Increase Customer Lifetime Value with a Customer Engagement Hub

Consumers are more empowered than ever before, and they are willing to leave brands that fail to meet their expectations. Providing a consistent, highly personalized experience across every customer touchpoint is what consumers expect, and it has become a strategic imperative for brands, financial institutions, consumer goods, hospitality organizations, and retailers alike.

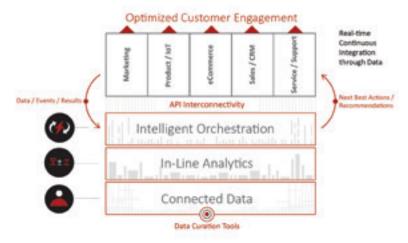## Customer Engagement in a Cross-Channel World

Fragmented engagement systems create data silos that make it difficult to leverage all data sources, in real-time, to deliver the hyper-personalized experiences that customers expect across every channel and every interaction point. Unfortunately, most customers don't appreciate this complexity and don't care how challenging it is to achieve this ideal state. They assume that companies, regardless of size or industry, should have access to the data to know their customers in great detail and can activate that data into a highly relevant brand experience no matter where the customer shows up next.

Connecting Data for Better Customer Engagement

The RedPoint Global Customer Engagement Hub™ (CEH) provides powerful insights into customer behaviors and preferences, and enables organizations to deliver contextually relevant brand experiences across all interaction points in a way that optimizes customer engagement. RedPoint's CEH taps into any and all data sources – structured or unstructured – while resolving anonymous to known customer identities using the most advanced probabilistic and heuristic matching algorithms available in the market today. The platform combines precise customer views, advanced analytics, and real-time intelligent orchestration, providing a customer engagement hub that orchestrates action across all touchpoints and integrates with the vast ecosystem of marketing technologies. All of this enables organizations to drive higher revenue and lifetime customer value while lowering interaction costs.

Precise data provides the foundation to drive highly relevant customer interactions. Data accessibility and quality are key to driving high levels of precision, and relevance also requires that it is available to keep pace with the speed of the customer.

- **Support all data sources:** Data is valuable no matter where or how it originates, which is why our solution is designed to handle data from any location, source, type (unstructured, semi-structured, structured), or format – XML, JSON, Hive, HDFS, social media, websites, CRM, and even transactional/operational databases.

- **Provide advanced identity resolution and management:** Our sophisticated data transformation features and persistent key management includes complex processing rules, address standardization, geocoding, and spatial analysis to reconcile customer information across data sources and craft a single, precise golden record across anonymous-to-known customer engagements. All of this is done in real-time, and complex tasks are completed at lightning speed.

- **Improve data quality and enrich customer profiles:** With RedPoint's data quality capabilities you can easily discover data inconsistencies and anomalies as well as provide advanced data cleansing capabilities such as contextual matching, standardization, normalization, merging/purging, house-holding, parsing, de-duplication, validation and normalization. You can also leverage 1st party data with 2nd and 3rd party data to enrich and enhance customer profiles.

RedPoint's platform optimizes customer engagement, driving higher revenue and lifetime customer value while lowering costs.

Intelligent Orchestration That's in Context

The modern customer experience is all about context. In a real-time world, the person, message, moment, cadence, offer, device and channel decisions + actions all need to be aligned — at the risk of misaligning moments of engagement and losing a customer. RedPoint CEH orchestrates all your next best actions including offers and messages. The platform also uses in-line analytics to achieve the scale required to engage consumers in a segment-of-one fashion.

- **Take action across channels:** With RedPoint's intelligent orchestration functionality, you can interact with customers across all channels of engagement dynamically to drive powerful experiences and bolster engagement.

- **Craft powerful automated engagement flows:** With an easy-to-use drag-and-drop graphical user interface, users are able to sketch out interaction and data flows without complicated computer code. Our automated workflows also feature error-handling alerts and version control — overcoming the skills gap that has held back companies from taking advantage of powerful data-driven engagement.

- **Leverage analytics in-line with engagement:** With the ability to ingest data from myriad sources and access in-line analytics, you can leverage powerful customer insights directly in your engagement and decisioning flows. RedPoint uses advanced analytics, paired with machine learning, to segment, predict, and optimize your customer engagement in real time.

Leverage Existing Technology Investments to Accelerate Results

RedPoint's platform is architected as an open ecosystem, enabling enterprises to leverage their data, models, systems and technology already in place. It also provides an easy, and open way so that you can take advantage of new channels and technologies as they emerge.

- **Leverage hundreds of pre-built connectors:** RedPoint's Customer Engagement Hub has hundreds of out-of-the-box APIs and connectors designed to help you maximize your technology investment. This enables you to interact with the most popular point solutions so you can take action across channels in a coordinated, data-driven way.

- **Optimize engagement with libraries of analytic models:** RedPoint's platform can ingest your segmentation, predictive, or optimization models, 3rd party models, or our library of models. RedPoint provides a library of the most robust analytical models available to drive engagement. You can test, tune, and optimize any and all models in a closed-loop system with the most advanced analytical tools available.

- **Deploy via flexible cloud options:** Getting started with RedPoint CEH is simple and easy. We offer a range of flexible deployment options including cloud-only, on-premise or a hybrid of cloud/on-premise. These deployments provide the flexibility needed to drive the highest speed to value for your business. ◼

About RedPoint Global Inc.
RedPoint Global optimizes customer engagement by providing a platform for intelligent and timely orchestration of data, insights, and action. RedPoint's customer engagement platform provides a unified view of your customers, and orchestrate-scustomer interaction across all channels. RedPoint's customer engagement platform drives more revenue while optimizing the spend on interactions.
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