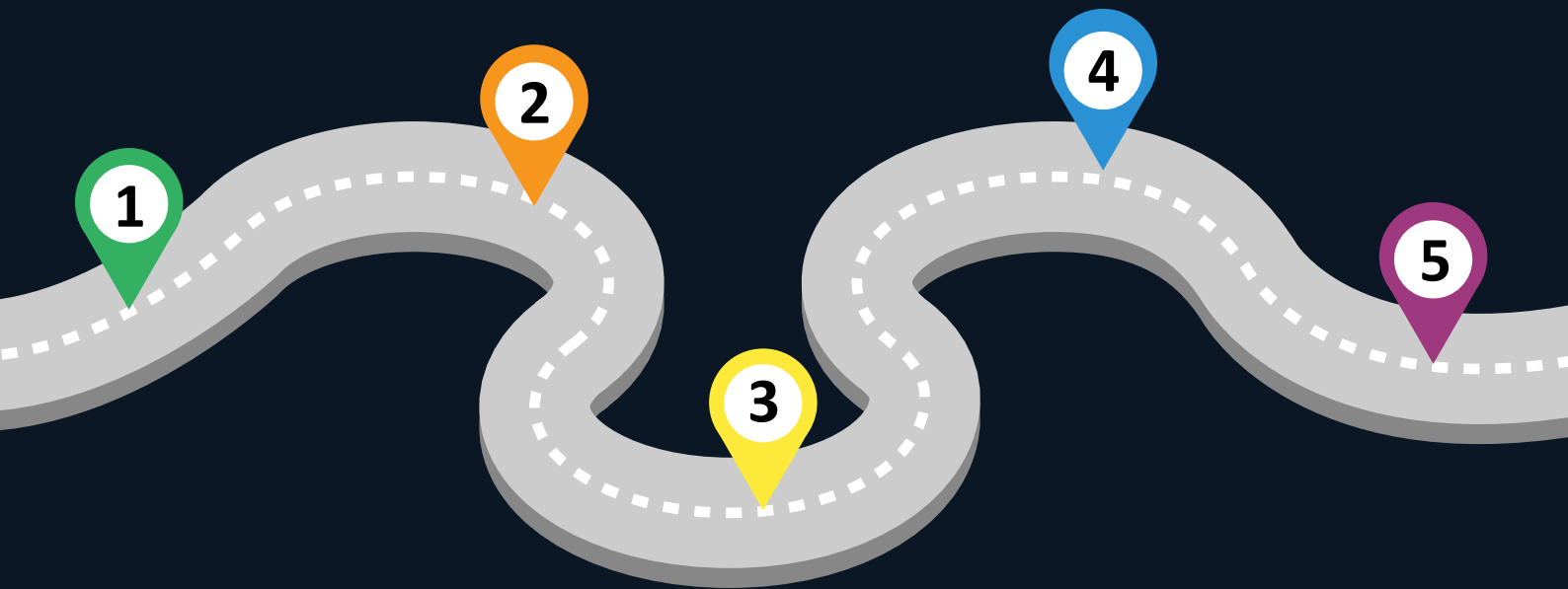


# 5 ways to boost customer journeys



## Introduction: using technology to deliver on seamless customer journeys

*"By 2018, consumers will be using three to four personal devices every day. At any given time, a person will likely be carrying two or more devices." -Gartner*

In the beginning, the marketing landscape was easier to navigate, with just a few select channels to reach your customers through. However, as it constantly evolves, this landscape is quickly becoming a fragmented world. In the frantic scramble to become king of the hill, marketers grab hold of as many channels as they can, but often without an overall strategy to pull together one uniform message. The result? They spread themselves thinly across multiple channels, which results in shattered messaging.

As more channels are added to the existing list, relevancy becomes a harder target for marketers to hit. How can you make your mark, manage your channels more efficiently, and ensure that your customers have a great experience as opposed to an irritating one- all while making good use of your budget?

### Micro-journeys: stepping stones for a cohesive bigger picture

In the marketing world, the customer journey is king- comprised of micro-journeys that are the stepping stones for the ultimate experience, this is something all brands strive to perfect when competing with one another to gain the loyalty of customers.

To come out on top, you have take on a customer-centric approach- the ability to put yourself in your customer's shoes is invaluable. It is necessary to carefully consider the smaller pieces that make up the whole in order to deliver a smooth cross-channel experience that your customers will engage with when interacting with your brand.

The key to creating seamless customer journeys is examining and planning thoroughly. This enables you to create an overall customer journey and experience that is fully optimized for your customers, from the first to the very last step. This, coupled with technology, means that no matter what pathway your customers choose, you'll always be there for them with the most fitting next-best-action to facilitate their interactions with you. Smart technology, such as an Intelligent Orchestration Platform (IOP), can unify fragmented touchpoints and connect the dots of the customer journey, which is greatly needed in a world constantly bursting with new channels.

### What is an Intelligent Orchestration Platform?

*An Intelligent Orchestration Platform is a next-generation data management solution. It's the only platform of its kind built from the ground up to help brands truly move with their customers wherever they go; to scale smart interactions, and build meaningful customer relationships.*

*Intelligent Orchestration gives you the freedom, flexibility and agility to control your destiny as a brand - and to fulfill your ambitions as a marketer. It acts as a smart layer across your marketing technologies, internal and external data sources; using hundreds of out-of-the-box connectors to work with your entire ecosystem, without limits or compromises.*

Although it may seem like there are roadblocks when you tackle the changing marketing landscape, the reality is this: your marketing doesn't have to be disrupted when you implement technology. Here, we give you tips on how to remain agile by presenting you with practical steps that you can implement straightaway, no matter which industry you're involved in. In addition, we've added examples of client results to show that significant results are indeed achievable.

After you've finished reading this guide, you will be able to:

- Set up micro-journeys effectively across customer channels and screens
- Balance customer experience and business value by understanding the impact each micro-journey has on the bigger picture
- Deliver cohesive customer journeys that send the right messages, to the right people, at the right times.

We've also provided you with a mini-checklist of things to consider before you start, in order to help you deliver the most optimal and relevant customer journeys.

There are 5 top ways to drive ROI:



1. **Media spend optimization** | 2. **Real-time remarketing** | 3. **Conversion optimization** |



4. **Effective upsell and cross-sell** | 5. **Customer retention upsurge**



## Media spend optimization

Catching the attention of the right target audience, at the right time



### Problem: hooking customers

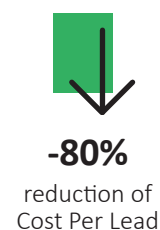
The first step in any customer journey is sparking an interest in your potential customer. But how do you specifically target those who are the best demographic for your product, and when?

### Solution: utilize partner and audience data

By combining partner and audience data with your own, you'll be able to cast a net far wider than you could initially. Once you've cast such a net, you can then sift through the relevant information to hyper-focus your marketing strategies and personalize at scale, as well as reduce media waste.

#### How a major FMCG brand optimized media spend and created relevant ads

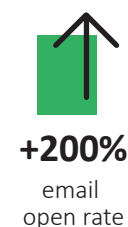
Competition is always the number one concern in any industry. Delivering on the best products and services is only part of the equation when it comes to engaging with your target market. The other part of the equation involves boldness and creativity; by using data gathered from a survey, this brand targeted prospects by connecting their CRM, Facebook custom audiences, messenger ads and chat in order to boost conversion of people who had intent to purchase products similar to theirs.



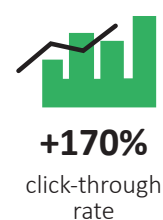
Our data management solution matched the CRM data with email addresses on Facebook, which enabled this brand to send specialized messages to these customer groups to facilitate their conversion to them.

#### How an international airline used audience data to gain an additional relevant audience group

Simply casting your marketing net at will isn't the ideal strategy. While you may fill that net, is it the right demographic? Could you use your budget more wisely? Smarter marketing can not only reduce media spend, but it can also make a significant difference regarding your Key Performance Indicators (KPIs).



This airline brand took audience data containing an audience interested in flights to a specific destination, compared it to the data of their existing customers in their CRM, and qualified intent and interest to book based on the resulting overlap of data. The airline then sent out a personalized email campaign to the overlap group which catered to their specific interest in the destination. The result was as predicted- the airline found that they reached a far more interested and relevant group of customers than they would've without the hyper-focused targeting.



## Real-time remarketing

Staying top-of-mind while your customers consider their options



### **Problem: keeping your prospects hooked**

Although the most difficult thing to do initially is to get the right people interested in your product, another challenging step is retaining the interest of your potential customers and not losing out to competing brands just before they've made their final decision to purchase. Catching prospects at the right time and serving them with relevant information is crucial if you want to stay top-of-mind.

### **Solution: personalize content to give customers exactly what they're looking for**

The use of a multi-channel marketing strategy augmented by agile technology can help your brand cover all bases when it comes to effective messaging to prospects.

#### **How a national rail service delivered personalized content**

A visit on your website shows interest in the products your brand has to offer. Should a consumer revisit your website, this indicates further interest and active evaluation on their part. When they return to your brand, showing them additional, relevant information can be just the push they need in order to fully commit to buying your product.

This rail service utilized our data management solution to serve a personalized homepage for users who indicated interest in particular subscriptions. In addition to serving personalized homepages, this brand also retargeted prospects through display ads and email at specific time increments, which provided crucial nudges to garner additional interest in their products.



**+776%**  
CTR on  
personalized  
homepage



**+14.9%**  
conversion  
rate  
uptake

## Conversion optimization

### How to give prospects that final nudge to complete their transactions



#### Goal: successful customer transactions

The 1:1 relevance of each micro-journey is what makes for the optimal overall journey and experience. From your first touch with a customer to the very second before they purchase your service or product, you must make use of the right technology and channels to drive your potential customers towards finally converting. Not only that, but you must deploy next-best-actions with that technology to cater to their needs conveniently, in real-time.

#### Problem: distracted prospects, disrupted conversions


Everyday life comes with everyday distractions, and that's certainly not an exception for your customers. Whether it's a call from Rachel or an emergency business meeting, it doesn't matter when your customers get distracted and don't convert, you lose a chance at further opportunities with them if you don't take further actions to remind them of their interest in you. So how can you direct these customers back towards your brand when they've turned their attention away from one channel?

#### Solution: expand your reach across other channels

By taking into account their previous behavior, you can plot the next-best-channel or next-best-action to send them a well-timed reminder for them to finish their transaction.

#### How an airline regenerated interest from abandoned bookings

In the travel industry, many consumers are interested in a holiday and perform preliminary searches in order to gather information. Many of these searches end up abandoned as these consumers don't intend to book until later. To address this issue and to facilitate conversion, the airline sequenced their nudges with precision through cost-efficient emails first, and then more personal, targeted push messages based on departure dates. Not only did they succeed in encouraging more customers to book, but they also eliminated budget waste.



**-75%**  
in push  
messages sent



significant  
reduction  
in costs

## Effective upsell and cross-sell

### Recommending relevant upsell products



#### **Problem: enriching customer journeys beyond initial purchases**

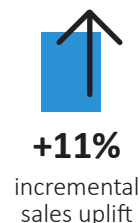
Although the customer journey appears to finish when the 'deal is sealed', it actually extends far beyond the initial transaction. But how can you encourage additional purchases without annoying them?

#### **Solution: offer interesting next-best-offers or actions**

By reaching out to your customers through multiple channels, based on their previous actions, you can enhance their overall experiences by recommending next-best-offers and actions for them to take, after they've converted. Your customers will certainly appreciate the effort that you put in to guide them every step of the way when interacting with your brand.

#### **How an insurer prequalified a group of customers for upsell**

When consumers purchase insurance, it is usually on a long-term basis. This means that insurance providers must work hard in order to retain a loyal customer base. The data management solution enabled this insurer to identify a group of people with good customer scores- people who rated this insurer positively; logic assumes that since this group is satisfied with their previous interactions, they are more likely to convert.



So by using a platform to coordinate customer live chat, their central profile system and product inventory, this insurer ran an upsell campaign for free product eligibility consultations to solely this group. This insurance company thus reduced media spend waste while gathering valuable information, which was stored in the platform to be used for future personalized display retargeting.

## Customer retention upsurge

### Keeping your customers happy with 1:1 personalized service

5

#### **Problem: maintaining customer satisfaction and keeping competitors at bay**

Loyalty isn't free- not only must you prove that you can provide added value time and time again, but you must also continually convince your customers that you add greater value than your competitors can.

#### **Solution: personalize your outreach**

The optimal journey for your customers is one where it keeps feeding back into interest and purchase, if possible- they should feel like you're anticipating their needs and understanding their intent, no matter which journey they take. This creates a win-win situation: your customers receive the right service when they need it, and you gain the loyalty of customers.

#### **How a utilities company offered valuable services to their existing customers**

In many industries, especially utilities, customer retention is the hot issue. It simply isn't enough to get contracts signed- you have to eliminate the wandering eye and keep the focus on how you can provide lifetime value for your customers. This utilities company connected its proprietary Content Management System (CMS), display advertising, search, and web analytics with our Intelligent Orchestration Platform in order to form a cohesive solution that served pertinent information in real-time to their customers, across all channels. In turn, they sharpened their marketing by being present wherever their customers went.

**+4.2%**

average contract value and customer retention



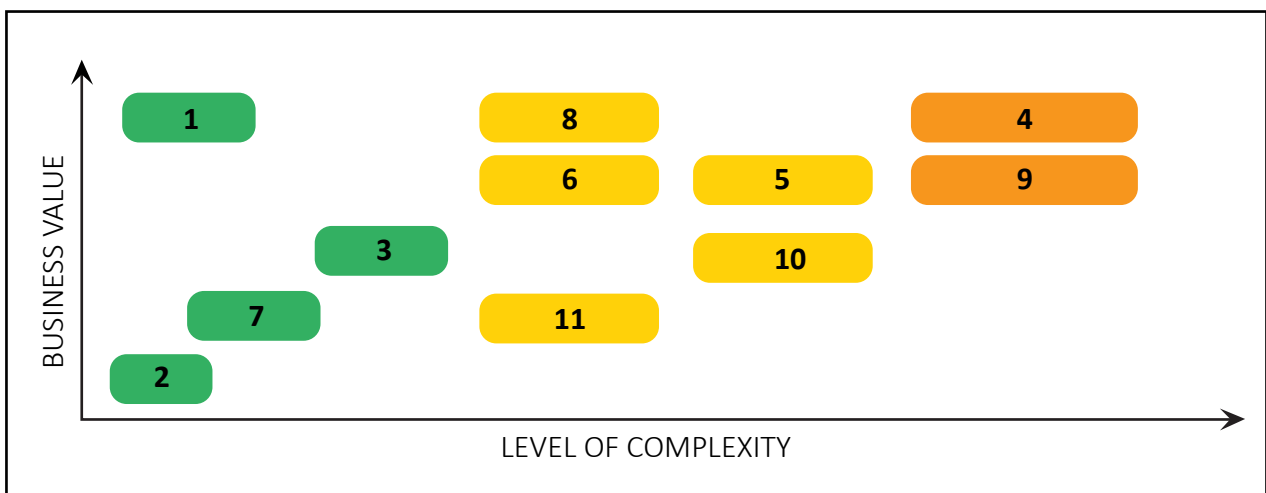
## Prioritizing your micro-journeys

### How to organize for maximum efficiency

Although the customer journey starts at initial interest and culminates with a loyalty loop, you shouldn't necessarily prioritize your micro-journeys in the same way. Instead, you have to take into consideration the level of complexity for each, based on the existing technology and teams you have in place- as well as their respective business value.

The level of complexity combined with the business value gives you an accurate representation of which micro-journeys you should get started with. These low hanging fruit can give your IOP team valuable time to get familiarized with the platform, plus deliver on quick results.

Once your team has grown accustomed to the capabilities of your IOP, the focus can shift to more complex journeys that build on business value and better customer experience. By adding layers to the previous micro-journeys, you gain the stepping stones to success.



## Checklist for micro-journey success

### The 7 things you should ask yourself as a marketer

If it sounds like an Intelligent Orchestration Platform would be a good addition to your company, it probably is, considering that it can orchestrate your customer journeys across a multitude of channels and easily integrate with your existing technology. However, before you jump in with both feet, you should first take a step back to organize your thoughts and carefully examine what exactly it is you wish to achieve. Here's a quick checklist of useful questions to think about before taking the plunge.

#### What to consider for your micro-journeys:

- What do you want to achieve?
- Who do you want to interact with?
- Why do you want to get in touch with these people?
- Where in the funnel is your target audience?
- Awareness, engagement, conversion, or nurturing?
- What channel will you find your target audience at?
- How many channels do you want to orchestrate?
- When are you going to reach out to them? And how often?
- How much do you want to spend?

## About Relay42

Relay42 is a next-generation data management solution - the only platform with integrated Artificial Intelligence and Orchestration that helps brands anticipate & address customer needs wherever they go. Our Intelligent Orchestration Platform transforms your data into meaningful relationships by connecting internal & external data, and activating it on every channel, each touchpoint, and any smart device.

We've created more than a Data Management Platform. Our Platform empowers global brands such as KLM, Mazda and Vodafone to be where their customers are, wherever they go, in real-time, built from the ground up to give you the freedom, flexibility and agility to build sustainable customer relationships.

### Vision

Being customer-centric is the key to the future, and Relay42 aims to continually enable enterprises to create meaningful and mutually beneficial relationships with their customers. As data and technology keep growing, our Platform will give you the power to control your own destiny as a brand.

### Selected customers:



### Selected partners:

