

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 deliver a consistently positive experience across your entire brand. However, engaging customers and retaining their attention such that it not only boosts their experience but also your bottom-line is easier said than done. Especially when customers interact with you through multiple channels and devices, expecting a consistent and highly personalized experience, every time, everywhere.

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 have also created a torrent of data that must be captured, ingested, analyzed and acted on... potentially in real time.

Stored in various system and channel silos, it is exceedingly difficult to connect this customer interaction data 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.

There is no room for error. Every communication has to be relevant and personalized, one that resonates with the specific interests and needs of the customer,

delivered proactively, at the right time. And, managed and choreographed seamlessly, irrespective of the engagement channel.

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

A New Approach

Building a complete picture of each individual customer 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 advanced analytics and then leveraging those insights to decision and execute omni-channel personalized communications.

Teradata® Customer Journey enables real-time personalization based on each individual's interactions and behavior by using a customer 360° profile, advanced analytics and orchestrating communications across all channels. It provides a complete set of capabilities that allow you to:

- Unify customer identity across channels and devices to build a single view.
- Ascertain customers' intent and needs.
- Determine the next best interaction or offer for right now.
- Decide which channels to deliver the message and when.

Teradata Customer Journey enables real-time personalization driven by customer 360°, advanced analytics, and seamless orchestration of communications across all channels.

Teradata Solution

Teradata Customer Journey combines customer data integration, advanced analytics, and real-time omni-channel orchestration capabilities with analytics expertise. 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 delivering critical capabilities for:

A complete 360° Customer View

Integrate real-time interaction data from web, mobile and other digital channels with data from offline channels such as call centers, stores, branches, POS systems and more. Unify customer profiles across channels and devices through ID matching for a single customer view. And create intelligent customer profiles based on not just raw customer attributes but through more complex, analytically driven attributes like customer profitability and loyalty scores.

Advanced Analytics and AI

Apply advanced analytic techniques such as predictive modeling, path and pattern analysis, complex event processing and more to understand customers' preferences and decision drivers, and model future behavior. Leverage embedded machine learning to continuously learn and adapt to changing customer needs and optimize real time offers and communications.

Real-Time Decisioning and Smart Channel Orchestration

Augment business rules-based decisioning with contextual data, advanced analytics, and AI. Include analytic scores from third party models to leverage insights from broader analytical ecosystem and optimize real time decisioning. Seamlessly orchestrate contextually relevant, highly personalized communications across all channels—inbound and outbound—using multi-channel campaign management capabilities for a consistent customer experience.

What is the Teradata Difference?

A Complete Solution.

Teradata Customer Journey brings together all the required technology and consulting expertise companies need to deliver highly personalized next-best customer experience.

Scalability and Performance.

Teradata readily supports increasing data volumes, and growing analytic insight needs of large enterprises providing timely insights on 10s of millions of customers, for billions of interactions.

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 Teradata enables you to engage with customers where ever they are in their journey, with consistent, highly personalized, and contextually relevant interactions—helping you increase revenue and provide an unmatched experience day after day.

Benefits and Results

Teradata Customer Journey delivers complete end-to-end capability through 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, organizations 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 reinvesting it in higher performing media.
- Saved millions more by identifying pay-per-click fraud in online advertising that was previously undetectable, then building strategies to prevent it in the 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 analyzing web chat and other text data, and implemented 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.

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).