THE EVOLUTION OF CRM

HOW MASS MARKETING DIED OUT AND WAS REPLACED BY A PERSONALIZED APPROACH THAT IS NOW THRIVING IN THE DIGITAL ERA

It has been a long journey since 2010, when the idea of a 360-degrees customer view was first agreed upon for a large retail organization. Since then, their customer engagement world has changed dramatically as they are able to deliver a personalized brand experience – based on more than 7,000 different user characteristics.

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CAN YOU GIVE ME FIVE MINUTES?

Customers buy products in return for money. But at the heart of our client's vision was another exchange, which was perhaps even more fundamental. Customers would give their time and attention – and in return they wanted an experience that meets their needs, what is often referred to as 'return on engagement'.

But how can you offer a suitable experience when you don't know enough about the customer? Our client had gathered data, but it was siloed – and there was a big disconnect between the physical and digital operations of the business. The two were not integrated, making it difficult to build a picture of the customers' widely varying needs. This was also a global business with different approaches for different markets, leading to further inefficiencies and silos.

It was time to consolidate, standardize, and to really get to know the customer.

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BUILDING UP A RELATIONSHIP

There were five logical stages to the process of building a better customer experience. First, was to **acquire** the customer, which meant to give them an identity – turning them from anonymous forms into real people. Second, was to **engage** them by creating value: what they want, and why they have given you – for now – their time and attention.

This process then enabled us to **enrich** our knowledge of them, so we could fully **understand** them. We could then demonstrate our insight through our interactions with the customer. The end goal was not just to sell them something: it was to make them feel special, which would lead to them being a brand advocate who would **amplify** our message to others.

Technically, this process was supported on three layers. The **record** layer was used to store, aggregate, and analyze customer and product data in order to extract insights. Above that, the **engagement** layer housed various digital tools, including e-commerce, m CRM, recommendation engines etc., which in turn drove the customer-facing **experience** layer.

Together, this created a formalized process that would transform the view of the customer.

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THE CUSTOMER GENOME

As we began our first series of CRM activities, we realized we had a lot of piecemeal data. To add some perspective to our view of the customer, we decided to identify their DNA: those characteristics that separated them from others, and would help us to know them better.

We looked beyond the usual data. Not just plain purchase data, but frequency, recency, and value. And not just demographics, but searched for insights into what made them unique, the content they viewed, the way they used apps, the way they used social media – how, why, where and when they engaged with us. Our view of the customer became ever more detailed as we identified their unique characteristics and were able to map out the genome of each customer.

BREAKTHROUGH

By identifying unique behavioural characteristics we mapped out the customer genome
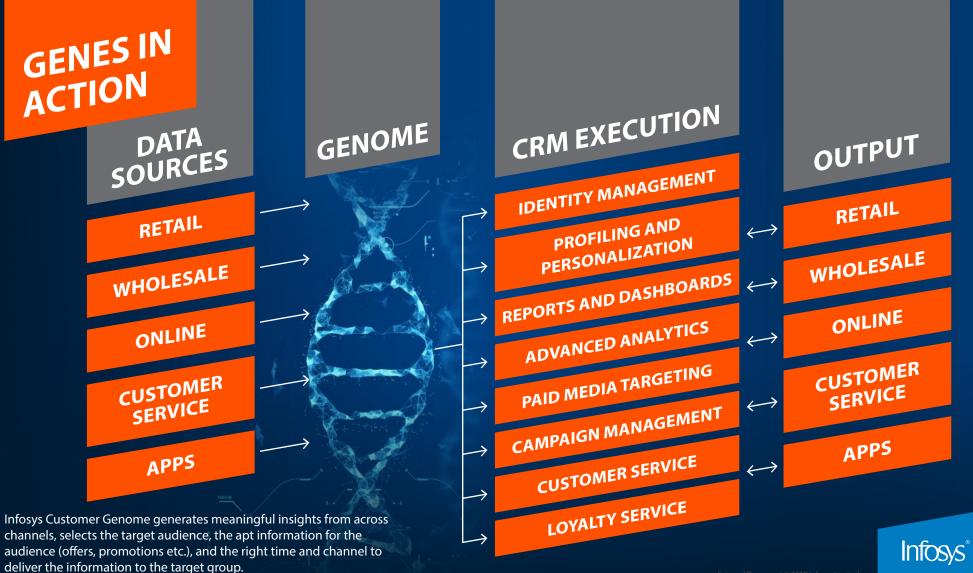
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Over time, we identified thousands of different genes, ranging from the broad to the ultra-specific – the parent gene, the 'I live in Chicago' gene, the weekend runner gene, the YouTube buff gene, and others. It all went into the genome to create a highly detailed and sophisticated customer profiling tool.

The genome approach made segmentation much easier. The marketers, the customer service team, and the website team only had to drag and drop the genes into the segments they wanted to build. By mapping these on to activities, they were able to deliver the perfect experience in the form of website content, personalized emails, promotions, and many other variables.

And by providing the perfect experience, we were giving customers a return on the 'investment in time' that they had made.

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GENES IN ACTION

DATA SOURCES	GENOME	CRM EXECUTION	OUTPUT
RETAIL		IDENTITY MANAGEMENT	RETAIL
WHOLESALE		PROFILING AND PERSONALIZATION	WHOLESALE
ONLINE		REPORTS AND DASHBOARDS	ONLINE
CUSTOMER SERVICE		ADVANCED ANALYTICS	CUSTOMER SERVICE
APPS		PAID MEDIA TARGETING	APPS
		CAMPAIGN MANAGEMENT	
		CUSTOMER SERVICE	
		LOYALTY SERVICE	

Infosys Customer Genome generates meaningful insights from across channels, selects the target audience, the apt information for the audience (offers, promotions etc.), and the right time and channel to deliver the information to the target group.

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7,000 GENES

A SINGLE CUSTOMER VIEW

We've collected data from different sources and turned it into a single, clear, and personalized view of the customer.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how we can leverage data to transform your customers' experience by reaching out to us at askus@infosys.com

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