

# Teradata Customer Interaction Manager

## Design and Execute Multichannel Customer Communications, at Scale

TERADATA CUSTOMER INTERACTION MANAGER



### Anticipate Your Customers' Needs and Deliver Right-Time Offers

Your customers are in control. They decide when, why, and how they interact with your brand. Leaving a wrong impression can cause an immediate negative reaction and impact future business, but interacting across multiple channels comes with its own challenges, including:

- Difficulty in connecting offline and online customer interactions for a complete view of the customer
- Multitude of interaction points leading to an inconsistent customer experience
- Lack of coordination and alignment in omni-channel marketing efforts

Imagine cutting through the marketing clutter to have real and distinct one-to-one customer conversations that help your brand stick out in the customer's mind like a needle in a haystack. This is the kind of insight you need to ignite your brand engagement.

Each customer interaction presents you with an opportunity. An opportunity to learn what drives them, to pay attention to how they engage with your brand and the ability to stay a step ahead. Make each interaction count by gathering key indicators of their likes and dislikes, information on their favorite channels and details about their buying behaviors. Turn those indicators into insights by identifying patterns and using the insights to design better informed and more engaging experiences.

Make one-to-one customer connections easily from a single solution and get better insights about your customers, business, and marketing effectiveness.

### Improve Your Marketing with Teradata Customer Interaction Manager

Achieving stronger, more precise customer communications starts with Teradata Customer Interaction Manager, a critical component in gaining a centralized view all your marketing initiatives throughout the organization.

To engage, you need to interact with customers in an individualized manner versus traditional one-to-many approach, building an ongoing relationship and deepening loyalty throughout the customer base. Teradata's Customer Interaction Manager can help you analyze customer data points across all channels and touch-points, to predict response and inform future interactions—a key element of a successful data-driven marketing strategy.

Teradata Customer Interaction Manager allows you to engage customers through targeted, individualized, and actionable communications across all inbound and outbound channels. You can send timely, relevant notifications when customers are anticipating them, increase conversion rates and connect via social media to understand what they're talking about. These high value business outcomes are achieved by employing a data-driven approach to these communications, only possible with Customer Interaction Manager.

### True Innovation. Bottom-line Results. With Teradata.

- An international bank generated 570,000 sales leads in one year representing \$4.4 billion in new business, a 28.7 percent increase in net profit, and a 65 percent saving in advertising budget.
- A retailer achieved a triple-digit payback on the investment in just one year.

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# Increase Engagement with Customer Interaction Manager

Customer Interaction Manager drives revenues by enabling informed design of individual customer interactions and structured retention and loyalty strategies. Additional benefits include an ability to increase volume and velocity of campaigns, and improve the effectiveness of each initiative. Marketers can use Teradata's Customer Interaction Manager and Real-Time Interaction Manager products to:

- Design customer interactions
- Analyze and predict customer behavior
- Build multi-step campaigns, assign collateral and plan responses
- Execute real-time interactions across multiple channels
- Visualize campaign results
- Scale to address billions of events for millions of customers

Customers using Customer Interaction Manager have found the following successes:

- Boosted customer profitability by 50%
- Increased campaign conversion rates by 20%
- Improved campaign results by 35%

# Conclusion

To break through the clutter in today's marketing environment, marketers must manufacture one-to-one relationships with customers through real-time conversation to understand their needs, wants, and purchase habits.

Improve your marketing with Teradata Customer Interaction Manager. Make one-to-one customer connections easily from a single solution and know more about your marketing, your customers, and your business. All while providing greater marketing agility to do more with that data to improve results and drive revenue.

For more information on how Customer Interaction Manager can be used to help you improve your marketing, visit [Teradata.com](http://Teradata.com).

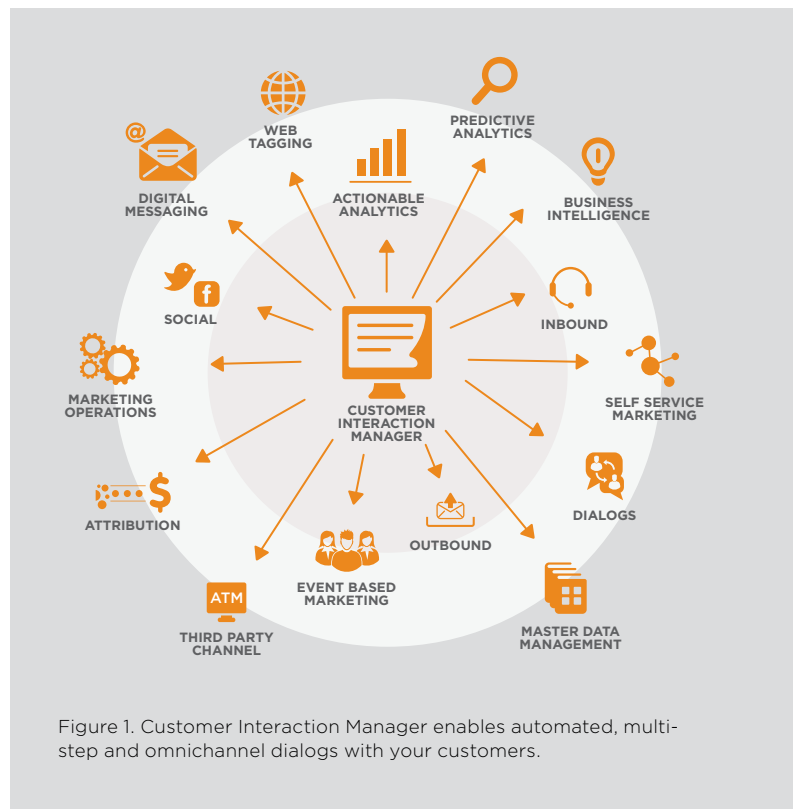


Figure 1. Customer Interaction Manager enables automated, multi-step and omnichannel dialogs with your customers.

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