

Rethinking customer engagement in the digital era

Business teams know that engaging with customers at key moments along the customer journey can have huge payoffs. But creating truly meaningful interactions—the kind that boost customer loyalty and wallet share—is a whole other matter.

Today's customer journey is complex and unique for every person. People wander through a multitude of channels every day—from apps and in-store tablets to third-party websites and shopping malls—as they go from brand awareness to purchase. And enterprises across every industry are struggling to create a seamless, omnichannel experience in this new reality.

Today's customer mindsets

- 73% expect companies to understand their needs and preferences
- 3.5X more likely to purchase more after a positive customer experience
- 32% will walk away from a brand they love after one poor experience

Mapping the customer journey

The good news is that the fast-growing number of customer channels and touchpoints offers companies limitless new opportunities to understand and engage with customers. The challenge? Figuring out how to capture the data from all those interactions—often in real time—and turn it into actionable insights.

To create optimal CX, companies need to start by mapping key milestones along the customer journey to get a clear picture of how each step is connected. The mapping process also helps enterprises understand how customers behave at each touchpoint. From there, companies need to respond and react in real-time with relevant, personalized actions for every customer.

How Teradata delivers more relevant, authentic CX

- Full integration with the MarTech stack to enable high query and user concurrency to facilitate multiple parallel workloads as complexity of data stack increases
- A flexible, connected data ecosystem with multiple deployment options, including public cloud, multi-cloud, hybrid cloud, and on-premises, and across local data, object stores, or virtualized data
- Delivery of the right message to the right customer at the right time through a sophisticated optimizer that determines the best execution plan to allocate compute resources across a wide range of query patterns
- Enhanced hyper-personalization capabilities through real-time streaming of data, resulting in real-time scoring of models and superior customer insights
- Advanced journey analytics libraries with in-database functions (sessionize and nPath) to enable out-of-the box, rapid journey analytics
- Highest level of privacy and security with a single tenant system
- First-party solution for digital identity management, including real-time connectors and pre-built Customer Service Data Model

Obstacles and solutions to delivering great CX

Challenge	Solution
Increasing number of data silos and strained technical talent; use of off-the-shelf customer data platforms (CDPs) that offer limited data access and functionality	Connect all data across the entire ecosystem to create a holistic view of customer relationships and interactions
Limited, inefficient analytics capabilities that prevent timely, actionable customer insights	Perform powerful in-database analytics to uncover deep insights and create hyper-personalized experiences in near real-time
Limited integration of data analytics with the marketing ecosystem, resulting in unfocused marketing strategies	Improve CX and marketing impact through mROI-driven insights that inform marketing activities
Lack of tools, resources, and insights required to manage seamless CX as customer journeys become more complex	Implement capability to identify and track individual customers across all their interactions over time to understand and optimize the end-to-end journey
Increasing pressure to maintain compliance and replace third-party solutions for identifying and tracking customers	“Know your data” with data lineage capabilities, secure your PII data with encryption, and solve the identity challenge with a first-party digital identity management (DIM) approach

Achieving customer 360

Creating hyper-personalized CX is dependent on a comprehensive view of customers—one that connects interactions to business outcomes and processes. This requires unifying customer data from all sources and touchpoints in a single, integrated ecosystem, so data isn't siloed in any one system or department. Then users across the entire enterprise need access to that data.

Visibility into end-to-end customer journeys across various touchpoints, interactions, and departments empowers companies and their marketing teams to gain a holistic understanding of customer behavior and measure the impact of marketing and CX investments on an individual level.

Find out how to activate CX innovation in your enterprise today. To connect with one of our CX experts or get a demo, [visit our website](#).

Transform your CX with Teradata VantageCloud

Enterprises and marketing teams today face major challenges to deliver more relevant, timely customer experiences across every touchpoint of the customer journey. With Teradata VantageCloud and ClearScape Analytics™, VantageCloud's powerful engine for enabling at-scale processing of all customer data and deploying end-to-end AI/ML pipelines, organizations can harness the full potential of relevant, impactful customer experiences by delivering harmonized customer data and powerful analytics and AI/ML tools across every part of the business.

About Teradata

Teradata is the connected multi-cloud data platform for enterprise analytics company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. Learn more at [Teradata.com](#).

17095 Via Del Campo, San Diego, CA 92127 [Teradata.com](#)

The Teradata logo is a trademark, and Teradata is a registered trademark of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or [Teradata.com](#) for more information.

© 2023 Teradata Corporation All Rights Reserved. Produced in U.S.A. 07.23

