



Teradata® Customer Journey

Understand and Optimize the Customer Experience Across Every Channel and Touchpoint

Your Business Goals and Challenges

Let's face it. You're doing your best to capture your customers' attention—and win their hearts and minds—by striving to ensure a consistently positive experience across your entire brand. While you expect this to improve response rates, drive increased revenue, and reduce cost of service, you know it's easier said than done. Especially when customers expect timely, consistent, highly relevant experiences and personalized service whenever and wherever they contact you.

Sure, new sources of customer-supplied data—from mobile devices, social media, online activity, and more—have given marketers much deeper insights into customers' habits and preferences; information that previous generations of marketers could only dream about. However, all these devices and interaction channels create torrents of data that must be captured, ingested, analyzed and acted on . . . potentially in real time.

Additionally, most of this data is stored in various system and channel silos, which makes it exceedingly difficult to stitch together multi-touch customer interactions across several devices, channels, and times. The challenge gets further magnified when it requires understanding journeys of millions of customers, involving billions of interactions.

Challenging? Yes. Necessary? Absolutely! The stark reality is that a single rogue channel or off-message communication that's not part of the coordinated, overall customer engagement, can not only ruin a customer experience it can cost you that customer's business now and in the future.

And so, to improve response rates, you need to send relevant and personalized communications through customers' preferred channels, at the right time. To drive up revenue, you must present a compelling offer that resonates with the specific interests and needs of each customer. And, to ensure a consistently positive customer experience across the entire brand, you have to choreograph and manage every customer interaction irrespective of the engagement channel.

But, how do you get there from where you are today?



Teradata® Customer Journey connects data, analytics, and interactions for a comprehensive customer view and personalized communications based on each individual's interactions and behavior.

A New Approach

Building a complete picture of each individual customer to deliver a consistent experience requires the integration of data from all customer touchpoints, online and offline, often in real time. It also means transforming that data into customer insights by applying a range of complex multi-genre analytics and then leveraging those insights to plan and execute omni-channel personalized communications.

Teradata® Customer Journey connects data, analytics, and interactions for a comprehensive customer view and personalized communications based on each individual's interactions and behavior. It provides a complete set of capabilities that allow you to:

- Identify the customer.
- Ascertain that individual's intent and needs.
- Determine the next best interaction/offer for right now.
- Decide which channels to deliver the message and when.

Teradata Solution

Teradata Customer Journey combines proven consulting services with customer data integration, advanced analytics, and omni-channel, real-time marketing automation capabilities. With it, marketers can improve response and conversion rates, optimize customer service, reduce churn, and increase customer satisfaction to achieve the organization's strategic priorities of higher revenue and exceptional customer experience.

So, how does Teradata Customer Journey help you do all that? By focusing on three critical capabilities:

- **Connected Data—for a complete 360-degree customer view.**

Integrate real-time digital data from web, mobile and payment systems with data from offline channels such as call centers, physical locations, and CRM systems. Build a deeper, more insightful view of your customers by enriching in-session activity data with demographics and behavioral data, promotional response data and more, in real time.

- **Connected Analytics—to determine, drive, and optimize the customer journey.**

Apply advanced multi-genre descriptive, predictive, and prescriptive analytic techniques to better understand customers' preferences and decision drivers, and model their future behavior. Course-correct your marketing approach as you learn new details about your customers with embedded machine learning, and adjust messages and offers with real time decisioning—to influence and optimize customer journeys.

- **Connected Interactions—to seamlessly connect and communicate with customers across all channels.**

Integrate with any inbound or outbound channel using multi-channel campaign management capabilities to deliver the right message, at the right time, to the right place. Leverage multiple decisioning techniques—business rules, machine-learning, predictive modeling, and real-time decisioning—to offer relevant, contextual offers, for a personalized and individualized customer experience.

What is the Teradata Difference?

A Complete Solution.

Teradata® Customer Journey brings together all the required technology and consulting expertise companies need.



Scalability and Performance.

Teradata readily supports increasing data volumes, offers more advanced multi-genre analytics, and enables channel integration.



Solution and Industry Expertise.

Business-capability focused and technology agnostic, our team of advanced analytics and marketing experts delivers higher business value with solutions specific to your organization's needs, data, and tools.



The bottom line is that when you connect data, analytics, and interactions, you can create a coordinated, personalized customer journey by interacting with your customers with the right offer, at the right time, through the right channel—helping you increase revenue and provide an unmatched experience for your customers day after day.

Benefits/Results

Teradata Customer Journey delivers complete end-to-end capability through digital and offline data integration, advanced analytics, and multi-channel campaign management, all complemented by the subject matter expertise of industry and data science consultants. The use of proven IP and services along with rapid and agile innovation maximizes ROI and minimizes risk, while reducing time to market for new business opportunities. As a result, marketers gain deeper analytical insights to truly understand and influence each individual customer experience, well beyond old school one-to-one marketing tactics that rely on past purchases and traditional customer profiling.

Analytics Empower Thousands of Opportunities

When a multi-brand digital retailer deployed Teradata® Customer Journey to capture web and mobile browsing behavior at the individual customer level, the company met its ROI target in just seven months through these results:

- Earned millions of dollars in additional sales with better personalization (re-targeting) that drove >10x uplift in marketing response rates.
- Reduced millions in media spend by removing underperforming paid media from the mix and re-investing it in higher performing media.
- Saved millions more by identifying new click fraud in online advertising that was previously undetectable, then building strategies to prevent it in future.

A large retail bank deployed the solution to understand the digital customer journey and how it could be optimized. In just six weeks, the bank:

- Turned thousands of new sales opportunities into millions of dollars in sales revenue by re-contacting customers who browsed—but did not buy—across multiple product lines on the web.
- Fixed broken online sales and services processes, sales leakage, and customer experience issues to improve customer satisfaction and increase sales.
- Identified priority service problems from web chat and other text data, and the actions required to resolve them.

Designed to scale, the solution enables companies to easily expand as their business grows by supporting increasing volumes of data, more complex analytics, and a variety of channels for customer engagement. With Teradata Customer Journey, you can:

- Build a 360-degree customer view based on online and offline interactions, demographics, behavior, and more.
- Generate detailed and accurate insights into customer behavior and needs.
- Deliver relevant and personalized messages to the right customers, consistently, across channels.
- Drive the customer journey and optimize experience by intervening at the right time.

- Improve business processes, performance, and marketing ROI

In total, Teradata Customer Journey provides flexible, grow as you go capabilities that can be shaped around existing technology and data your organization already has, allowing you to build upon your current investment. In addition, Teradata consultants accelerate time to value by bringing hands-on business and data science experience, as well as field-proven use cases, all to deliver a solution designed for you

For More Information

To learn more about Teradata Customer Journey visit [Teradata.com/Insights/Customer-Experience](https://www.teradata.com/Insights/Customer-Experience) or get in touch at [Teradata.com/contact-us](https://www.teradata.com/contact-us).

10000 Innovation Drive, Dayton, OH 45342 [Teradata.com](https://www.teradata.com)

Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or [Teradata.com](https://www.teradata.com) for more information.

Copyright © 2017 by Teradata Corporation All Rights Reserved. Produced in U.S.A.

12.17 EB9559



TERADATA