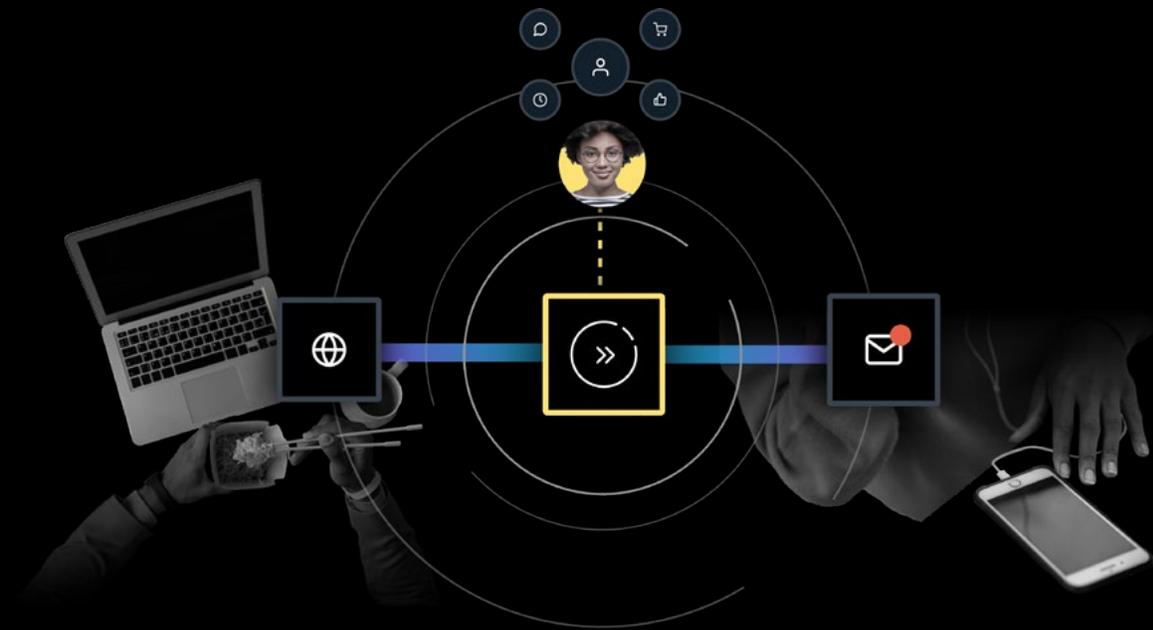




ActionIQ Real-Time Customer Experiences (RTCX)



Powering Over 3 Trillion Personalized Customer Experiences Every Year



The Real-Time Customer Experience Gap

Today's businesses compete in an experience economy where delivering timely, relevant and authentic customer experiences is what separates the leaders from the laggards. But enterprise organizations face significant challenges when it comes to navigating the data processing, data quality and data integration required to meet consumer demands. Adding a real-time layer to your CX strategy only makes the process more difficult. This is because:

- Conventional real-time solutions are siloed by channel and limited to in-the-moment customer signals, not a full historical view.
 - Traditional analytics and business intelligence solutions provide customer insights but not the ability to take action on them by activating experiences where customers are.
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The RTCX Solution

ActionIQ overcomes these obstacles with our RTCX solution, which combines real-time data infrastructure with an analytics engine designed to rapidly interpret and activate data based on the full customer view. And because our RTCX solution is built on our proprietary InfiniteCompute technology – making ActionIQ the only dynamically scalable CDP that provides unlimited computation power – you can be confident we'll meet the needs of your business today and into the future. Our RTCX solution enables you to:

- **Enhance and expand revenue streams:** Drive sales and inspire long-term loyalty by delivering personalized customer experiences in the right place at the right time. Make sure you never miss out on opportunities due to lack of timeliness or irrelevant messaging.
- **Increase operational efficiency:** Unburden your marketing and IT departments by eliminating complicated, time-consuming and labor-intensive processes. Put an end to ad hoc requests, siloed channel solutions and constant integration maintenance.
- **Improve customer experiences:** Exceed customer expectations by serving up real-time experiences no matter where or when customers engage with your brand. Avoid sharing irrelevant content, engaging customers at the wrong time or missing out on opportunities to help customers in need.

In This RTCX Solution Brief, You'll Learn:

- How ActionIQ provides the core requirements for superior real-time customer experiences
- How ActionIQ empowers you to deliver real-time customer experiences across different use cases
- What sets ActionIQ apart from other real-time solutions on the market today

The Building Blocks of Real-Time Customer Experiences

Real-time customer experiences require integrated technologies that support three key elements:

1. **Detection:** Identifying events that may require your organization to take an action
2. **Decision:** Determining which action to take based on the event that was detected
3. **Action:** Completing the action based on the decision



While organizations are often focused on the “real-time” aspect of RTCX, it’s important not to lose sight of the “experience” part of this equation. Exceptional experiences require you to engage customers at the moment they interact with your business, but a complete real-time customer experience is dependent on the specific action your business takes and how tailored it is to the customer.

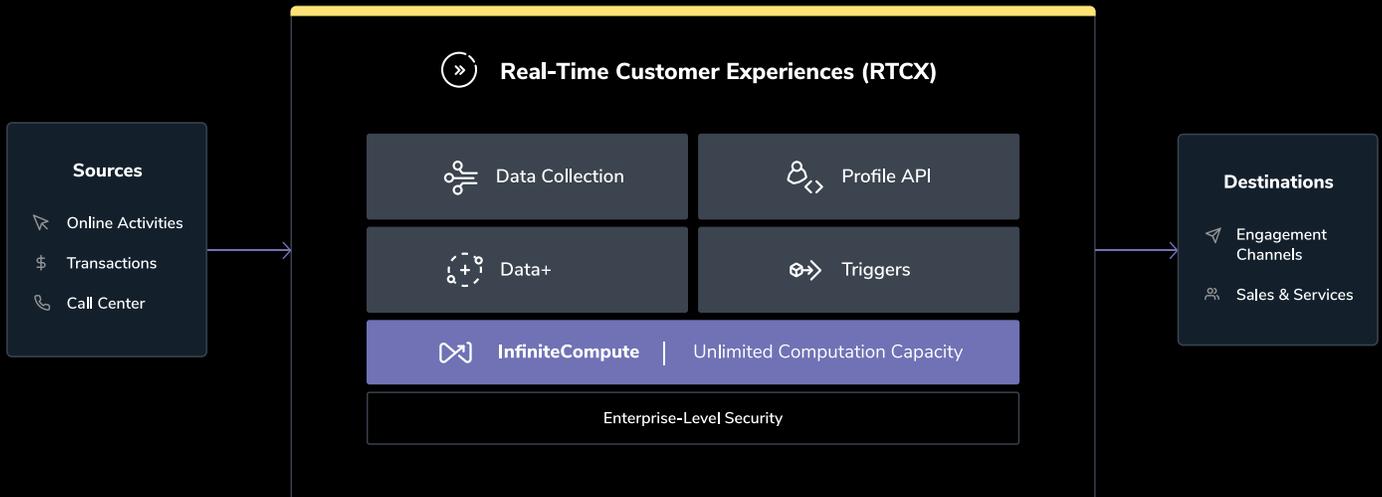
ActionIQ provides the core requirements for superior real-time customer experiences by equipping enterprises with the necessary:

- **Speed:** Take action on detected events immediately using contextual and historical information.
- **Intelligence:** Define decision-making rules for specific actions based on a comprehensive view of your customer.
- **Functionality:** Orchestrate activation decisions across all channels for different marketing, sales and service use cases.



ActionIQ RTCX

The First Comprehensive Real-Time Customer Experience Solution



Data Collection

Collect data in real time from any location and in any format online or offline to inform event detection. Push data from any system to ActionIQ's streaming API or collect data using an ActionIQ tag.



Data+

Ensure the information that powers your business is always valid and ready to be used by downstream systems. Enrich contextual data with historical information from ActionIQ's Persistent Data Layer.



Profile API

Avoid missed market opportunities by powering intelligent decisioning based on all your customer information instead of using fragmented data and siloed systems. Gain real-time access to complete customer views in ActionIQ to make sure customer experiences are as personalized and engaging as possible.



Triggers

Eliminate the need for costly channel-specific tools and deliver personalized customer experiences across all touchpoints from a single platform. Empower business users with easy-to-use self-service access within ActionIQ so they can decide which actions to activate based on previously defined audiences or custom-built frameworks for marketing, sales or service purposes.

RTCX Use Cases

Use ActionIQ to power intelligent decisions across all your real-time marketing use cases, regardless of where information is collected or where experiences need to be activated. Build brand loyalty, increase revenue generation and uncover new opportunities to optimize customer interactions both online and offline.

User Event Triggered Experience

CHALLENGE

User event triggered experiences are pushed to customers using only contextual information, limiting their precision and impact.

SOLUTION

RTCX leverages a 360-degree historical profile of customers in addition to contextual data to deliver more personalized customer experiences that drive revenue.

EXAMPLES

Abandoned Events

Convert high-intent customers who started but abandoned an action by leaving your website before completion.

Account Updates

Keep brand representatives updated and personalize outreach based on changes to customer account and profile data.

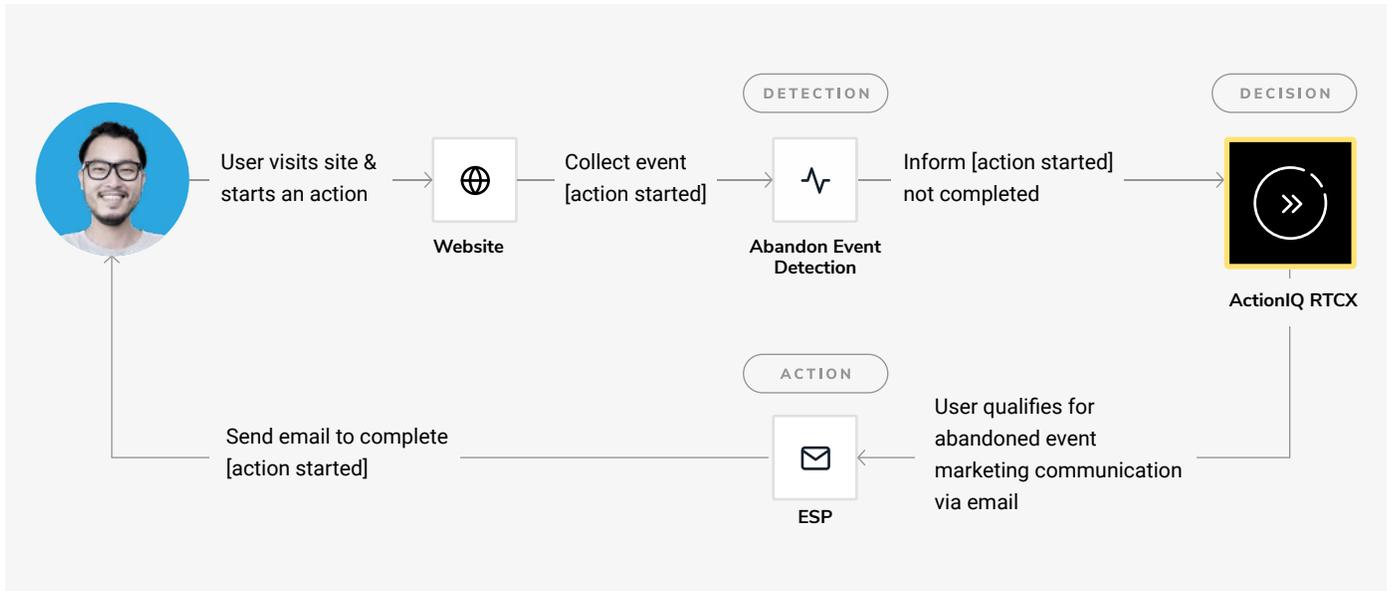
New Registrations

Target newly registered customers for onboarding experiences.

Call Deflection

Engage customers who showed interest in contacting your business – such as by visiting the “Contact Us” section of your website – but did not reach out.

HOW IT WORKS



Data Collection

Customer event data is streamed in real time into ActionIQ from all online and offline channels or collected via an ActionIQ tag.



Data+ (Optional)

Ingested data is automatically validated, cleaned and appended to ensure it's accurate and actionable. This data is then enriched in real time with historical customer information to provide more insight and power decisioning.



Triggers

Predefined decision rules – which can be built in ActionIQ by business teams without assistance from data analysts or IT professionals – activate the optimized action on the appropriate channels, such as email or SMS.

Web Personalization

CHALLENGE

Web personalization engines drive decisions using fragmented customer information, undermining marketing performance and putting customer satisfaction at risk.

SOLUTION

RTCX provides access to 360-degree customer profiles in real time, enabling web personalization engines to generate better decisions.

EXAMPLES

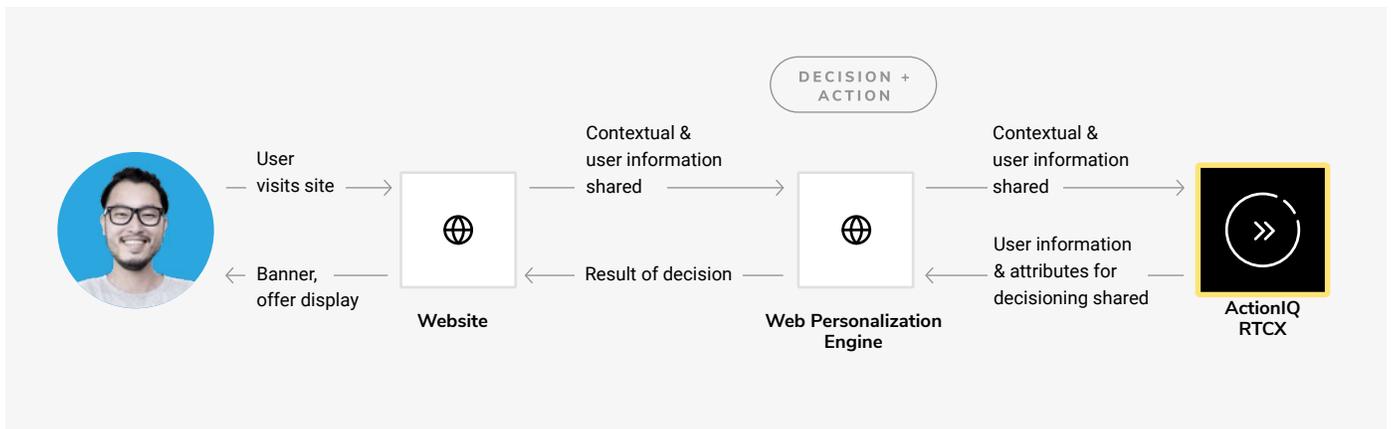
Web Banners

Display digital advertisements using both contextual and historical customer information.

Offers

Promote relevant offers to website visitors that are tailored to their interests, wants and needs.

HOW IT WORKS



Data Collection (Optional)

Web personalization engines receive requests for content and push contextual information to ActionIQ.



Profile API

User profile and audience membership data is retrieved from ActionIQ's Customer 360 profile API and shared with web personalization engines in milliseconds to inform decisioning and push content to the site.

Call Center Support

CHALLENGE

Next-best-action engines and call center systems lack access to full customer views, resulting in inefficient customer service that increases expensive call center support costs and diminishes customer satisfaction.

SOLUTION

RTCX grants real-time access to 360-degree customer profiles so brand representatives can gain insight into and resolve customer inquiries much faster, reducing costs and improving customer experiences at the same time.

EXAMPLES

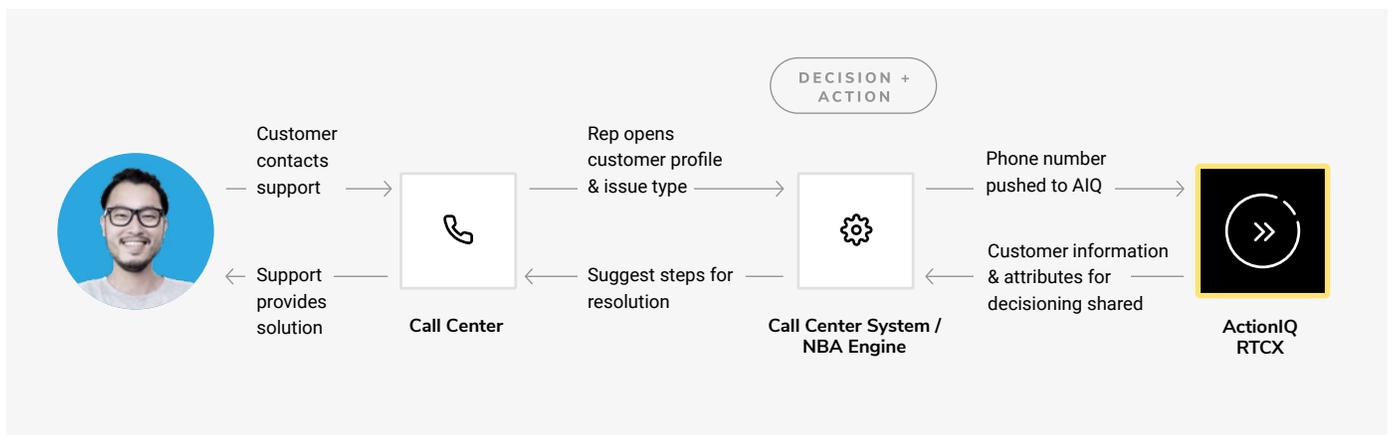
User Identification

Identify customers and access their most up-to-date information as soon as a call is received.

Next Best Action

Access complete customer profiles in real time to determine next best actions and resolve issues quickly.

HOW IT WORKS



Data Collection (Optional)

Next-best-action engines and call center systems receive requests and push contextual information to ActionIQ.



Profile API

User profile and audience membership data is retrieved from ActionIQ's Customer 360 profile API and shared with next-best-action engines and call center systems in milliseconds to inform decisioning and push it to brand representatives.



About ActionIQ

ActionIQ is at the center of a data-driven revolution that is changing the way brands think about customer experience, digital transformation and the value of customer data as a core corporate asset. We concentrate on solving enterprise data challenges so that teams are empowered to create authentic customer experiences across all brand touchpoints. ActionIQ helps enterprise companies by connecting their first-party customer data, providing an easy-to-use interface for business users to access customer insights and enabling customer experience orchestration across channels. We are helping brands like The New York Times, Pandora Media, The Hartford, Shopify, American Eagle Outfitters and others grow customer satisfaction and revenue.