

Interaction Studio

Use Cases - Examples - Vignettes



Table of Contents



Generic (customizable by vertical)

Financial Services

Retail & Consumer Goods

Travel & Hospitality

Healthcare & Life Sciences

Manufacturing (Auto)

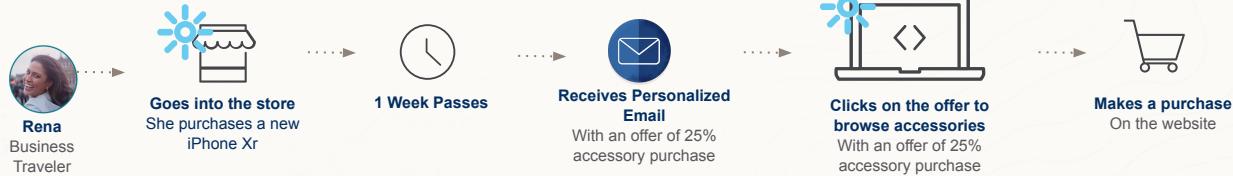
Telecommunications



Consistent Messaging

Deliver relevant, timely communications at every touchpoint

COMPLEXITY



PROBLEM

A CUSTOMER BUYS A NEW PRODUCT FROM A STORE, BUT THE BRAND IS PROMOTING AN OFFER FOR THAT SAME PRODUCT IN A WEEKLY EMAIL

SOLUTION

KNOW INTENT, NEED & PREFERENCE IN REAL-TIME, ENSURING RELEVANT & TIMELY COMMUNICATIONS

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL
WEBSITE

VALUE

- ▲ EMAIL CONVERSION
- ▼ NUMBER OF EMAIL SENDS
- ▲ CROSS-SELL/UPSELL

* Represents the moment that an interaction is fired within Interaction Studio

Real-time Messaging

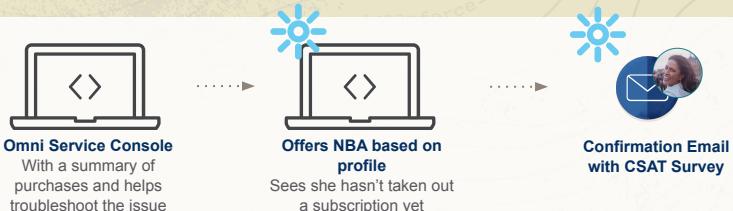
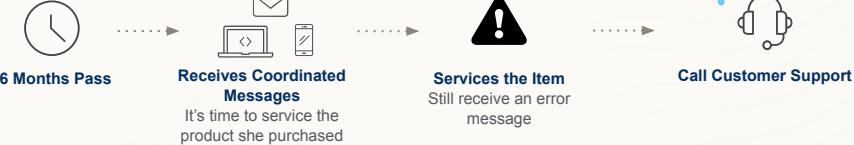
Deliver in the moment messages across any channel

COMPLEXITY



PROBLEM

INCONSISTENT MESSAGES AND
DISCONNECTED INTERNAL
DEPARTMENTS CREATES CUSTOMER
DISTRUST



* Represents the moment that an interaction is fired within Interaction Studio

SOLUTION

EQUIP ASSISTED CHANNELS WITH A
CUSTOMER'S PURCHASE HISTORY
AND NEXT BEST ACTION
PROVIDE AGENTS AN UPSELL

CHANNELS

MARKETING CLOUD
EMAIL
MOBILE APP
SERVICE CLOUD

VALUE

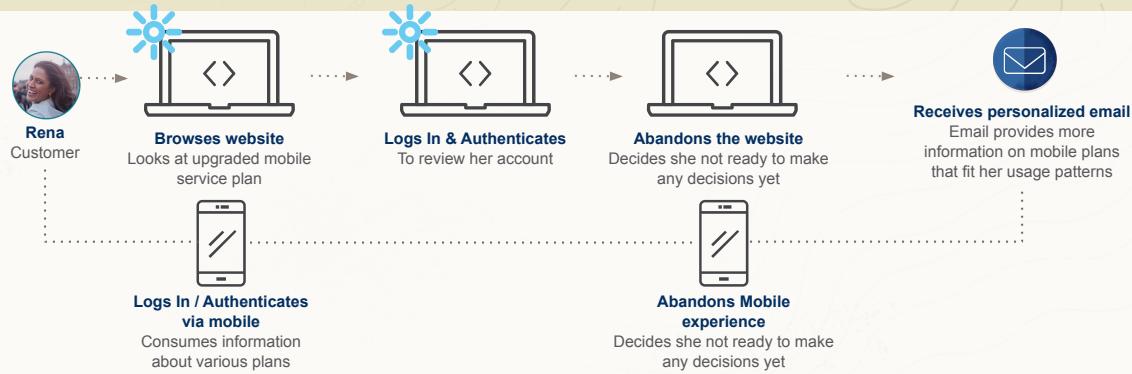
- ▲ CUSTOMER SATISFACTION
- ▼ COST TO SERVE
- ▲ RETENTION
- ▼ SLA



Connect Email + Website

Deliver personalized emails based on website behavior

COMPLEXITY



PROBLEM

CUSTOMER RECEIVING RANDOM EMAILS THAT ARE NOT PERSONALIZED TO HER INTEREST

SOLUTION

UNDERSTAND CUSTOMER INTENT IN REAL-TIME, ENSURING RELEVANT, TIMELY MESSAGES – SIMPLY ADD/REMOVE CUSTOMER FROM A JOURNEY BASED ON RELEVANCY

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL

VALUE

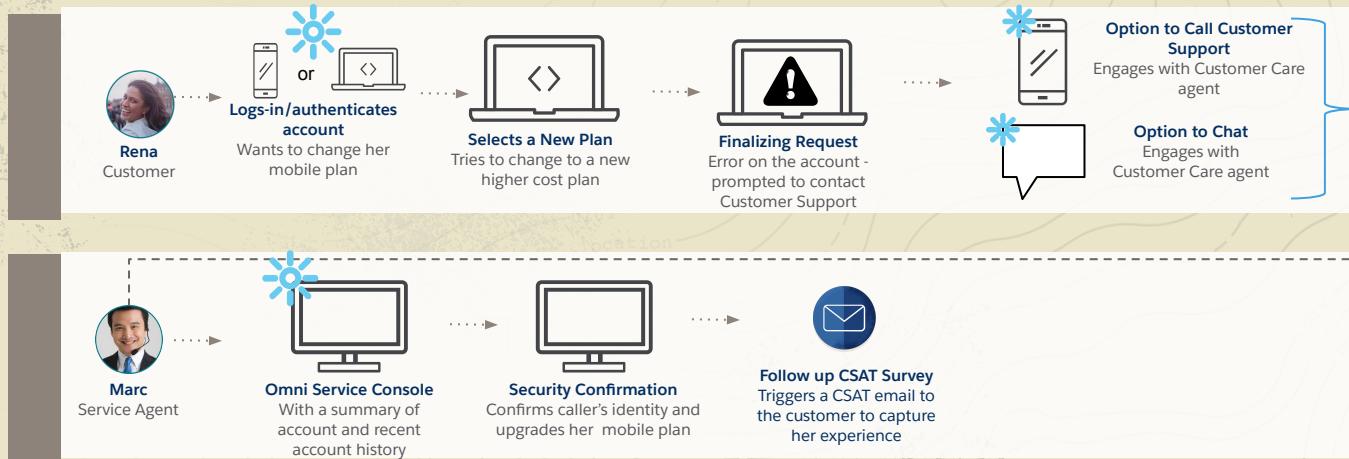
- ▲ EMAIL CONVERSIONS
- ▼ NUMBER OF EMAILS SENT
- ▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Synchronize Online + Offline Conversation

Optimize the online to offline customer support experience

COMPLEXITY
● ● ○



PROBLEM

SWITCH FROM WEB OR MOBILE TO THE CALL CENTER TO COMPLETE AN ACTION

SOLUTION

DETECT MOMENTS OF TRUTH (PROBLEM AREAS) WHERE DIGITAL VISITORS ARE MOVING TO AN ASSISTED CHANNEL

CHANNELS

MARKETING CLOUD
EMAIL
SERVICE CLOUD

VALUE

▼ COST TO SERVE
▲ CUSTOMER SATISFACTION

Synchronize Online + Offline Experience

Optimize the buy online, pick up in-store experience

COMPLEXITY



PROBLEM

THE STORE ASSOCIATE LACKS INSIGHT INTO THE CUSTOMER'S PURCHASE HISTORY AND MISSES THE OPPORTUNITY TO CROSS-SELL/UPSELL WHILE THE CUSTOMER IS IN-STORE

SOLUTION

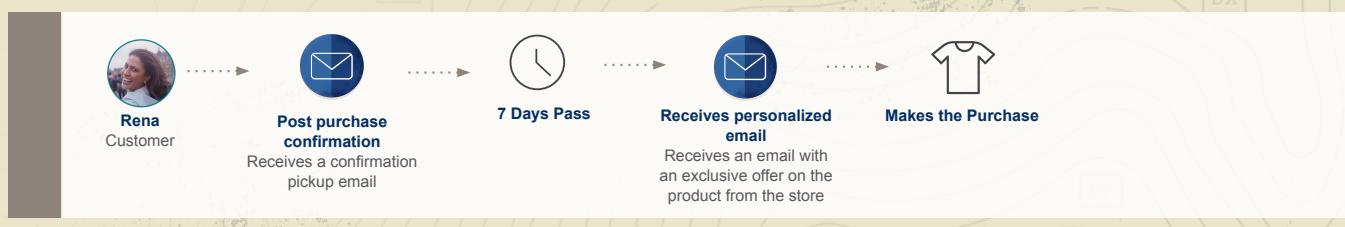
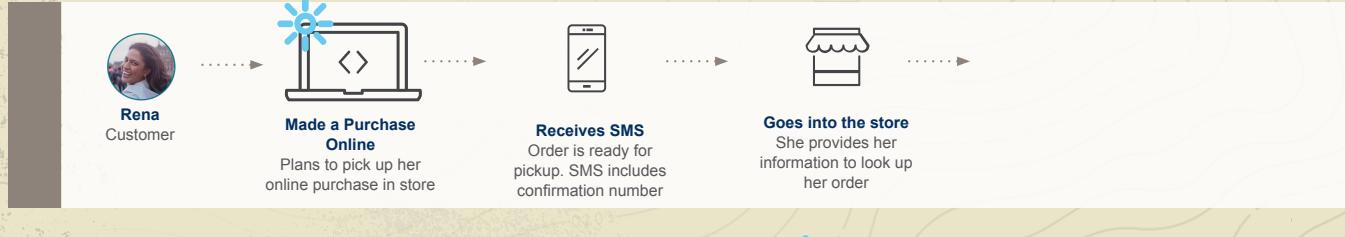
GIVE STORE ASSOCIATES INSIGHT INTO THE CUSTOMER'S LIFECYCLE STAGE AND DELIVER THE NEXT BEST OFFER TO HELP ENHANCE THE IN-STORE CUSTOMER EXPERIENCE

CHANNELS

MARKETING CLOUD
EMAIL
WEBSITE
POS

VALUE

▲ RETENTION
▲ CROSS-SELL, UPSELL
▲ IN-STORE TRAFFIC



* Represents the moment that an interaction is fired within Interaction Studio

Drive Anonymous Customers to Action

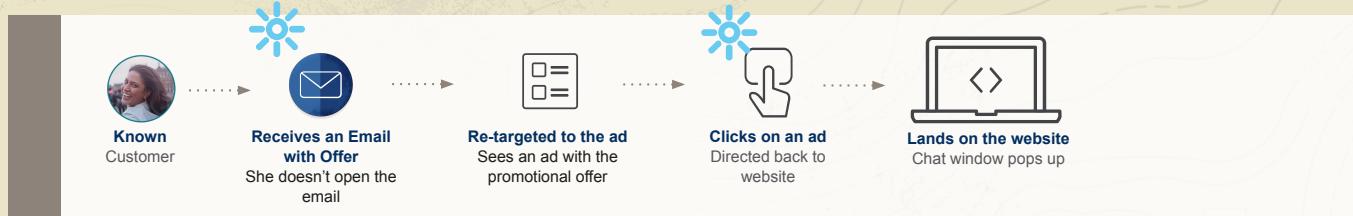
Identify the next best communication / offer / action

COMPLEXITY



PROBLEM

CAMPAIGNS ARE DRIVING TRAFFIC,
BUT LACK INSIGHT INTO
ANONYMOUS CUSTOMER
BEHAVIOR TO BETTER ENGAGE AND
CONVERT VISITORS INTO
CUSTOMERS



* Represents the moment that an interaction is fired within Interaction Studio



SOLUTION

MONITOR ANONYMOUS BEHAVIOR
& USE RECOGNITION MOMENTS TO
IDENTIFY IN CRM
LINK ANONYMOUS PROFILES,
PRESENT PERSONALIZED CALLS TO
ACTION

CHANNELS

MARKETING CLOUD
WEBSITE
ADVERTISING
EMAIL
SERVICE CLOUD

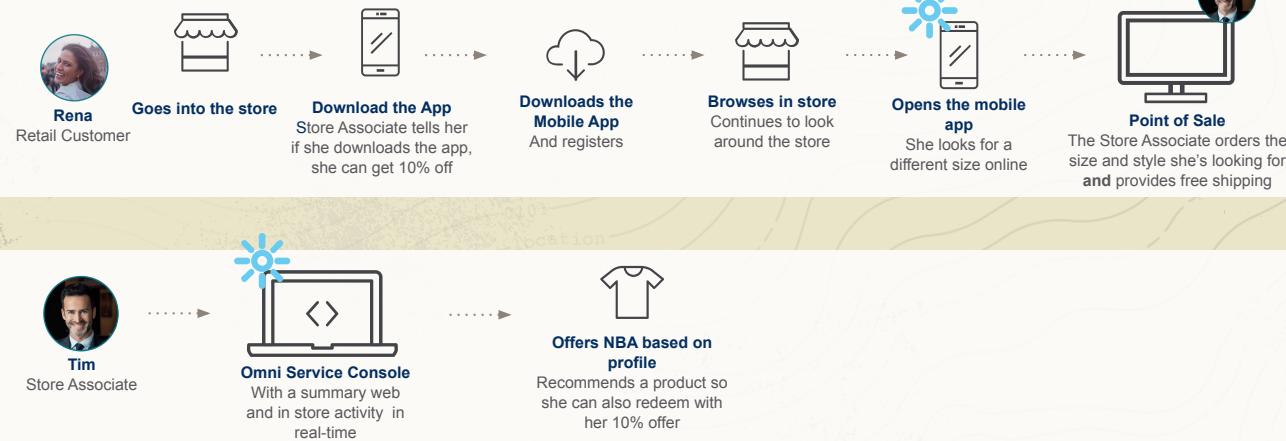
VALUE

- ▲ INFLUENCE A PURCHASE
- ▲ ONLINE CONVERSION
- ▲ SHARE OF WALLET

Connect In-Store & Website Experience

Personalize the website while customers are shopping in-store

COMPLEXITY



PROBLEM

CUSTOMER BROWSES ONLINE WHILE IN THE STORE TO FIND THE RIGHT ITEM, CHECKS OTHER STORES, THEN GOES BACK TO THE STORE'S APP

SOLUTION

GIVE STORE ASSOCIATES INSIGHT INTO CUSTOMER'S WEBSITE BEHAVIOR TO PROVIDE CONTEXTUAL RELEVANCE TO THE NBA HE CAN PROVIDE IN THE STORE.

CHANNELS

MOBILE APP
POS
SERVICE CLOUD

VALUE

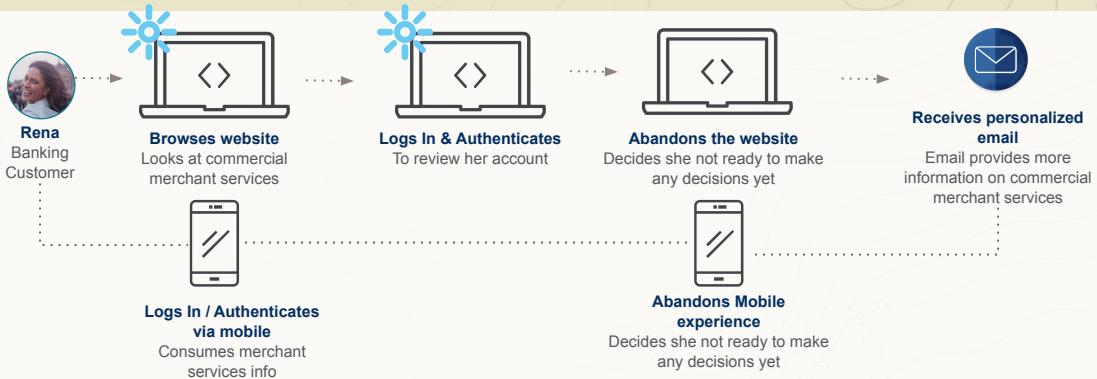
▲ RETENTION
▲ CROSS-SELL, UPSELL
▲ IN-STORE TRAFFIC

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services

Deliver personalized emails based on website behavior

COMPLEXITY



PROBLEM

CUSTOMER RECEIVING A BUNCH OF RANDOM EMAILS THAT ARE NOT PERSONALIZED TO HER INTEREST

SOLUTION

UNDERSTAND CUSTOMER INTENT IN REAL-TIME, ENSURING RELEVANT, TIMELY MESSAGES – SIMPLY ADD/REMOVE CUSTOMER FROM A JOURNEY BASED ON RELEVANCY

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL

VALUE

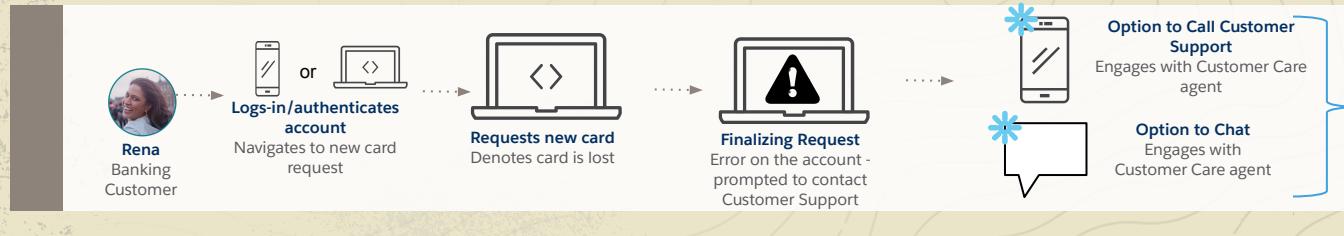
- ▲ EMAIL CONVERSIONS
- ▼ NUMBER OF EMAILS SENT
- ▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services

Optimize the online to offline customer support experience

COMPLEXITY



PROBLEM

SWITCH FROM WEB OR MOBILE TO THE CALL CENTER TO COMPLETE AN ACTION. (I.E. REQUEST A NEW CREDIT CARD OR APPLY FOR A MORTGAGE)

SOLUTION

DETECT MOMENTS OF TRUTH (PROBLEM AREAS) WHERE DIGITAL VISITORS ARE MOVING TO AN ASSISTED CHANNEL

CHANNELS

MARKETING CLOUD
DISTRIBUTED MARKETING
EMAIL
SERVICE CLOUD

VALUE

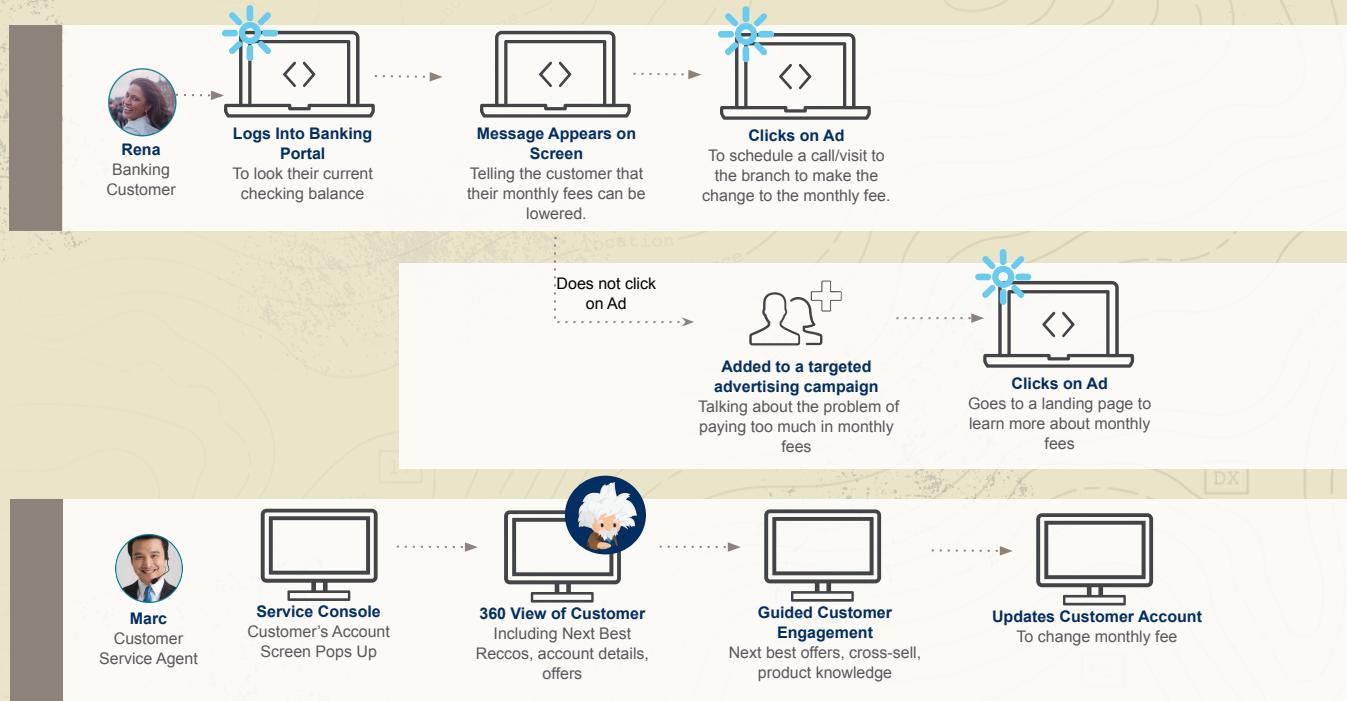
▼ COST TO SERVE
▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services

Optimize online engagement with existing clients

COMPLEXITY



PROBLEM

SWITCHING BETWEEN ONLINE AND OFFLINE CHANNELS AT KEY MOMENTS IN THE JOURNEY (I.E. WEBSITE TO CALL CENTER),

SOLUTION

PRESENT PERSONALIZED CALLS TO ACTION AT MOMENTS OF TRUTH TO REDUCE CHANNEL HOPPING. PROVIDE AGENTS WITH REAL-TIME CUSTOMER INTERACTION TO DELIVER THE NEXT BEST ACTION

CHANNELS

MARKETING CLOUD
WEBSITE
ADVERTISING
SERVICE CLOUD

VALUE

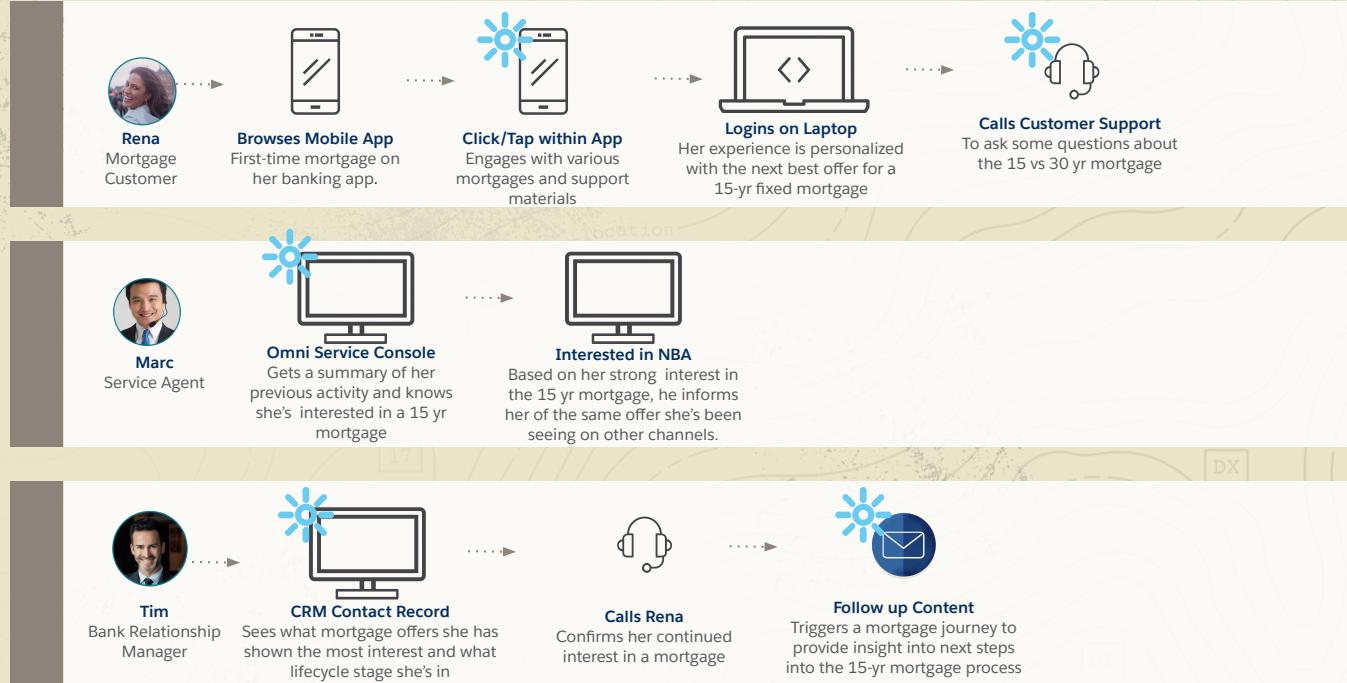
- ▲ ONLINE CONVERSION
- ▼ COST TO SERVE
- ▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services

Optimize the mortgage buying experience

COMPLEXITY



Represents the moment that an interaction is fired within Interaction Studio



PROBLEM

BRAND DIVISIONS PRODUCT SPAM
DUE TO UNCONNECTED
EXPERIENCES

SOLUTION

PERSONALIZED INTERACTIONS
WITH THE MOST APPROPRIATE
MORTGAGE OFFER

CREATE CONSISTENT MESSAGING
ACROSS ONLINE & OFFLINE

CHANNELS

JOURNEY BUILDER
MOBILE APP
WEBSITE
CRM
SERVICE CLOUD

VALUE

▲ ENGAGEMENT
▲ CONVERSION
▲ SHARE OF WALLET

Financial Services: Insurance

Deliver in the moment messages across any channel

COMPLEXITY



PROBLEM

TEAMS TRY TO SEGMENT AND TARGET OFFERS, BUT LACK THE ABILITY TO DELIVER A MESSAGE AT THE RIGHT TIME, ESPECIALLY

SOLUTION

USE JOURNEY CONTEXT AND REAL-TIME DECISIONING ACROSS CHANNELS TO INFORM OTHER TO DELIVER PERSONALIZED OFFERS AND CALLS TO ACTIONS

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
WEBSITE

VALUE

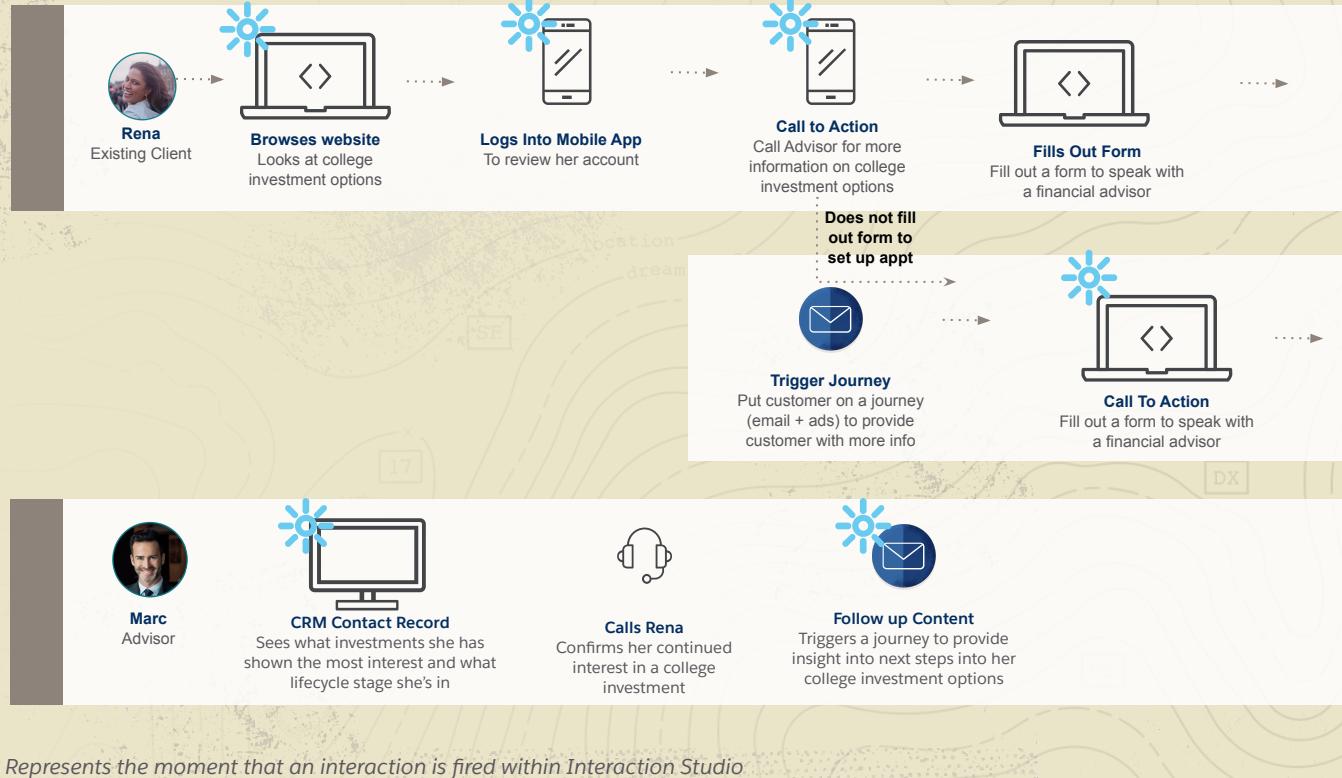
- ▲ UPSELL/CROSS SELL
- ▲ ONLINE CONVERSION
- ▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services: Wealth Management

Optimize the digital to in-person conversion

COMPLEXITY



PROBLEM

LACK OF VISIBILITY INTO CUSTOMER INTERACTIONS ACROSS WEB AND MOBILE, LEADING TO LOW CONVERSION RATES

SOLUTION

UNDERSTAND CUSTOMER INTENT BY LISTENING TO HER ACTIVITY ON THE WEBSITE AND MOBILE, THEN PLACE HER ON THE MOST APPROPRIATE JOURNEY

CHANNELS

WEBSITE
MOBILE APP
MARKETING CLOUD
JOURNEY BUILDER
EMAIL

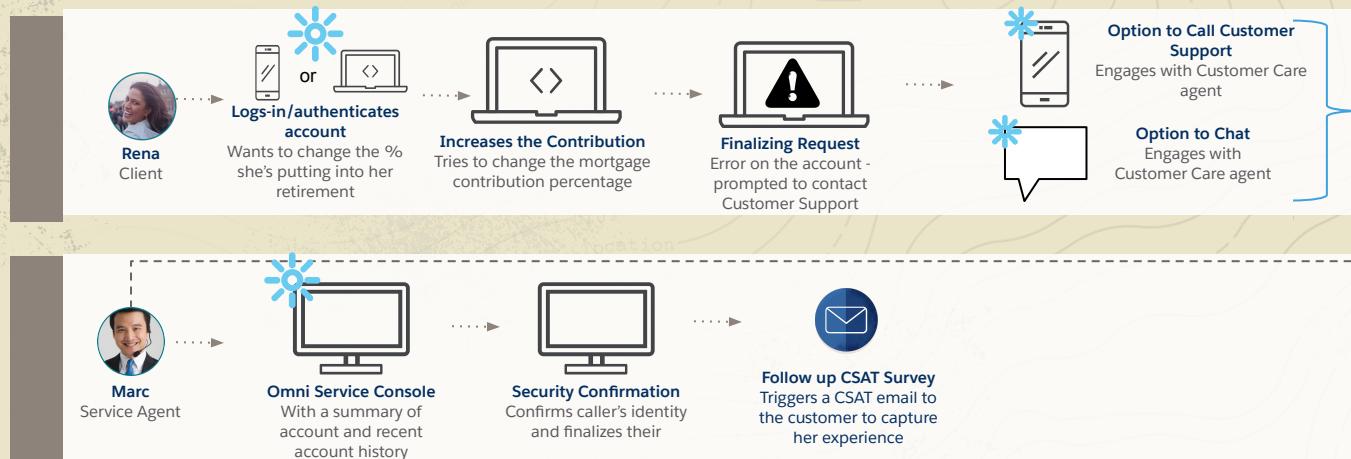
VALUE

- ▲ UPSELL/CROSS SELL
- ▲ ONLINE CONVERSION
- ▲ EMAIL CONVERSIONS
- ▲ CUSTOMER SATISFACTION

Financial Services: Insurance & Wealth

Optimize the online to offline customer support experience

COMPLEXITY
● ● ○



PROBLEM

SWITCH FROM WEB OR MOBILE TO THE CALL CENTER TO COMPLETE AN ACTION.
(I.E. REQUEST TO CHANGE THEIR POLICY OR APPLY FOR A NEW POLICY)

SOLUTION

DETECT MOMENTS OF TRUTH (PROBLEM AREAS) WHERE DIGITAL VISITORS ARE MOVING TO AN ASSISTED CHANNEL

CHANNELS

MARKETING CLOUD
DISTRIBUTED MARKETING
EMAIL
SERVICE CLOUD

VALUE

▼ COST TO SERVE
▲ CUSTOMER SATISFACTION

* Represents the moment that an interaction is fired within Interaction Studio

Financial Services: Insurance & Wealth

Identify the next best communication (offer) based on lifetime goal

COMPLEXITY



PROBLEM

CAMPAIGNS ARE DRIVING TRAFFIC,
BUT LACK INSIGHT INTO
ANONYMOUS CUSTOMER
BEHAVIOR TO BETTER ENGAGE AND
CONVERT VISITORS INTO
CUSTOMERS

SOLUTION

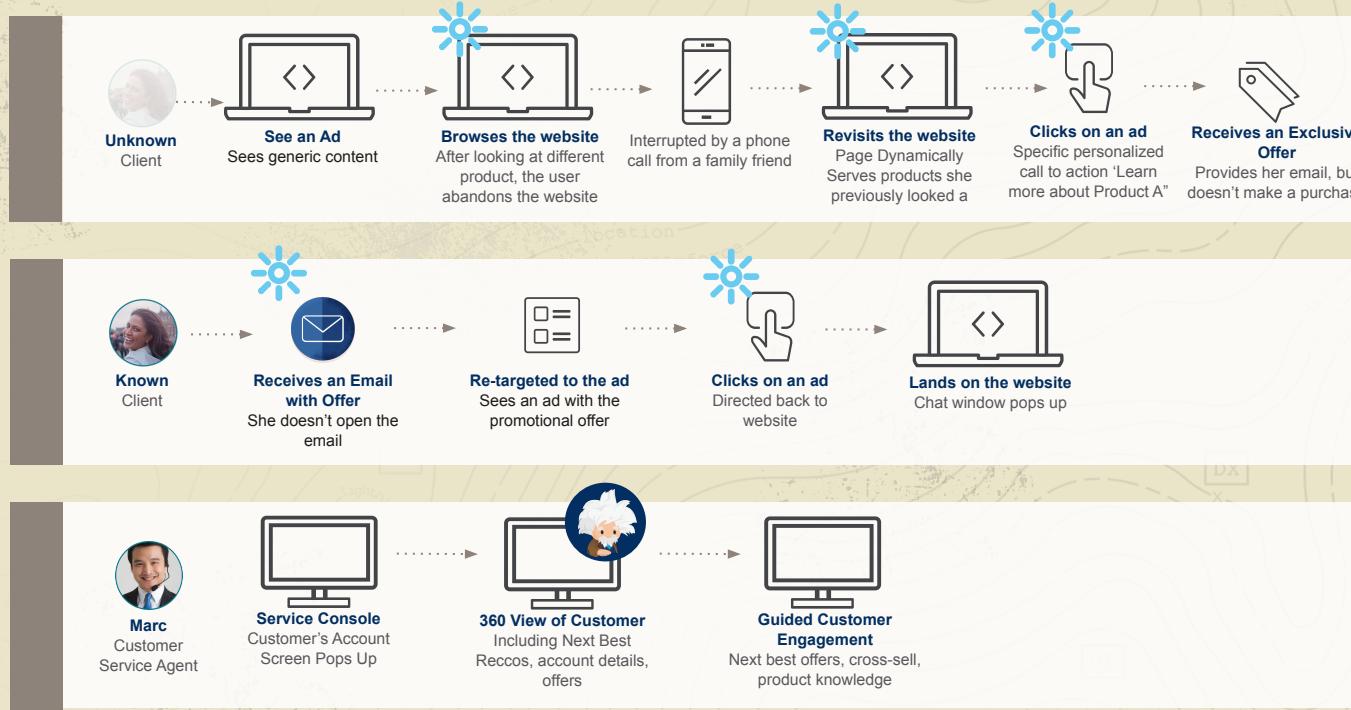
MONITOR ANONYMOUS BEHAVIOR
AND USE RECOGNITION MOMENTS
TO IDENTIFY IN CRM AND LINK
ANONYMOUS PROFILES, THEN
PRESENT PERSONALIZED CALLS TO
ACTION, EVEN WHILE
ANONYMOUS,

CHANNELS

MARKETING CLOUD
WEBSITE
ADVERTISING
EMAIL
SERVICE CLOUD / CHAT

VALUE

- ▲ INFLUENCE A PURCHASE
- ▲ ONLINE CONVERSION
- ▲ SHARE OF WALLET



* Represents the moment that an interaction is fired within Interaction Studio

Retail & Consumer Goods

Deliver in the moment messages across any channel

COMPLEXITY



PROBLEM

INCONSISTENT MESSAGES AND
DISCONNECTED INTERNAL
DEPARTMENTS CREATES CUSTOMER
DISTRUST.

SOLUTION

EQUIP ASSISTED CHANNELS WITH A
CUSTOMER'S PURCHASE HISTORY
AND NEXT BEST ACTION. PROVIDE
AGENTS AN UPSELL.

CHANNELS

MARKETING CLOUD
EMAIL
MOBILE APP
SERVICE CLOUD

VALUE

- ▲ CUSTOMER SATISFACTION
- ▼ COST TO SERVE
- ▲ RETENTION
- ▼ SLA



* Represents the moment that an interaction is fired within Interaction Studio

Retail & Consumer Goods

Optimize the buy online, pick up in-store experience

COMPLEXITY



PROBLEM

THE STORE ASSOCIATE LACKS INSIGHT INTO THE CUSTOMER'S PURCHASE HISTORY AND MISSES THE OPPORTUNITY TO CROSS-SELL/UPSELL WHILE THE CUSTOMER IS IN-STORE.

SOLUTION

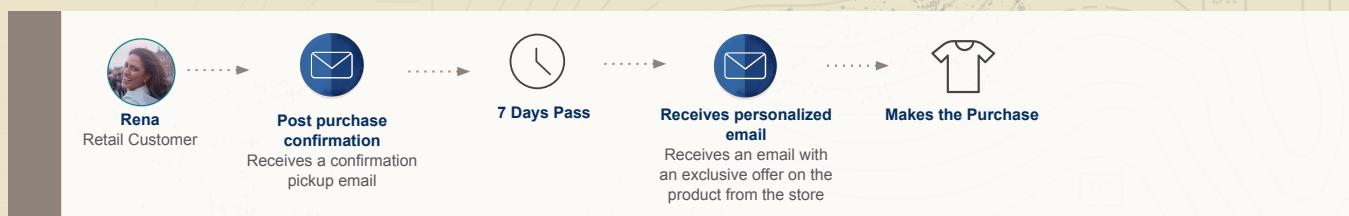
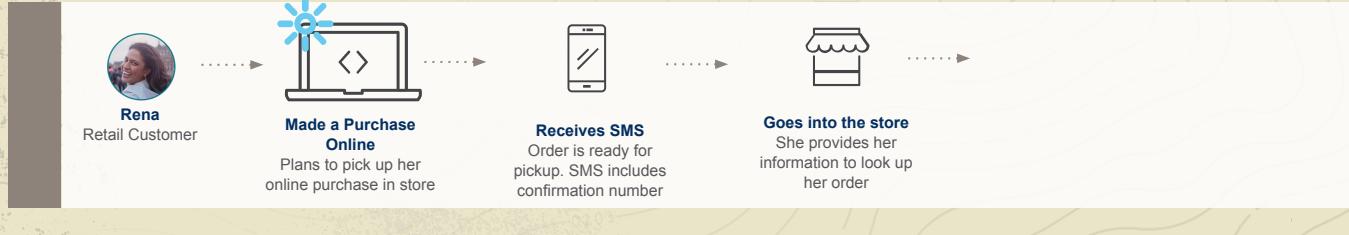
GIVE STORE ASSOCIATES INSIGHT INTO THE CUSTOMER'S LIFECYCLE STAGE AND DELIVER THE NEXT BEST OFFER TO HELP ENHANCE THE IN-STORE CUSTOMER EXPERIENCE.

CHANNELS

MARKETING CLOUD
EMAIL
WEBSITE
POS

VALUE

▲ RETENTION
▲ CROSS-SELL, UPSELL
▲ IN-STORE TRAFFIC



✳ Represents the moment that an interaction is fired within Interaction Studio

Retail & Consumer Goods

Influence a follow up purchase with the next best offer

COMPLEXITY



PROBLEM

TEAMS TRY TO SEGMENT AND TARGET OFFERS, BUT LACK THE ABILITY TO DELIVER A CONSISTENT OFFER (WEBSITE, SHOPPING CART, MOBILE APP) THROUGHOUT THE PURCHASE



NOTE: She has passed the threshold point. This is the most relevant offer.

* Represents the moment that an interaction is fired within Interaction Studio

SOLUTION

USE JOURNEY CONTEXT AND REAL-TIME DECISIONING ACROSS CHANNELS TO INFORM OTHER SYSTEMS TO DELIVER PERSONALIZED OFFERS AND CALLS TO ACTIONS

CHANNELS

POS
MOBILE APP
WEBSITE

VALUE

- ▲ INFLUENCE A PURCHASE
- ▲ ONLINE CONVERSION
- UNKNOWN & KNOWN IDENTITY COMPLETION

Retail & Consumer Goods

Retarget customers to encourage a purchase

COMPLEXITY



PROBLEM

CAMPAIGNS ARE DRIVING TRAFFIC,
BUT LACK INSIGHT INTO
ANONYMOUS CUSTOMER
BEHAVIOR TO BETTER ENGAGE AND
CONVERT VISITORS INTO
CUSTOMERS

SOLUTION

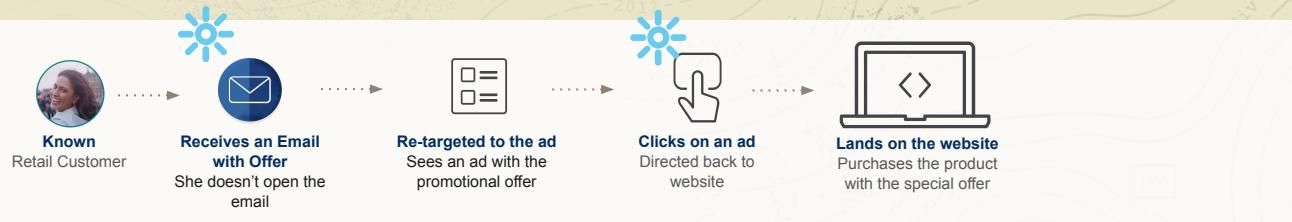
MONITOR ANONYMOUS BEHAVIOR
AND USE RECOGNITION MOMENTS
TO IDENTIFY IN CRM AND LINK
ANONYMOUS PROFILES, THEN
PRESENT PERSONALIZED CALLS TO
ACTION, EVEN WHILE
ANONYMOUS,

CHANNELS

MARKETING CLOUD
WEBSITE
ADVERTISING
EMAIL

VALUE

- ▲ INFLUENCE A PURCHASE
- ▲ ONLINE CONVERSION
- ▲ SHARE OF WALLET

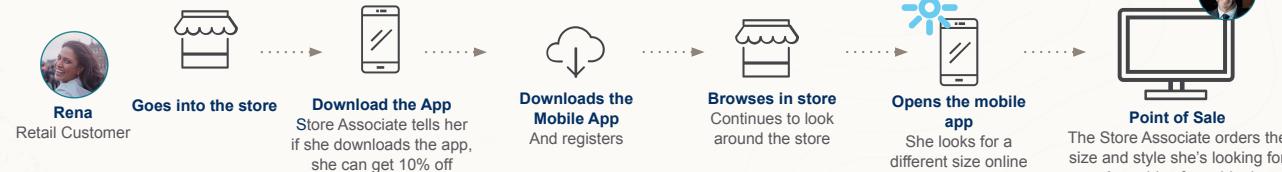


Represents the moment that an interaction is fired within Interaction Studio

Retail & Consumer Goods

Personalize the website while customers are shopping in-store

COMPLEXITY



PROBLEM

CUSTOMER BROWSES ONLINE WHILE IN THE STORE TO FIND THE RIGHT ITEM, CHECKS OTHER STORES, THEN GOES BACK TO THE STORE'S APP

SOLUTION

GIVE STORE ASSOCIATES INSIGHT INTO CUSTOMER'S WEBSITE BEHAVIOR TO PROVIDE CONTEXTUAL RELEVANCE TO THE NBA HE CAN PROVIDE IN THE STORE.

CHANNELS

MOBILE APP
POS
SERVICE CLOUD

VALUE

▲ RETENTION
▲ CROSS-SELL, UPSELL
▲ IN-STORE TRAFFIC

* Represents the moment that an interaction is fired within Interaction Studio

Hospitality



Travel & Hospitality

PART 1: Optimize the online booking experience

COMPLEXITY



PROBLEM

HIGH ABANDONMENT RATE ON ONLINE GUEST CHECK OUTS.

SOLUTION

PROGRESSIVELY PERSONALIZING THE WEBSITE BASED ON ANONYMOUS PROPERTY AND ROOM BEHAVIOR.

CHANNELS

MARKETING CLOUD
MOBILE APP
CRM
EMAIL
WEBSITE

VALUE

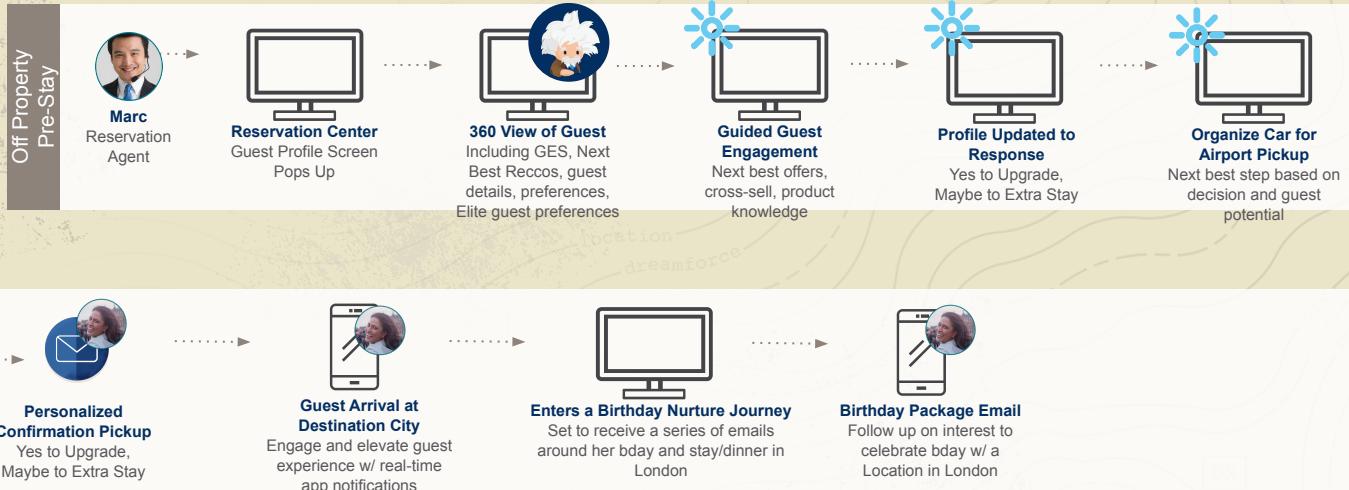
- ▲ CUSTOMER SATISFACTION
- ▲ GUEST ACQUISITION

* Represents the moment that an interaction is fired within Interaction Studio

Travel & Hospitality

PART 2: Optimize the agent booking experience

COMPLEXITY



PROBLEM

AGENTS DON'T HAVE A WAY TO CONNECT THE CONVERSATIONS AROUND BOOKINGS WITHOUT GUEST CONTEXT

SOLUTION

PROVIDE AGENTS WITH A NEXT BEST CONVERSATION THAT IS BASED ON CONTEXTUAL RELEVANCE.

CHANNELS

MARKETING CLOUD
MOBILE APP
CRM
EMAIL
WEBSITE

VALUE

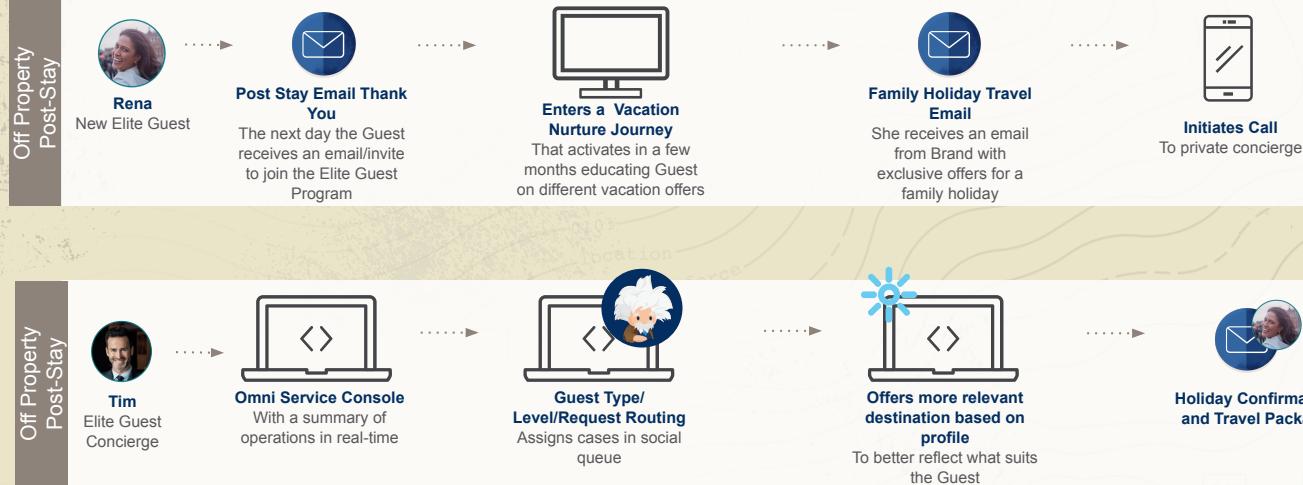
- ▲ CUSTOMER SATISFACTION
- ▲ CROSS-SELL, UPSELL
- ▲ CSAT

* Represents the moment that an interaction is fired within Interaction Studio

Travel & Hospitality

Influence next purchase at the right time

COMPLEXITY



PROBLEM

AGENTS NOT UNDERSTANDING GUEST CONTEXT THAT RELY SOLELY ON EMAIL COMMUNICATION

SOLUTION

PROVIDING AGENTS WITH NEXT BEST ACTION THAT ALIGNS WITH THEIR EMAIL ACTIVITY

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL SERVICE CLOUD

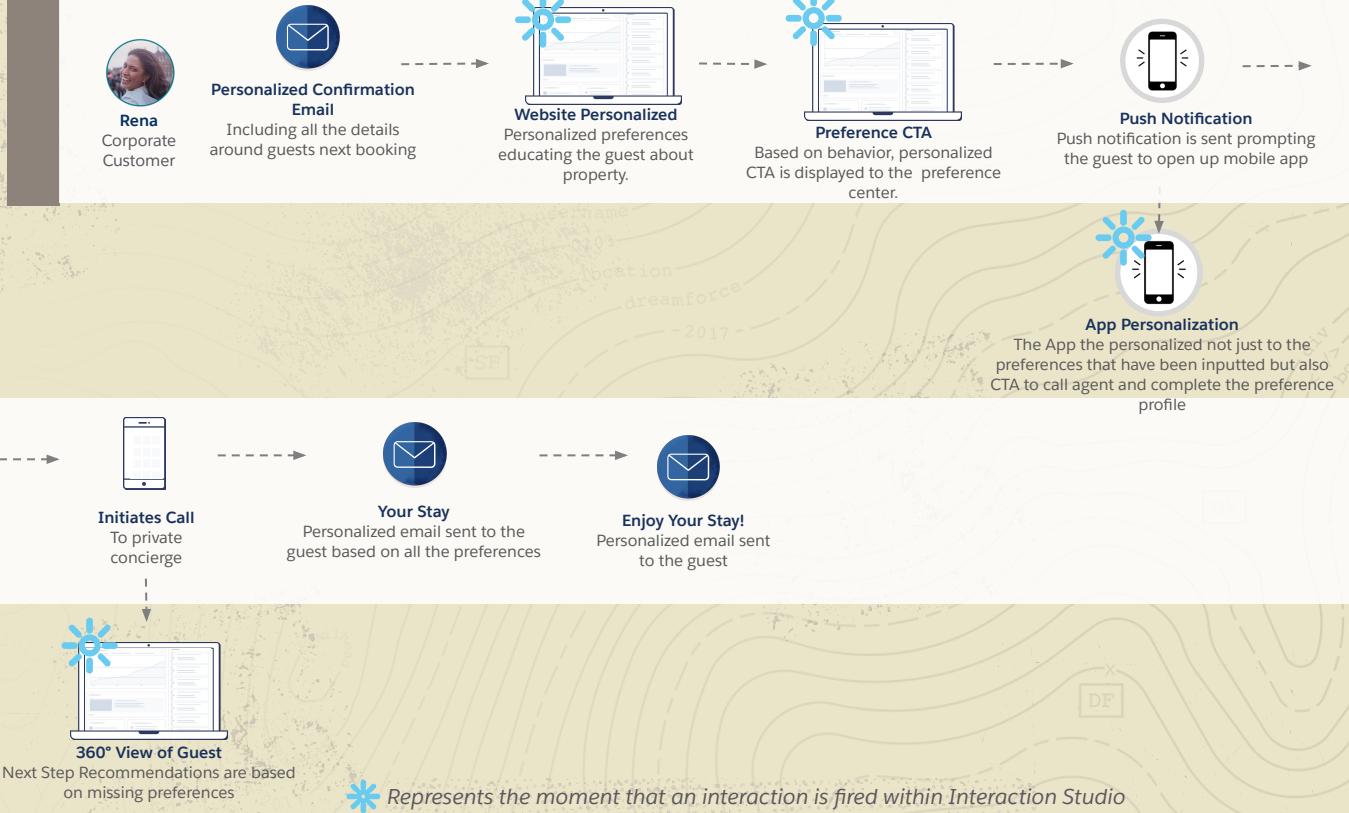
VALUE

- ▲ CUSTOMER SATISFACTION
- ▲ CROSS-SELL, UPSELL

* Represents the moment that an interaction is fired within Interaction Studio

Travel & Hospitality

Personalize the pre-arrival experience



COMPLEXITY



PROBLEM

HOTELS NOT BEING ABLE TO PERSONALIZE GUESTS UPCOMING STAY BASED ON NOT HAVING ENOUGH INFORMATION

SOLUTION

PERSONALIZE GUEST CHANNEL EXPERIENCE BASED IN ORDER TO DISCOVER THEIR PREFERENCES FOR THE UPCOMING STAY

CHANNELS

MARKETING CLOUD
MOBILE APP
CRM
EMAIL
WEBSITE

VALUE

▲ CUSTOMER SATISFACTION
▲ GUEST ACQUISITION

Travel & Hospitality

Personalize the on-property experience

COMPLEXITY



On property



Rena
High Potential
Elite Guest



**Curbside Arrival
Notification**
Notification alerting
valet that an Elite Guest
is arriving.



Beverage Preference
Glass of champagne to
Guest upon arrival



Check-In
Provided with details
regarding stay, including
access to concierge via
the app



**Beacons Placed
around the Hotel**
On her way to her room,
Guest pops into the spa
to check it out



**Making the Suite feel
like Home**
Guest's favorite items
are stocked at the
minibar



**Beacon triggers
In-Room Call**
From spa asking if she
would like to book an appt
ahead of her event tonight



**Personalized
Confirmation Email**
For spa appt and prompt
to invite a friend



Initiates Chat
To book car service and
extend stay



Service Console
Including spa appt,
in-room dining, Guest
details

PROBLEM

BRANDS NOT HAVING A
PERSONALIZED EXPERIENCE
FOR THEIR LOYALTY GUESTS

SOLUTION

USE GUEST CHANNEL AND
CUSTOMER DATA TO
PERSONALIZE ON PROPERTY
EXPERIENCE

CHANNELS

MARKETING CLOUD
MOBILE APP
PUSH
EMAIL
CHAT

VALUE

- ▲ CUSTOMER SATISFACTION
- ▲ CROSS-SELL, UPSELL
- ▲ CSAT



Represents the moment that an interaction is fired within Interaction Studio



Healthcare & Life Sciences

Optimize the enrollment experience

COMPLEXITY



PROBLEM

INTERNAL TEAMS ARE SILEOED BY CHANNEL AND CUSTOMERS ARE SPAMMED WITH COMMS. CRITICAL MESSAGES, SUCH AS FIRST CLAIM, LACK ENGAGEMENT AND INCREASE COSTS AT THE CALL CENTER

SOLUTION

MANAGE THE FREQUENCY AND ELIGIBILITY OF CUSTOMERS WITH JOURNEY BUILDER. ENSURE URGENT MESSAGES ARE SEEN

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL

VALUE

- ▲ CONSUMER PERCEPTION
- ▲ COST SAVINGS
- ▲ URGENT COMM RESPONSE



Healthcare & Life Sciences

Optimizing the HCP Engagement Experience



HCP Registers on Drug 1 website requesting additional prescribing information



Website is personalized with Patient Support Resources



Rx Activity
HCP Orders Drug 1



Veema/CRM Next Best Actions include Patient Support Resources and Revlimid



Phone call
HCP says they are interested in Drug 2



Inspiration

Use AI and 3rd party datasets to discover new HCP

HCP is categorized as a Rheumatologists and automatically added to a related Journey

Inspire Lifelong Relationships

Immediate web personalization based on data and propensity for certain Drug 1

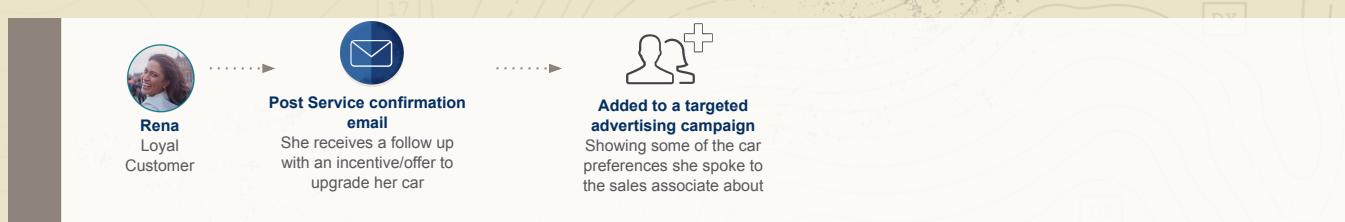
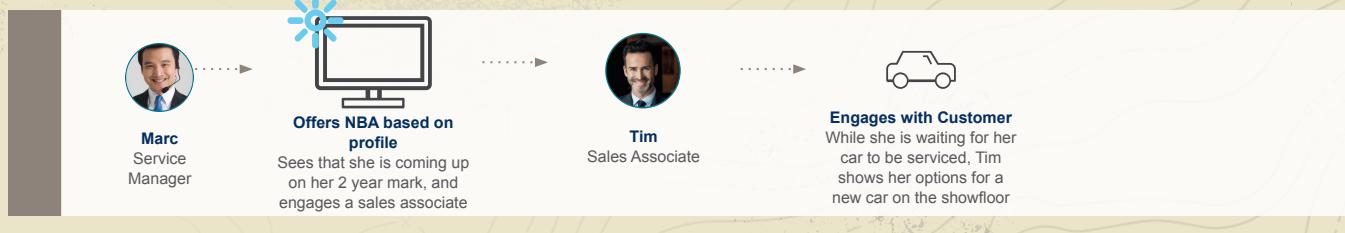


IS stops the Drug 1 journey and adds the HCP to the Drug 2 Journey, ensuring that the conversation continues.



Manufacturing

Encourage an upsell during routine car service



PROBLEM

SOLUTION

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL

VALUE

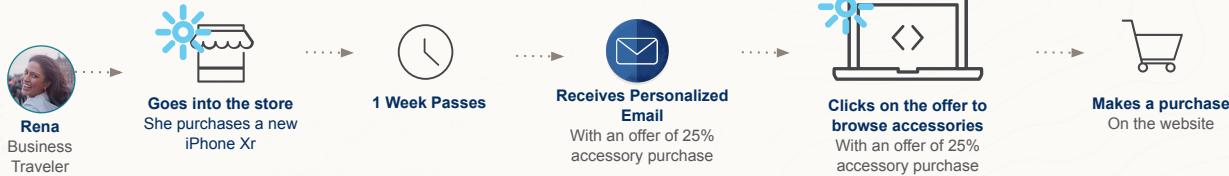


* Represents the moment that an interaction is fired within Interaction Studio

Telecommunications

Deliver a consistent message at every touchpoint

COMPLEXITY



* Represents the moment that an interaction is fired within Interaction Studio



PROBLEM

A CUSTOMER BUYS A NEW PRODUCT/SERVICE FROM A STORE LAST WEEK, BUT THE BRAND IS PROMOTING AN OFFER FOR THAT SAME PRODUCT/SERVICE IN A WEEKLY EMAIL.

SOLUTION

KNOW INTENT, NEED, AND PREFERENCE IN REAL-TIME, ENSURING RELEVANT AND TIMELY COMMUNICATIONS ARE BEING SENT.

CHANNELS

MARKETING CLOUD
JOURNEY BUILDER
EMAIL
WEBSITE

VALUE

- ▲ EMAIL CONVERSION
- ▼ NUMBER OF EMAIL SENDS
- ▲ CROSS-SELL/UPSELL

Telecommunications

PART 1: Reduce call center volume during onboarding

COMPLEXITY



PROBLEM

SERVICE AGENT HAS NO INSIGHTS IN TERMS OF WHY THE CUSTOMER IS CALLING

SOLUTION

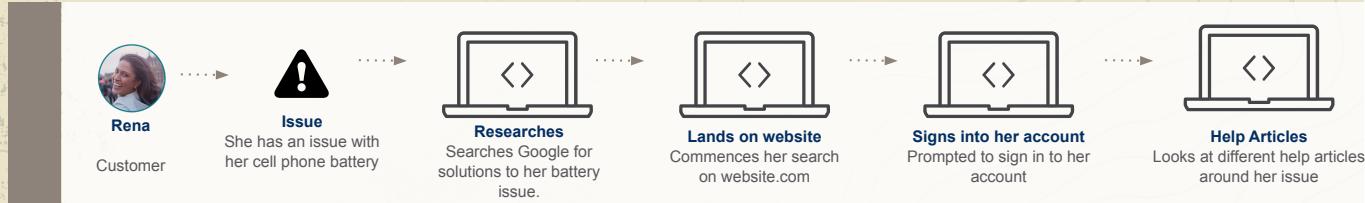
START CONNECTING THE DIGITAL AND SERVICE CHANNEL TOGETHER.

CHANNELS

MARKETING CLOUD
WEBSITE
SERVICE CLOUD

VALUE

- ▲ CALL DEFLECTION
- ▲ CSAT
- ▲ CROSS/UP-SELL OPPORTUNITIES



* Represents the moment that an interaction is fired within Interaction Studio

Telecommunications

PART 2: Personalizing the Web Experience

COMPLEXITY



PROBLEM

THE CUSTOMER DOESN'T GET THE APPROPRIATE DIGITAL EXPERIENCE BASED ON WHEN THEY ENGAGE WITH THE BRAND.

SOLUTION

PERSONALIZE THE WEB EXPERIENCE BASED ON THE WEB AND CUSTOMER DATA

CHANNELS

MARKETING CLOUD
WEBSITE

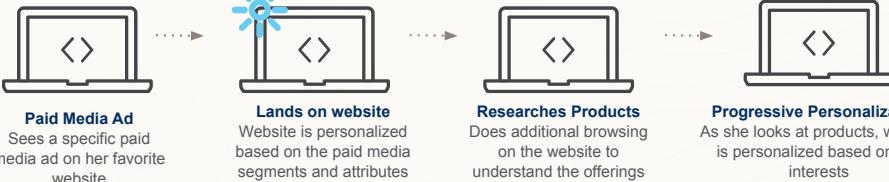
VALUE

- ▲ CONVERSION
- ▲ RETENTION
- ▲ CROSS/UP-SELL OPPORTUNITIES



Rena

Customer

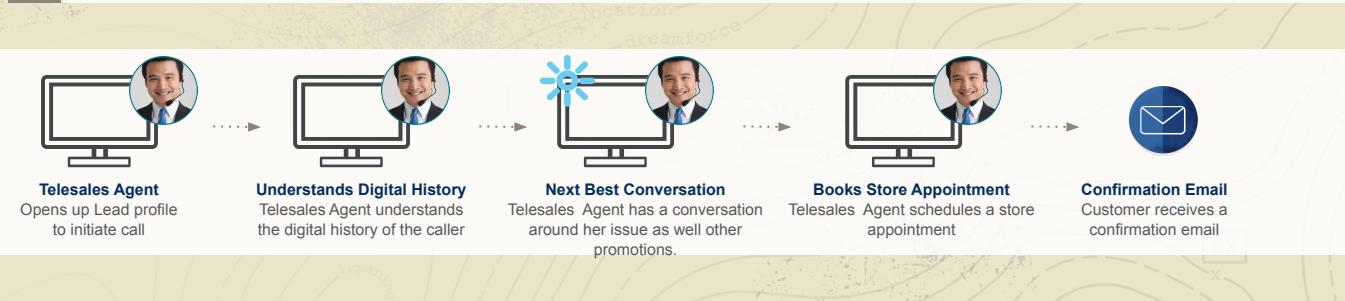


Represents the moment that an interaction is fired within Interaction Studio

Telecommunications

PART 3: Connecting Digital Experience with Telesales and Retail

COMPLEXITY



* Represents the moment that an interaction is fired within Interaction Studio



PROBLEM

DISCONNECTED EXPERIENCE
ACROSS DIFFERENT CHANNELS

SOLUTION

UNIFYING THE CUSTOMER
EXPERIENCE ACROSS ALL
BRANDS CHANNELS

CHANNELS

MARKETING CLOUD
WEBSITE
SALES CLOUD
COMMUNITIES

VALUE

- ▲ CALL DEFLECTION
- ▲ CSAT
- ▲ CROSS/UP-SELL OPPORTUNITIES



thank you

