

Moving at Consumer Speed

with Teradata VantageCloud and ActionIQ



Launching CX insights faster with self-service data

Customer experience: The competitive advantage of today and tomorrow

Customer experience (CX) has always been an influential part of the buying process. But today, it has a life of its own thanks to tech advancements and increasingly specific customer expectations.

In fact, 77% of customers prefer doing business with companies that provide a seamless CX.¹ So, it pays to remove friction from the customer journey, creating timely, personalized experiences. When data is organized and accessible, it can yield important insights and potentially transform customer interactions, business models, and even entire industries.

As technology grows more data focused and generative, customers expect their data to provide increasingly individualized experiences. This means CX is quickly becoming the linchpin of competitive advantage.

The good news is that as a Teradata VantageCloud user, your organization is already primed to harness customer data for greater CX value.

This guide explores a more modern and effective way to put customer data at your fingertips to enhance—or even reimagine—your customer journey for a powerful competitive advantage.

Deliver CX that drives results.

Discover how you can harmonize your customer data and unlock valuable insights. See more details at the end of this guide.

Emerging CX trends to watch

It's no secret that customers want buying experiences to revolve around them, giving companies strong motivation to delight them. Customers have never had so many comparable options, making it harder for brands to win and keep customers' loyalty. One poor experience may drive a customer to jump to the next provider in the queue.

So, how can your brand create a more compelling CX experience? Keeping your finger on the pulse of emerging trends is one way. Mining your customer data for insights that help you make these trends your own is another.

Many of the trends that will redefine the customer experience depend on the potential of generative AI.²

“Analytically, know what moments matter to your customers, and recognize new trends or opportunities that customers exhibit through their data.”

—Mark Swenson, Director of Customer Experience Practice, Teradata

- **Hyper-personalization** – CX leaders are looking to harness generative AI to customize experiences faster and more seamlessly at multiple touchpoints.
- **Humanized interactions** – It's not enough to deliver faster interactions. Customers also want more humanized experiences, requiring organizations to capture, analyze, and act on sentiment and intent.
- **Increased data security** – While customers want companies to use their data (and be transparent about it), they also expect businesses to engage in more robust security practices to safeguard it.

Trends show us opportunities. How can we align them with our CX goals using insights from our own data?

¹ <https://www.actioniq.com/blog/future-ready-cx-insights-idc-teradata/>

² <https://cxtrends.zendesk.com/>

Self-service CX data—the composable way

Until recently, getting CX data in the hands of marketing and CX teams wasn't easy. Business teams had to write a brief summarizing their request and present it to the data team for validation. When the request rose to the top of the queue, the data team would run the report and hand it back to business users to decipher it for insights and information.

How can we avoid this labor-intensive process in today's fast-paced CX environment? **Self-service data.**

What's a composable CDP?

A zero-copy architecture that eliminates the need for local storage of data copies

- Provides business teams with a user-friendly interface
- Helps maintain control, optimize cost, and increase performance

Self-service data **gives business users instant access to information for faster customer insights.** This means teams and departments can start creating:

- **More personalized customer interactions** – Self-service data helps CX teams create more targeted interactions seamlessly using customer preferences and intentions.
- **Improved market responsiveness** – With the ability to access data reports and analysis, all business teams can move faster and more independently to advance initiatives and achieve goals.
- **Improved performance** – At the end of the day, self-service data reduces operational effort and increases productivity to improve your organization's overall performance.

Let's take a closer look at the specific benefits self-service data brings to marketing teams.

“To build win-win relationships with customers, it's important to link your intent with what they expect.”

– Yann Ross, Senior Business Consultant, Teradata

The benefits of self-service data for marketers and CX teams

Optimizing the customer lifecycle

One of the biggest benefits of self-service data is the ability to generate a 360-degree customer view. This means marketing teams can track the full CX lifecycle to identify areas for improvement or pinpoint where emerging trends could enhance the customer experience, including:

- **Customer acquisition** – Using data to future-proof your acquisition strategy can help reduce acquisition costs while generating better results.
- **Loyalty** – Understanding how to drive conversion, increase purchases, and maximize customer lifetime value with more comprehensive and easier-to-access customer data improves customers' preference for your brand and offerings.
- **Retention** – By predicting and preventing customer churn (by identifying the interactions that have the biggest impact on customer satisfaction, for example) you can increase customer lifetime value and even help reengage lost customers.



Generating more effective campaigns

The more you can target and tailor marketing outreach and personalize customer interactions, the more customers feel seen. Self-service data helps CX teams unify identities, build target segments, and even track engagement for more effective campaigns.

- **Engagement analysis** – Identifying and addressing attrition, churn prevention, retargeting, and more helps ensure customers do business with you for longer.
- **Modern digital marketing channel orchestration** – Embracing seamless, end-to-end journey orchestration to all downstream systems can help discover, predict, and intervene across customer touchpoints.
- **Marketing beyond the channel** – Using customer data for more personalized journeys is a more powerful and granular approach to CX versus the traditional channel-focused approach.

Marketing use cases

Self-service data means marketing teams can harness data effectively and at scale without technical expertise to enhance each stage of your customer journey.

For example, let’s say a marketing team wants to know if a new digital campaign is reaching its target audience. Self-service data makes it possible to determine not only who clicked through the campaign, but also the activity path of individual users, and even how the target prospect engaged with the content (compared to other non-targeted prospects).

This means the team can **specifically identify** if the content is successfully reaching the right audience. It can also determine which campaign assets are most effective in engaging the target, and whether the focus of the campaign is compelling to that audience.

Data insights also help the team iterate quickly to boost campaign effectiveness. An underperforming digital asset can be removed or replaced, content or tone of voice can be adjusted, and calls to action can be changed to generate greater engagement with the right prospect.



ANONYMOUS



KNOWN



ADVOCATE

Awareness	Consideration	Conversion	Growth	Loyalty
<p>Prospecting optimization Operationalize models with identification of prospect sharing attributes with high value customers.</p> <p>Web hyper-personalization Improve in-the-moment personalization with fresh insights.</p> <p>Paid media suppression Optimize paid media by removing existing clients from campaigns.</p>	<p>Retargeting Retarget individual website visitors who didn't take a desired action on select DSP and paid media channels.</p> <p>Action Abandonment Re-engage high intent users that haven't completed their activity (application, purchase, etc) via owned channels (email, mobile, push, etc.).</p>	<p>Welcome series Engage newly converted (sign up or purchase) with a series of predetermined touchpoints.</p> <p>Cross-sell/upsell Promote new and relevant products or upgrades to existing clients.</p> <p>Renewal journeys Improve renewal rates by building proactive renewal journeys for individual/business clients near contract end.</p>	<p>Churn prediction Identify customers at risk of churning (stop purchasing, cancel membership, etc) and take action to prevent churn.</p> <p>Winback Find the right time and channel to re-engage churned customers and convert them back.</p>	

Making self-service CX data a reality with Teradata VantageCloud and ActionIQ

Does CX innovation with self-service data seem out of reach? Not with VantageCloud. We've teamed up with ActionIQ to create a complete self-service CX data solution to help you reimagine the customer journey.

ActionIQ's modern CX apps integrate with VantageCloud's open and connected ecosystem and advanced analytics to harmonize data, making it accessible to users across the enterprise.

The solution keeps data where it lives so it can be centralized and activated easily while maintaining stringent security and governance protocols.

It also offers a range of functionality to VantageCloud customers, including:

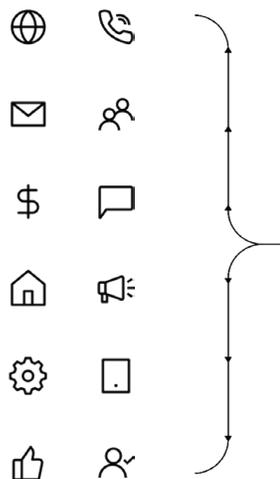
- **Audience center** – Enable effective management of audience data with this powerful audience segmentation tool.
- **Real-time CX** – Enjoy real-time access to customer profiles and behavior.
- **Identity** – Get comprehensive identity resolution capabilities that deliver deeper insights into customer preferences and behaviors.
- **Journey orchestration** – Use drag-and-drop canvases to easily build multi-step, multi-channel customer journeys.

“With this solution, businesses can unlock the full potential of their customer data, enhance agility, accelerate time-to-value, and deliver exceptional customer experiences.”

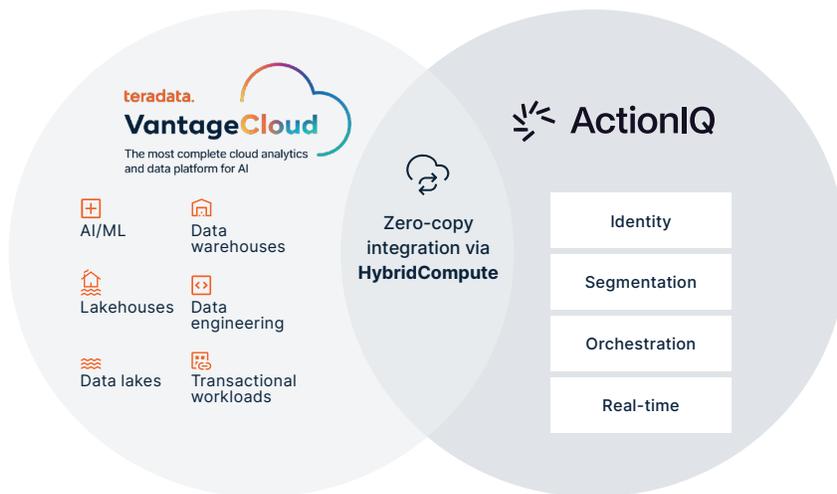
–Lisa Stewart, Senior VP, Worldwide Partners and Alliances, Teradata

ActionIQ's composable CDP connects VantageCloud to the modern CX stack

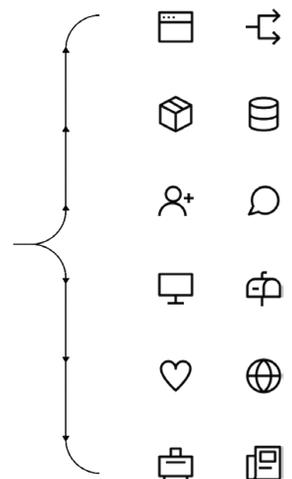
IT & Data Engineering



Data sources



Business teams



Marketing channels

The benefits of self-service data for the business

Competitive differentiation

Understand what customer data your organization collects. Adapt marketing strategies by analyzing new trends and opportunities. And discover what customers are asking for so you can ensure your marketing efforts help your organization stand out.

Better ROI for existing data

Gain efficiencies with an integrated CX data solution to help you uncover insights using the data you already have. And meet a wide range of business use cases with a single solution that helps eliminate data silos.

Future-ready data

In a data-dependent future, understanding, owning, and unlocking your full dataset will allow for more informed decision-making while ensuring you're prepared for innovations ahead.

CX leadership

CX continues to evolve as a key differentiator in the marketplace. By adopting a composable customer data platform (CDP), you can enable real-time personalization by utilizing data closer to the source. This sets the stage for your business to become a CX leader as you innovate first and faster.

“Different teams are thinking in siloed and independent ways. Even when they have the data available, they aren't strategizing in a coordinated fashion. On the other hand, successful businesses think about where the customer is now and how to use what's available to help them in that stage.”

– Michael Trapani, Head of Product Marketing at ActionIQ

The benefits of self-service data for IT

Zero data latency

By eliminating traditional data pipelines, teams can look at real-time data to enable faster, more accurate decision-making. This is particularly critical for CX decisions where data, such as customer sentiment, can influence sales trends or product decisions.

Governance at scale

Centralized governance means IT can give business teams access to insights without putting data at risk. By centralizing, integrating, and standardizing data, teams get the benefit of accessing information without the security risk.

Worry-free integrations

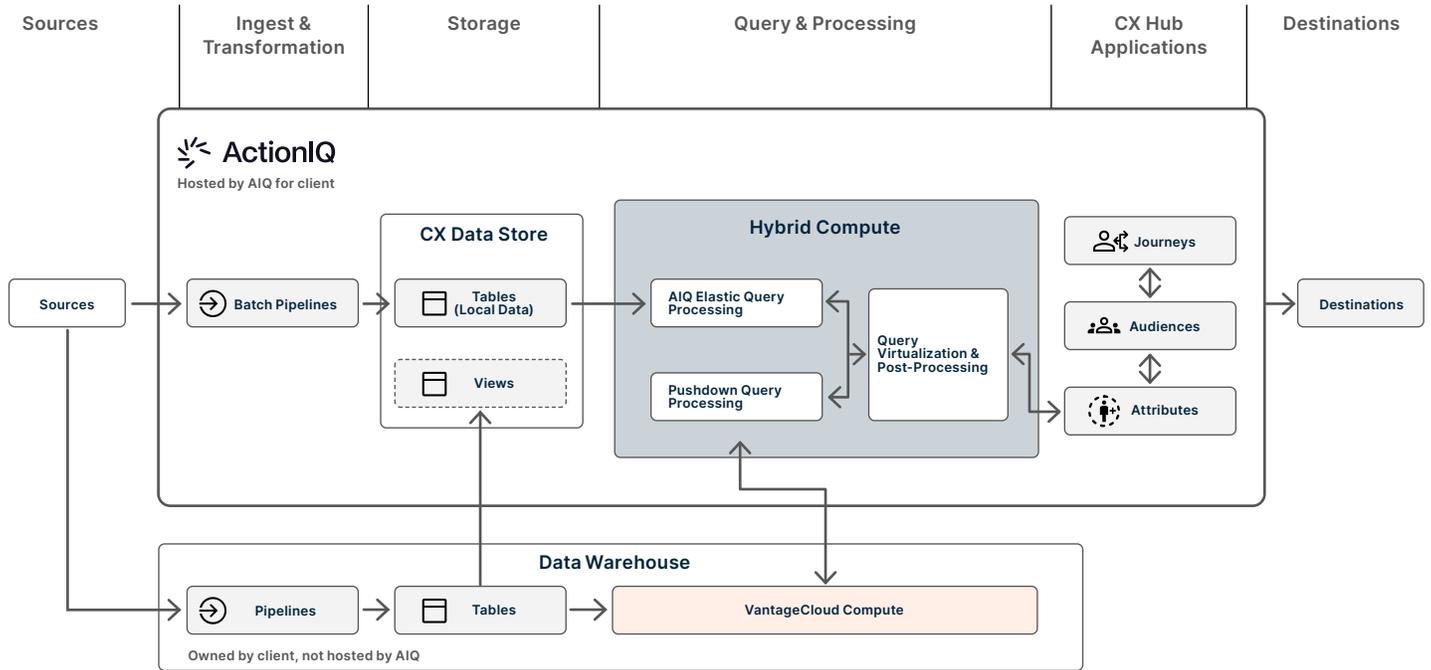
With easy and secure integrations, IT won't need to allot full-time resources to build and maintain evolving requirements. This means less time spent by IT teams managing the solution even as users engage with data through a variety of applications.

Composable architecture

Composable architecture increases the flexibility and scalability of the solution across the organization. Data can be immediately activated without duplication for better usability and functionality.



Composable Architecture



Deliver CX that drives real results

Enhancing the customer experience is your key to gaining a competitive edge with today’s consumers. With VantageCloud and ActionIQ, you can unlock the full potential of your customer data to create seamless, hyper-personalized experiences that keep customers coming back again and again.

By eliminating data silos and empowering your teams with self-service access, you’ll gain the agility to respond to emerging CX trends and innovate ahead of the curve. Discover how you can turn customer data into your greatest asset and transform your customer journeys for measurable gains in loyalty, lifetime value, and market leadership.

Learn more at: <https://www.teradata.com/solutions/customer-experience>