

RELTIO

SOLUTION BRIEF

Reltio Connected Data Platform for Retail

All Your Customer Data.
All Together.



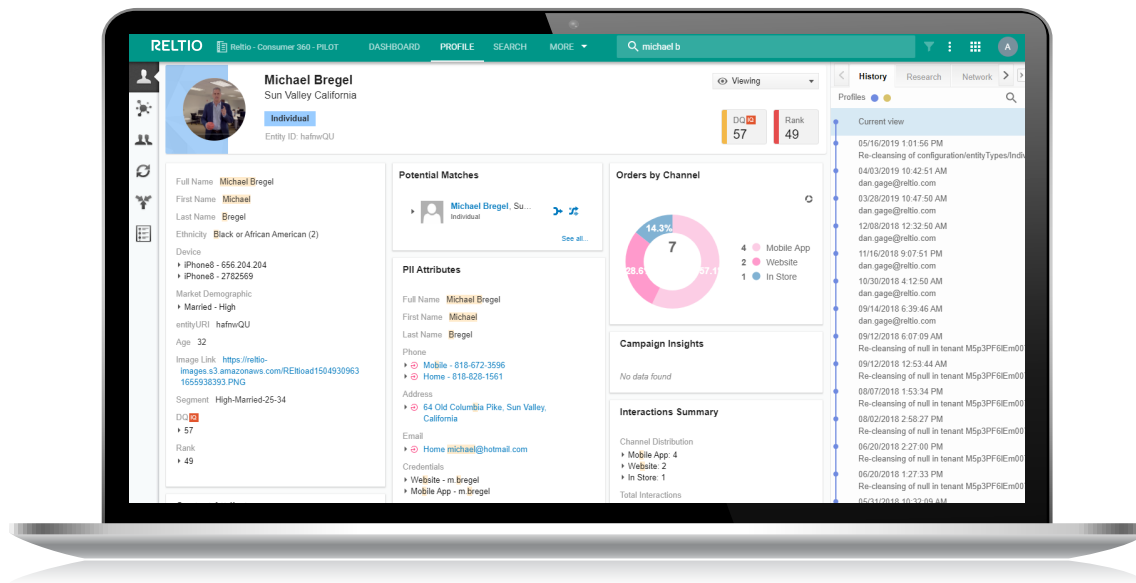
In this era of the experience economy, consumer expectations are high, and customer experience is the big differentiator.

In retail, connection is everything. And supplying a seamless retail experience—from first approach to final sale—is the key to success. The proliferation of customer buying channels has changed the way consumers interact with retailers to purchase goods and services. Web, social, and mobile platforms provide unprecedented access to customers, creating new opportunities as well as more competition. However, often customer data is locked in siloed teams with disconnected technologies that make it difficult—if not impossible—to view the customer across channels and touchpoints. Without that critical customer 360 view, organizations cannot readily sell the right product to the right customer at the right time.

With the emergence of new channels of commerce, new data challenges, and increased competition for customer mindshare, consumers demand excellent customer experiences and robust personalization. Retailers need comprehensive, real-time consumer insights to meet or exceed customer expectations. At the same time, IT strives to improve efficiency and cut costs, while responding with agility to ever-changing business and regulatory needs.

Customer-centric Companies Rely on Reltio

Reltio Connected Data Platform helps companies like yours drive hyper-personalized customer interactions, accelerate real-time operations, and simplify compliance with data privacy laws and customer consent preferences. Now, all your data sources, across all your customers and all your locations, can be connected, giving you a full 360-degree view of your customer engagements—and real clarity on how to make them better. Reltio connected customer profiles help your organization boost brand loyalty and lower customer acquisition and retention costs, driving increased profit and competitive advantage with improved consumer engagement across every touchpoint. We help you maximize the value of your data every day.



Understand Consumer Needs Throughout the Journey

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

RELTIO CONNECTED DATA PLATFORM PROVIDES:

- Comprehensive view of customer with complete profile, interaction, and transactional data brought together from multiple internal and external sources
- Accurate and insightful consumer segmentation based on granular attributes
- Consistent and hyper-personalized omnichannel customer experiences
- Key influencer identification based on market segment or geography
- Uncovering of household relationships among individuals to enhance sales opportunities
- Linking of anonymous interactions with identified consumer profiles

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

1 Connect Customer, Product, and Location Data

2 Onboard All Data Including Transactions

3 Unlock the Value of Relationships

4 Deliver Actionable Customer Insights

5 Simplify Compliance

6 View Contextual Customer Product 360 Profiles

Bring Omnichannel Data Together

Reltio Connected Data Platform brings together data from multiple internal sources and third-party subscriptions, as well as public and social sources. Uncover relationships—not just between consumers and products, but also between locations, family members, channels, and transactions. Model many-to-many relationships between data entities for better customer understanding and accurate, insightful segmentation. Continuously cleanse, deduplicate, correlate, and enrich your data to form a trusted data foundation for insight and action.

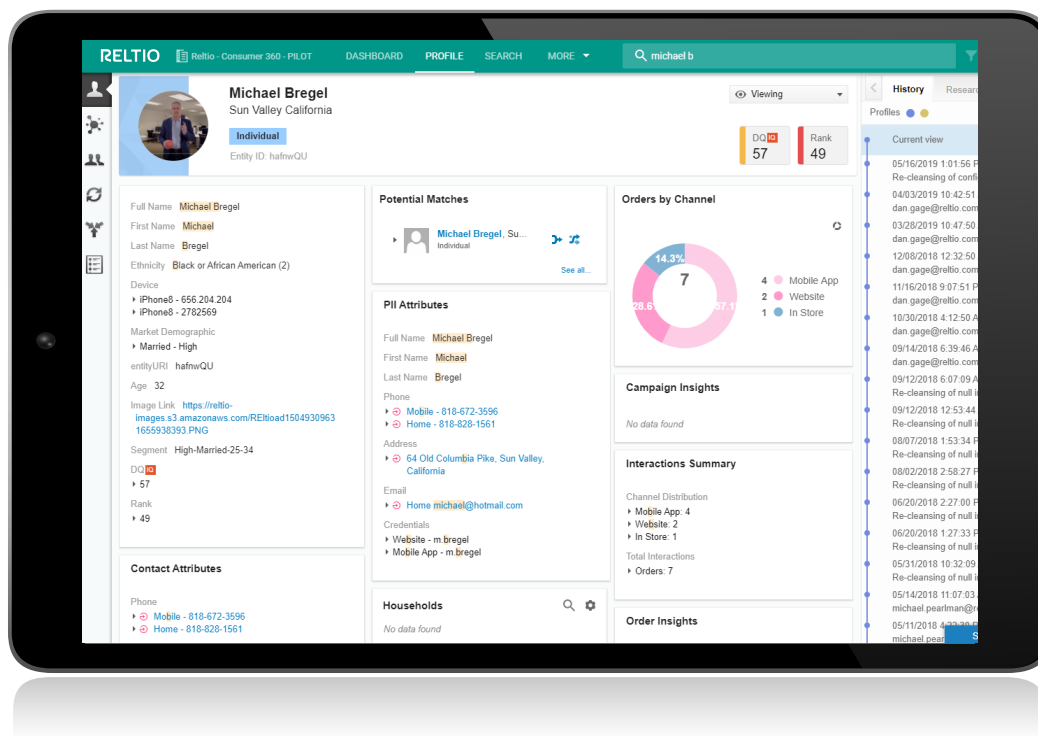
Get Relevant Customer Insights

With connected, real-time customer data available to all your customer-facing teams, they can get visibility into customer preferences, behaviors, product interests, and channel choices. They better understand the customer's needs to provide personalized experiences based on a comprehensive view of the customer's journey. 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 your customers and discover opportunities to upsell and cross-sell.

Uncover the Value of Relationships

Unlock the value of relationships among people, products, and organizations with connected graph technology. Grouping individuals into households based on their relationships and profile attributes, for example, can help you find new sales opportunities and increase customer loyalty. In addition, graph technology, combined with powerful, actionable analytics, can identify influencers and their reach in your target segments to help ensure successful product launches.

You can also create comprehensive product profiles to understand each product's global business value and social sentiments. A world-wide, real-time view of a product during a launch provides critical insights to manage promotions and social media strategies.



Balance Engagement and Consent

Your team can personalize customer interactions 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 for data privacy regulations such as GDPR and CCPA.

Start Fast, Move Faster

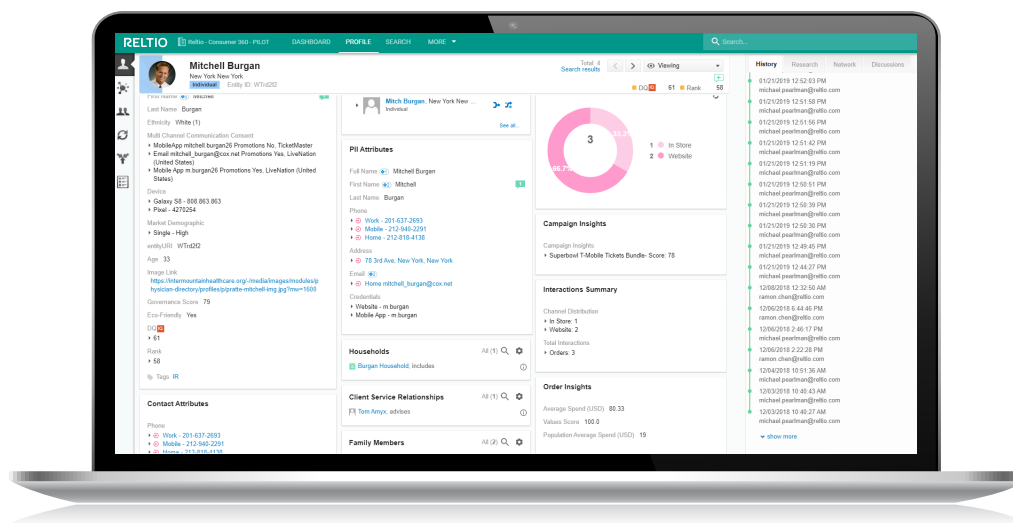
You can rapidly deploy Reltio Connected Data Platform to meet your company's challenges and serve your domain focus in just weeks. Reltio's partnerships with third-party providers such as LexisNexis, Dun & Bradstreet, BvD and others, offer you ways to enrich your customer profiles with the best data in the industry.

Simplify Compliance

With so many fingers in the data pie, you need comprehensive auditing and tracking features to support compliance needs. 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, a possible indicator of a potential data breach or theft. In addition, it can be used for compliance and efficiency training of how to best use the application and the data.

Collaborate Across Teams in Real Time

Reltio provides your customer-facing teams with unified, reliable data available in real time. To serve a multi-team, multi-customer focus, Reltio provides secure access to connected information protected by the proper level of role-based access and visibility. Reltio provides built-in annotating, tagging, and voting on data, so every team member can contribute and continuously improve enterprise knowledge.



WHY RELTIO

We believe data should fuel your success, not hold you back. Our first-of-its-kind, master data management SaaS offering unifies and cleanses multi-source, complex core data into a single source of trusted information– in real time. Agile to fit any company's needs and flexes at will. Reltio Connected Data Platform helps you act on your data with confidence. And maximize your impact every day.

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