

In the Consumer Economy, Relevant, Real-time Experiences are the Differentiator



Customers today expect you to know them. Engage them with experiences that are personalized and relevant. Through the channel of their choice, and at the time they desire, every time. If they find the engagement meaningful, they reward you, with sales, or even positive affirmation on social media. But if they don't, they simply move on. However, understanding customers and using that knowledge to personalize and build a relationship is not so easy. It requires you to build a complete view of the customer, across all touchpoints, and departments, convert that customer data into insights, and then turn those insights into action.

Customers interact with you through multiple channels and devices, leaving millions of breadcrumbs of information over time. While this customer supplied information has given companies much deeper insights into customers' habits and preferences, it has also created a torrent of data that must be captured, ingested, analyzed and acted upon—preferably in real time.

Providing an exceptional customer experience is no longer limited to just personalizing communications with marketing, sales and customer service. It requires delivering a consistent experience across all customer interactions, including fulfillment, delivery, post-sales service and more. But with data spread across multiple systems and silos; how do you connect customer journeys across all touch points and at the scale your organization operates?

Challenges in Optimizing Customer Experience:

- Creating a complete view of the customer for end-to-end visibility in their journey across multiple touchpoints and departments
- Converting customer data into insights to sense and react to a multitude of customer pain points and opportunities
- Turning insights into action to meaningfully personalize customer interactions in a timely manner

Create a Complete View of the Customer

To deliver a truly relevant, personalized customer experience, companies need one view of the customer. However, with customer data spread across multiple systems and sources, most companies work with fragmented views of the customer, specific to certain channels or systems, blind to the rest. While traditional data management applications do a good job of connecting disparate silos to create a unified customer profile, they struggle to provide the ease of access and agility business users in marketing and customer experience (CX) organizations need to add third party and “in-the-moment” online customer activity data (e.g., social media) for a real-time customer profile.

Customer Data Platforms (CDPs), a relatively new set of marketing-oriented solutions, claim to address the issue by giving marketers control of the data. However, CDPs trivialize the effort associated with ingesting and integrating customer data from multiple source systems and channels by assuming business users possess the skills required to integrate and manage millions of customers records. The reality is that most CDPs lack robust data security, governance, and scalability enterprises need. They just create yet another data silo, adding more complexity and cost to the technology infrastructure.



Teradata recognizes that creating a true 360° view of the customer at the enterprise scale requires collaboration between IT and business users. Vantage Customer Experience (Vantage CX) leverages Teradata® Vantage to provide IT with the core data management foundation, complete with security, governance and scalability, while providing business users the self-service data integration capability to enrich IT-provided customer profiles with 3rd party and real-time interaction data.

Vantage CX comes complete with:

- **Self Service Data Integration:** Vantage CX includes channel integration capabilities to enable users to easily connect with other data sources and channels, both inbound and outbound, via APIs and SFTP to collect and ingest data. Using an intuitive, point and click interface, users can easily and quickly set up connections with required systems and channels.
- **Connected ID:** Connected Identity supports the collecting, organizing and synthesizing of customer data in order to unify the customer profile. With the Connected ID capability of Vantage CX, users can consolidate profiles (known and unknown) at the person level across channels and devices leveraging probabilistic and deterministic algorithms.

- **Lab:** To explore and identify new opportunities in customer data, marketers and CX managers need temporary and elastic storage and compute capability. Lab provides users an experimentation sandbox to explore and experiment with customer data, while providing safeguards to ensure that business experiments don't interfere with IT's enterprise service level agreements on performance and reliability.

Vantage CX enables IT and business users in marketing and CX to collaborate for a true 360° view of the customer.

Gain Critical Insights about the Customer

Creating experiences that resonate with customers requires gaining deep insights about the customer. This not only includes what they bought yesterday, or what they are doing right now, but also what they will need in future. Gaining these insights requires analyzing large volumes of data, quickly, at the speed customers expect response. Moreover, just like “one size doesn’t fit all”, no one analytic technique can provide organizations the insights they need to interpret customer signals, identify patterns in their journeys, predict response propensity, and optimize next best interactions.

Most CDPs provide either very basic analytic capabilities or a single genre of analytics impairing an organization’s ability to uncover meaningful moments of truth. Unlike CDPs that lack key analytic capabilities, Vantage CX provides organizations analytic sophistication through a wide range of advanced analytic capabilities, including: path and pattern analysis, text analytics, geospatial analysis, predictive modeling, AI, machine learning and more.

Customers wait for no one, making speed to insight as critical as the quality of insight. Vantage CX puts the power of insights directly in the hands of the business users through easy-to-use analytic interfaces. By providing marketers and CX professionals the ability to quickly and easily explore large volumes of customer data in a point and click manner, the solution democratizes analytics, minimizing IT bottlenecks. Further, by providing analytics where data resides, the solution minimizes data movement, thus saving time, providing insights sometimes in seconds instead of days. The patented massively parallel processing (MPP) architecture enables complex analytic tasks to be broken and processed simultaneously, enabling real time insights, at scale, based on all data.

Vantage CX provides users:

- **Easy-to-Use Customer Analytics:** With Vantage as the underlying data and analytics platform, Vantage CX provides business users with easy to use advanced analytic functions such as Path, Text, Cluster and Modeler. No coding required. Marketers

and CX professionals can simply use the pre-built, wizard-based UI to map and visualize the customer journey in Path function and identify interactions that precede key moments, like cancelation of service or upgrade to a more premium offering. They can also build customer propensity models like churn or likelihood to purchase in Modeler, without any coding.

- **Workflow:** The embedded workflow allows marketers and CX managers to create sophisticated customer attributes like Customer Lifetime Value, Profitability, or Loyalty scores in a drag-and-drop interface. Business users can perform entire modeling process from data prep to analysis by connecting data with multiple analytic functions in a workflow.
- **Advanced Segmentation:** Vantage CX enables users to create hyper-segments, based on hundreds of raw and analytically-derived customer attributes; such as customer life-time value, profitability, and more. Users can also leverage scores from various analyses as an attribute for segmentation.
- **Machine Learning:** Vantage CX enables users to stay in step with the changing context by applying AI and machine learning to ensure continuous intelligence—as new, “in-the-moment” data comes in. Marketers and CX professionals can determine the next best offer for an individual customer, and personalize communications in real time, for a superior customer experience.

Vantage CX comes complete with fully integrated analytics, packaged in the way marketers and CX professionals work. Not only does this enhance the user experience, it also minimizes data movement required with analytics-only tools. Many opportunities to improve the customer experience are time sensitive, and every minute, hour and day counts. With fully integrated analytics in Vantage CX, users can gain real time insight, without any latency.

Advanced, multi-genre analytics. Democratized for business users. Performed at scale, using all the data.

Act on Customer Insights

What good are rich customer insights if you can't act on them? Providing relevant messages or offers to customers, at the right time and through the right channel is essential to a good customer experience. Yet, in most companies, the process is broken. They are either unable to gain timely insights based on a complete enterprise-wide view of the customer or are unable to action those insights in time for them to intervene and influence the customer journey at the right place. Most CDPs, marketing clouds, as well as other customer experience solutions in the market either perform antiquated list pulls, or are channel-centric, rarely providing crucial cross-channel orchestration. Large enterprises need to deliver real-time personalized experiences across online and offline channels.

Vantage CX recognizes that customers don't compartmentalize experiences by departments or channels. They view every interaction with an organization as one composite experience, expecting consistency and relevance. Leveraging its analytical strength, Vantage CX combines business rules, predictive modeling, and AI to score and rank offers on the fly and orchestrate them seamlessly across online and offline channels. Further, Vantage CX provides centralized decisioning to unify business objectives, rules and decisioning strategies across sales, marketing, customer service and more, to provide customers a consistent experience across the organization.

Designed for marketers and customer experience professionals, the solution provides insights via actionable visualizations, allowing business users to operationalize them in a point and click manner. Business users can not only execute on messaging strategies, they can also see their performance in real time.

Vantage CX provides users:

- **Actionable Insights:** Vantage CX not only puts powerful analytics like Path, Modeler, Cluster and Text in the hands of users, it also gives them the ability to operationalize these analytics. Users can directly select customers from the results of analyses to export to specific channels for inclusion in communications.

For example, marketers can select customers on a path or with a specific propensity score by simply pointing and clicking on the visualization, and then exporting the list for a communication.

- **Channel Orchestration:** Vantage CX enables users to design and execute personalized omni-channel customer journeys. Users can build customer journeys, rank, score and arbitrate offers, and seamlessly orchestrate them across online and offline channels. A built-in dashboard allows marketers to visualize the real-time performance of planned strategies and adjust the same to align with business objectives.
- **Real-time Personalization:** Vantage CX enables real time dynamic personalization by applying AI and machine learning to recalculate models based on both what the customer is doing "in the moment" and historical behavioral data. Using out-of-box wizard-driven machine learning UI, users can optimize real-time decisioning based on business users' goals, such as maximizing revenue or minimizing cost to serve. These highly personalized offers are then delivered at scale, to millions of customers, informed by billions of interactions.

Vantage CX is configured, deployed and managed by Teradata in the cloud so that you can focus on delivering exceptional personalized experiences your customers seek, without the distraction of managing infrastructure.

Consistent, contextually-relevant, personalized offers, seamlessly orchestrated across all channels and powered by real-time decisioning.

The Bottomline ...

Providing transformative experiences that influence customers' journeys is difficult. Vantage CX provides analytically-driven insights about the customer, based on all data, so you can deliver contextually-relevant, personalized experiences, in real time.

By combining business user friendliness with the industry's leading data and analytics platform, the solution provides marketers and customer experience professionals incredible insights and speed, with industry recognized and trusted data security, governance, and scale.

For More Information

Teradata transforms how businesses work and people live through the power of data. Teradata leverages all of the data, all of the time, so you can analyze anything, deploy anywhere, and deliver analytics that matter most to your business. And we do it on-premises, in the cloud, or anywhere in between. We call this pervasive data intelligence. It's the answer to the complexity, cost and inadequacy of today's approach to analytics. Get the answer at [teradata.com](https://www.teradata.com).

Why Vantage CX

1. Complete Solution

Data, Analytics, Orchestration—all in one place.

2. Scale and Performance

Optimize experiences for millions of customers, across billions of interactions.

3. Deployment Flexibility

Available as-a-service, in cloud, or on-premise.