Solution Brief

Reltio Connected Customer 360 for Retail

Hyper-Personalize engagement throughout your customer’s journey
Channel proliferation seen over the last few years has changed the way consumers interact with retailers and purchase goods or services. Web, social, and mobile provide unprecedented access to customers, creating new opportunities as well as more competition.

With the emergence of new channels of commerce new data challenges, and competition arise. Consumers demand choice and personalization. Retailers need better consumer insights to meet this expectation. IT continues to look for ways to improve efficiency, cut costs and be agile to respond to ever changing business needs.

CUSTOMER-CENTRIC COMPANIES RELY ON RELTIO

Reltio Connected Customer 360 helps companies to drive hyper-personalize engagement, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. Reltio connected customer profiles helps boost brand loyalty, lower customer acquisition and retention cost, driving profit and competitive advantage with cohesive experience across every consumer touch-points.

In this era of experience economy, consumer expectations are high and customer experience is the big differentiator.
UNDERSTAND CONSUMER’S NEEDS THROUGHOUT THE JOURNEY – PRE, DURING, & POST PURCHASE

Reltio Connected Customer 360 helps understand consumer needs as they evaluate, compare, or buy products in today’s multichannel engagement model. Omnichannel support for marketing, sales and service activities require uniform and complete customer understanding. Delivering consistent and connected personalization across departments, across channels, and throughout the consumer's journey is essential for good customer experience. This is possible only when there is a single source of truth for reliable customer data.

Reltio provides a perfect platform to connected consumer information across multiple lines of business, channels, and departments.

RELTIO CONNECTED CUSTOMER 360 PROVIDES:

- Comprehensive view of customer with complete profile, interaction, and transactional data converged from multiple internal and external sources
- Accurate consumer segmentation based on granular attributes
- Consistent omnichannel customer experience
- Key influencer identification based on market segment or geography
- Householding various individuals by uncovering relationships
- Linking of anonymous interactions with identified consumer profiles

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BRING OMNICHANNEL DATA TOGETHER, RELIABLY

Reltio Connected Customer 360 brings together data from multiple internal sources, third party subscriptions, public and social sources to uncover relationships, not just between consumers and products, but locations, family members, channels, and transactions. Model many-to-many relationships between all data entities for better customer understanding and accurate segmentation. Information is continuously cleansed, correlated to form a reliable data foundation for insight and action.

GET RELEVANT CONSUMER INSIGHTS

With data blended into one place, marketing, e-commerce, and support teams can get visibility into customer preferences, behaviors, product interests, and channel choice. They can understand customers’ needs and can provide personalized experience based on the complete information. Insights like churn propensity, lifetime-value, and abandonment rates can be delivered to relevant teams in the context of their job and objectives.

Machine learning and predictive analytics can suggest next-best-actions to send relevant and consistent information to the customers and find opportunities for up-sell and cross-sell.

UNCOVER RELATIONSHIPS, IDENTIFY INFLUENCERS

Uncover relationships using graph technology to help you solve your householding challenges. The graph helps you group individuals into households based on their relationships and profile attributes. Graph technology combined with powerful Spark analytics help you identify influencers in your target segment and their reach. This information is crucial for successful product launches.

You can also create complete product profiles to understand the global business value and social sentiments. Worldwide real-time view of any product during a launch provides critical insights to manage the promotions and social media strategy.
BALANCE ENGAGEMENT AND CONSENT
Your team can personalize the customer engagement while respecting their privacy preferences. By centralizing customer data and offering intelligent controls, Reltio enables comprehensive consent management and tracking of data access helping you meet the regulatory requirements such as GDPR and CCPA.

START FAST, MOVE FASTER
You can rapidly deploy a Reltio Connected Customer 360 specific to your company’s challenges and domain focus in weeks. Reltio’s partnerships with third-party providers such as LexisNexis, Dun and Bradstreet, and others, offer you the choice of the best data in the industry.

BE COMPLIANT AUTOMATICALLY
With so many fingers in the data pie, you need comprehensive auditing and tracking features to guarantee compliance. Reltio provides a historical trail for any data merged or updated. Reltio’s fine-grained clickstream analysis can even be used to alert you to abnormal data viewing patterns by application users for possible information breach or theft, or used for compliance and efficiency training of how to best use the application and the data.

COLLABORATE ACROSS TEAMS, IN REAL-TIME
With a multi-team, multi-customer focus, it’s critical to allow as well as secure access to a convergence of information, with the proper level of role-based access and visibility. Reltio provides built-in annotating, tagging, and voting on data, so every member can contribute, and continuously improve enterprise knowledge.

ABOUT RELTIO
Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It’s an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas.

Let's Talk
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Schedule a Demo
reltio.com/demo

Business Agility • Enterprise Scale • Big Ideas