R-CUBED
DATA ENLIGHTENMENT

4 Reasons why your Business Needs Real-Time Customer Intelligence

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For decades the mantra of getting the right message, to the right person, at the right time has echoed down the halls of marketing agencies and clients alike.

Today, businesses have millions of customers all interacting on a myriad of digital channels with a variety of devices and a channels, both online and offline. For these businesses the 'right time' has become 'right now' and with it the data challenges have become exponential. The traditional approach for managing customer data, with its long lead-times, is no longer enough. You need three things -

- A customer view across all interaction channels
- Ability to leverage it as interactions take place
- Ability to combine insights and apply in real-time

You need a smarter, faster approach. **Welcome to real-time customer intelligence.**
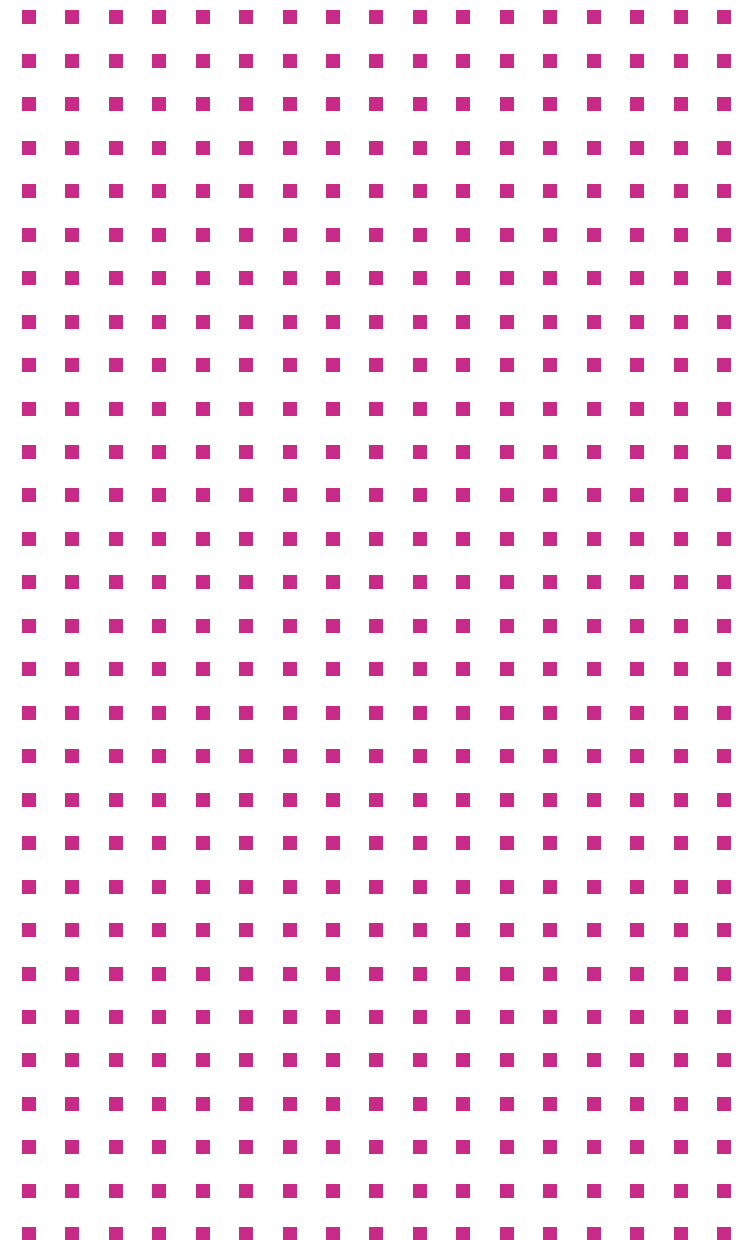
Do you know your current capabilities?

Do any of these sound familiar? If so, then you're not yet using your data in real time.

- Do you struggle to join up on and offline data?
- Are you left waiting to follow up on key online triggers?
- Do you know which customers are on your website right now?
- Can you tailor your website for each one of them?
- Do you have a complete picture of marketing investment on ALL channels?
- Do you know who has shared your content on Social Media?
- Can you measure and report on ALL your marketing investment?

Real time customer intelligence is today's smart approach for collecting, analysing and reacting to live customer interactions across digital channels in real-time. Rather than the traditional approach of waiting for data to be extracted from your website, email or social media platforms, a real-time customer intelligence service instead taps into data as interactions occur and 'fuses' with customer data.

But just what are the opportunities here and how well are businesses doing in getting the right message, to the right person, right now?

Below we take a look at the 4 key benefit areas of using real-time customer intelligence.

Email System

CRM

CMS

Real Time

Campaign Management

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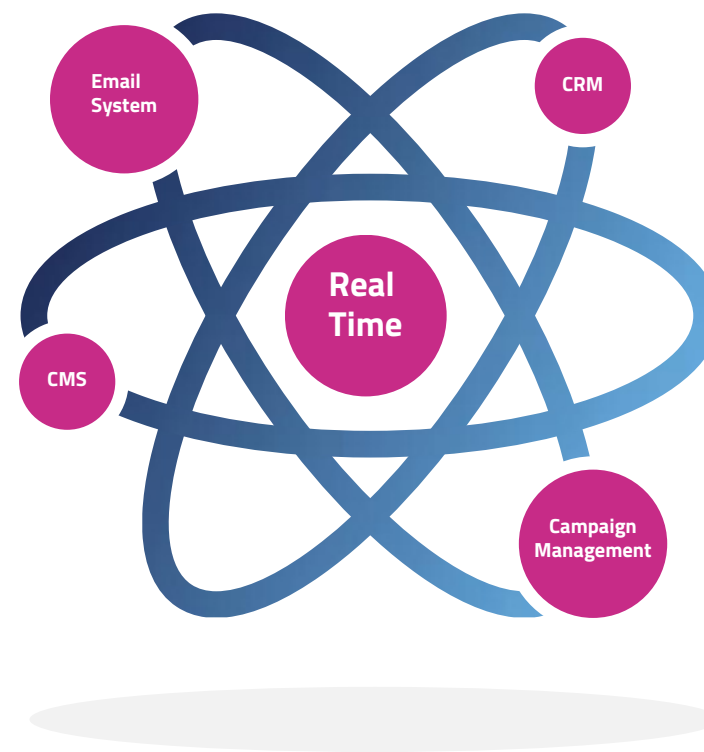
1. Recognising your customers

Today's connected consumers expect us to greet them in a consistent manner and acknowledge their interactions across different sessions, devices and channels. This means the ability to start, stop and continue your customer experience without interruption.

This is exemplified by the way we use services like Netflix, where you can stop a programme on one device and pick it up from the same spot on another. But the Netflix experience is still a rare one and the ability to recognise customers all across devices and channels is still the biggest challenge facing today's organisations. Only a minority of businesses have a single view of each customer across all touch points and products.

Real time customer intelligence provides a fresh approach for bridging the gap between what consumers want and what companies can deliver. The opportunities are massive, for instance simply spotting when a past customer is browsing your website is a powerful trigger in itself but with real-time customer intelligence you can do so much more. **You can personalise every interaction with them and remind them why they used to buy from you.**

Facebook   Phone   Twitter   Website
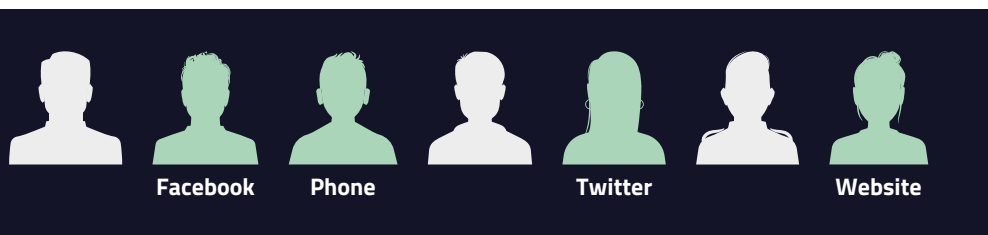
2. Personalising the Experience

Gone are the days of the 'one size fits all' website, as organisations choose to focus on tailoring content based on customer 'groups'. Despite this, few companies are using tailored content based on individual data and even fewer are doing it dynamically in real-time. Those that can are able to tailor messages using not just a customer's previous activity, but also the context of what they are looking at right now.

This means companies using real-time customer intelligence can inject content in to the website such as special offers for their top customers or product information based on location, weather or device.
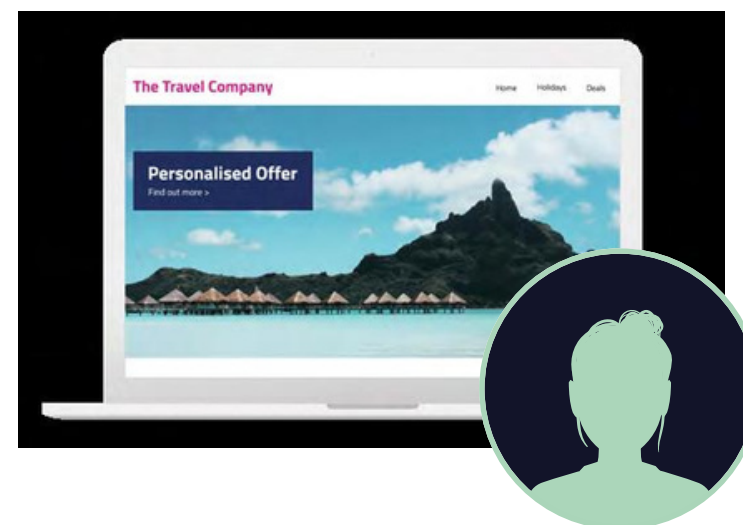
3. Triggering Relevant Messages

There are many buzzwords used to describe triggering, but each refer to the same concept of marketing when your customer is ready to buy rather than just when you're ready to sell. Your customers are telling you what they want and need with every mouse click, swipe, touch and browsing session. This information has the power not only to multiply conversion rates but also the power to delight customers with first class customer service.

An example of this could involve triggering an email or customer service call when a customer appears to be having trouble on your site. Yet for many companies, something as simple as an abandoned basket email can take days to reach the customer.

With real-time customer intelligence responding to abandoned basket intelligently is just the beginning. Further triggers include abandoned browsing, specific pages browsed, site search usage, social media interaction, non-completed sign-up page, loyalty thresholds as well as change of address and call centre interactions.

4. Optimising Activity

With different marketing activity taking place independently, the data an organisation needs is often left locked away in different silos. Consequently, marketing results will not take the holistic view it vitally needs and investment decisions can be affected. This view includes the incorporation of direct activity as all too often online affiliates claim 100% of the commission for an online sale, when other channels have also helped drive the result.

Real-time customer intelligence provides the ability to understand and measure the effect of all your marketing activities on each customer journey. This allows you to gain a combined view as well as understand the true impact different parts of the marketing budget are having on each other.

A smarter, faster approach

Multi-channel data moves through different areas of the business at different speeds, and the challenge is to tap into it and pool it into a structured data warehouse, so that you can both understand customers and drive scheduled communications.

Real time customer intelligence is underpinned by game changing technology that can collect the millions of seemingly anonymous digital interactions as they happen and 'stitch' this data up across sessions, devices and channels at an individual customer level.

Transforming all this data into action requires a deep understanding of customers, their interactions to spot 'out of pattern' behaviour and key opportunities to influence their journeys. By merging this data in real-time with key information from the customer database, email service and content management systems, a full 3D view of the customer is created, combining a customer's previous purchase history, their online interactions and the context of what they are doing in real-time. A real-time customer intelligence service can inject relevant content back into the customer experience. For instance, it can personalise web pages and trigger emails, either by integrating with existing tools or using its own.

Real-Time into Real Results

Real-time customer intelligence is not about adding another tool to your systems. It's about tapping into a service that combines the data, technology and know-how needed to create great customer experiences. Ultimately technology alone will not deliver success in real-time. It has to be combined with true csutoemr understanding.

At R-cubed we have developed our real-time customer intelligence service with over 20 years of customer analysis inside. Knowing 'what' to say to 'who' and 'when' in real-time requires expertise, a deep understanding of customers and intense focus on the activities that will not only engage customers but generate ongoing long term returns.

But our approach is the same as has been used by the original guru of real-time customer intelligence - the savvy shopkeeper. They knew their customers - who they were, what they bought, what they needed and what they didn't. For them, recognising valuable customers and anticipating their live needs is second nature. But today we need to do this with thousands of customers at once on different channels and different devices.

So if it's time for you to start talking to your customers in a relevant, personalised and highly profitable way, just **get in touch**.

It'd be great to get to know you.

Let's talk...

We know that when you contact an agency, you're worried that they'll never let you go. You're going to get flooded with sales calls and emails until you just want to scream.

We promise we're not like that. We believe we have great expertise and products that can help you really drive your business forward, but we know that business decisions start with good thorough research and analysis.

So we'd love to talk to you, but we'll never pressure you. After all, like we say around here – 'Right Message, Right Person, Right Time.'

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Free assessment

If you'd like a **free assessment of your own Data Capabilities** and find out how you compare to your peers, we'd love to hear from you.

It takes just 20 minutes, we won't ask you to send us any data and all your information is kept confidential. And we guarantee you'll find the results well worth the time.

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