

# Enhancing the Customer Experience (CX) Through the Power of Data

How enterprises are overcoming CX limitations with a digital identity management solution from Teradata and Celebrus



## A Top-5 Global Retail Bank

The bank was having trouble enabling an excellent customer journey

### Context

- Bank could not personalize CX
- Bank needed more granular detail in their data and analytics
- CX couldn't be managed across all their digital channels, and they were losing customers

### Solution

Used Teradata Vantage™ with Celebrus technology to improve their digital identity management and enhance overall CX

- Celebrus listens to and identifies customers, then packages this into a dataset that's then put into a pre-built Customer Service Data Model within Vantage
- Teradata applies AI and machine learning to figure out customer needs
- Teradata makes recommendations in real time

### Impact



50% increase in click-through rates



\$50 million revenue increase attributed to personalized CX



5X increase in application completion



## UK Retailer

They realized they were unable to maximize customer relationships due to lack of insight into what their customers were doing in online channels

### Context

- Their aggregated data was always 24 hours out of date
- They were using web analytics software
- A lack of granular digital data that only allowed them to infer what customers wanted based on past behavior

### Solution

- Real-time Celebrus collection of customer data that's streamed into Vantage
- Behavior gets measured directly in real time
- The retailer knows what customers are searching or browsing for right now via web, mobile, email, or SMS

### Impact



Highly relevant and personalized content is delivered to each customer



They found that personalization of the home page significantly improved conversion. Now 90% of homepage content is personalized in real time with millions of different versions for every individual



Cost to serve significantly reduced by identifying and preventing fraud, reducing paper communications, and introducing a message transfer agent (MTA) to optimize market spend



## European Multiline Insurer

They needed a way to capture insights from online customers to deliver hyper-personalized experiences

### Context

- Previously using data and analytics to deliver personalized inbound and outbound marketing
- They found it difficult to capture insights from customers self-serving online
- The limited data they did have was typically 48 hours old, so reacting to customer in the moment was impossible

### Solution

- Celebrus deployed to identify digital visitors and capture insights in real time
- Teradata Vantage deployed to support real-time decisioning and messaging
- Solution deployed in the cloud to enable rapid delivery of capability

### Impact



Working prototype stood up in 6 weeks, supporting multiple personalization use cases



Push to production delivered in 8 weeks, delivering real-time messaging for all inbound visitors



Multichannel capability delivered across web, mobile, email, and call center

## Get the power, scalability, and enterprise analytics needed to solve CX challenges from start to scale.

Teradata Vantage is the connected multi-cloud data platform for enterprise analytics. Vantage supports enterprise data and analytics use cases at scale to enable a holistic, 360° customer view and sophisticated insights that can be driven into real-time contextual action to grow your business. Learn more at [Teradata.com](https://www.teradata.com)

Celebrus is the world's only first-party, real-time, enterprise-class data capture and contextualization solution that unlocks huge savings and incremental online revenues through the creation of world-class digital experiences for each online customer. Learn more at [Celebrus.com](https://www.celebrus.com)