1 - Customer Data hub for global retail furniture chain

Objective

- Customer foundation for Digital products that manages consistent, high quality 1st party customer data shared across in real-time across "Customer engagement platform" and "Retail core backend systems"
- Managing real time sharing of consistent Customer data across Touchpoint software meeting Customers, Co-workers and Partners in marketing, selling and customer support processes.
- Managing real time sharing of consistent data across Customer Data Management and Customer Analytics components
- A Customer Analytics Platform that is able to provide basis for analytics driven personalization as well advanced analytics modelling and exploration
- A Customer Analytics platform that has access to all relevant Customer interactions and transactions from IKEA core retail systems
- A Customer Data Platform that enforces legal compliance and control of personal Customer data including GDPR, consent and data retention across retail systems

Solution/Approach

- Marketing experience product that provides complete set of marketing and loyalty capabilities integrated to Touchpoint
- Campaign Management software that is able to support consistent business rules and content for event based/promotions across channels and touchpoints
- An integrated set of Content Management, Digital Asset Management, Ad Server and Customer Message components that producing and distributing marketing content
- A single Marketing Planning component that manages overall marketing planning and optimization across channels and media types.
- Ability to manage a volatile set of external Ad Publishers/Networks, Social Media and External Communication Services for interacting with customers
- Separation of System of engagement, Core Retail and Marketing and Customer data hub and all integrated using API's
- Enabling multichannel consistency by providing easy-to-use APIs implemented by core retail software
- Supporting short time to market and release cycles for customer experience applications

Benefits/Results

Key Use cases Implemented
- Personalized marketing recommendations
- Customer Analytics conclusion triggers personalized marketing communication
- Customer Interaction event triggers personalized marketing communication
- Customer segmentation and scoring using advanced analytics
- Execute Campaign via Customer DMP based on anonymous web visitors
- Execute Campaign via Customer DMP based on authenticated web visitors and 1st party Customer
- Customer Touchpoint application access Customer and retrieve Customer master data
- Customer registers for Loyalty program via Web touchpoint
- Co-worker at CSC views and updates data on behalf of Customer
- Interaction Core captures and provides significant Customer Interactions