alterian
REAL-TIME CX

Full Journey Visibility –
The Key to Success

How Alterian's Real-Time CX Platform gave this member-owned retailer
the journey data they needed to reduce costs and optimize customer success.

A leading member-owned retailer had no visibility of their members interactions or the journeys they took across digital channels. As a result, significant customer engagement and decisions were being made based on assumption rather than fact – and this was proving costly.

Challenge

The retailer was in the dark about how members were engaging with their brand, both online and offline. This meant they had limited understanding of what members wanted or what channels were most effective when communicating with them. While expensive direct mailings had delivered strong results in the past with high-value members, the retailer had no reliable up-to-date data to demonstrate that this would still be the preference (or the most effective) for this member segment. Other touchpoints existed but there was simply no way to see the journey behavior happening across digital channels.

Key challenges:

- High costs due to print direct mail activity

- No visibility of high-value member journey behavior

- No visibility of members' digital engagement

- No up-to-date insights to inform strategic decisions

Having full visibility of customer behavior and journeys across all channels would ensure the retailer had the information they needed to reduce costs and boost customer engagement.

The solution

Alterian's Real-Time CX Platform provided the retailer the visibility they needed across its touchpoints to better understand its members and meet their real-time needs.

Customer Journey Analytics visualized valuable journey behavior and provided the team important member insights that helped them to understand how its members were actually interacting with the brand across every touchpoint. Having a holistic overview end-to-end allowed the team to better identify friction points and opportunities and correct the misconceptions that existed around the value of traditional direct mail.

With Real-Time Journey Orchestration in place, the retailer was able to address issues and deliver individualized digital experiences in real-time to members. This meant an increase in digital engagement and ensured individuals received the right information at the right time throughout their journey. Furthermore, the retailer was able to identify digital engagement drop-offs and orchestrate the activation of direct mailing to maintain traditional engagement.

Tech	Team	Channels	Timescale
• Customer Journey Analytics	• Customer Experience	• Direct mail	• Initial 12-week implementation
• Real-time Journey Orchestration	• Marketing	• Website	
	• Operations	• Mobile	
	• IT	• Email	

Results

Armed with Alterian's Real-Time CX Platform, the business achieved impressive results at both a financial and member level. Not only were they able to reduce print costs by an incredible 50%, but digital engagement also increased by 20% and customer satisfaction rose by 10% as a result of orchestrating individualized digital experiences.

50%
reduction in direct mail print costs

20%
uplift in digital engagement

10%
increase in CSAT

Start your journey, your way today.
Get in touch to learn how Real-Time CX can help your business.

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