployment options for more rapid implementations

- Self-learning engine provides a continuous feedback loop to ensure increasingly intelligent campaigns in the future

- Ensures the best offer for each individual customer is delivered as interactions occur, including cross-sell and up-sell offers, retention strategies, and loyalty messages

- Flexible user interface easily integrates with multiple business environments

- Includes ability to perform hundreds of thousands of intelligent interactions per hour
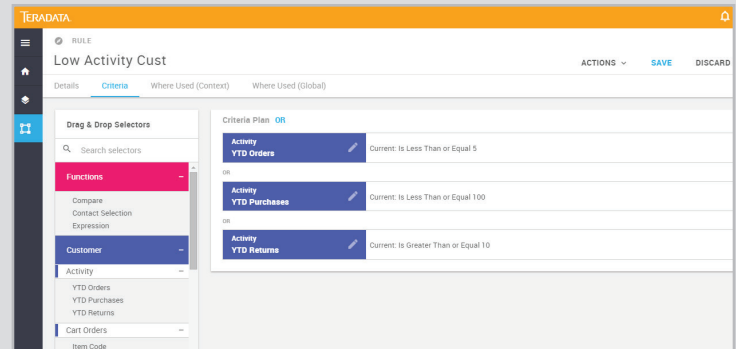
Connecting with Your Customers From a Single Solution

Real-Time Interaction Manager is customer centric. Real-time targeting lets you disseminate offers for individual customers for cross-sell and up-sell opportunities, loyalty programs, or other retention strategies.

Teradata Real-Time Interaction Manager integrates with multiple business environments, including other Teradata solutions, to ensure a complete and holistic view of data across your organization.

Real-Time Interaction Manager enables marketers to create advanced rules to guide customer communication.

69% of customers expect companies to link together all threads of communication across every channel in real-time.[2]

The importance of using individualized insights in real-time is paramount — 86% of customers say relevant offers have an impact on their purchase decisions.[3]

Real-Time Interaction Manager can be used to make real-time marketing decisions to improve marketing strategy, tailor customer experience management to improve over time, increase customer loyalty and satisfaction throughout the buying cycle, align inbound and outbound marketing initiatives with corporate strategies, and optimize each interaction with every customer.

This solution delivers on the promise of individualized insights by helping you achieve successful customer interactions, increase sales by creating relevant offers, and simultaneously drive customer acquisition, retention, and profitability. For more information about the Teradata Integrated Marketing Cloud solutions, visit **Marketing.Teradata.com**.

[2] "Global Report: Missing Customer Expectations?" Avaya, November 2014, https://www.avaya.com/usa/documents/media-summary-for-avayacem-global-november-2014.pdf

[3] Infosys, 2014

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