Sweeten Customer Experience & Personalization Strategies

The Challenge

A customer's journey can take many twists and turns—no "one size fits all" experience works for every interaction. Meeting customers' escalating and constantly changing expectations can feel hard for even the most skillful digital chefs, given the large number of engagement channels customers use. All too often, each channel presents a unique view that presents only a piece of the customer journey, creating an impersonal, fragmented and frustrating customer experience.

How to Solve It

Brands can create great customer experiences—delivered at the right place and right time—with real-time, unified offline and online data. A customer data platform (CDP) can help brands serve up personalized experiences that are consistent across all channels. Once you have a unified view of your customer, you can deliver the right message at the right place and time to avoid untimely offers, generic communications, or even incorrect personalization.

Useful Across Multiple Industries

Tealium customers across all industries benefit from blending online and offline data sources to provide a more personalized experience. Using a CDP, brands can present relevant offers, combine location and behavioral data, or provide a more personalized call center experience for customer support.

Personalize Across Channels	Suppress Audiences	Supercharge Customer Service	Improve Customer Journey Analytics
Build first-party customer profiles that span all engagement channels plus prepares for new one	Use cross-channel insights to improve targeted, relevant promotions and offers	Integrate customer profiles within CRM systems to assist customer service agents	Build and activate first-party customer profiles for complete, "future-proof" insights

Mini Recipe For Creating a Personalized Customer Experience

Add this mini recipe to your data cookbook, and you'll be well on your way to serving up a relevant, personalized, customer experience.

Step 1 — Gather Your Ingredients

Assemble all your customer engagement data in one place. For personalization and behavioral insights, you'll need access to customer data from multiple sources including brick and mortar, call centers, or mobile apps. Use the capabilities of the Tealium AudienceStream CDP to collect data from multiple online and offline sources.

Web — Product Favorites, Email, Purchase History, Preferences	**Mobile** — App Installed/Opened, App Launched, Push Notification Received/Engaged	**Offline/POS** — Preferred Store Location, In-Store Purchases, Contact Center Sessions	**CRM** — Known Customer, Email, Purchase History, Campaigns Associated

Step 2 — Add Context to Create Insights

Once you have all the data in one place, manage your audiences and resolve the identity of the customer to build rich customer profiles. Profile attributes can show what kind of content the customer is interested in, what kind of products they've browsed or own, what stores they've visited, or even reveal location data to determine whether they are in a store.

Step 3 — Act on and Serve up Richer Insights

As data from new channels comes in, add to your audiences and make the insights available across your tech stack. For example, trigger a push message, email offer and/or an SMS text message to audiences, prompted by them entering or exiting a physical store. Or, extract the outcome of a support call and send to email marketing or further personalize online CX.

Serving Suggestions
Website, Display Advertising, Social Media Advertising, Email Marketing, Analytics, Point of Sale Systems, Customer Support Systems

Using Tealium, one Entertainment client was able to tie cross-channel customer experiences together and build their own attribution models, increasing revenue per fan by 34%.

Customers Who "Nailed it"

At Tealium's Digital Virtualocity 2021, a few of our customers shared how their business succeeds with personalization and improved CX. These award-winning brands are using Tealium to trigger relevant and powerful messaging at the right time to drive high engagement and conversion rates.

"Really treat AudienceStream as your Experience Hub. That's where we coordinate experiences… that's where we tell the same message to the same person."

bluestem brands, inc.

DV NA 2021, *"Next level customer insights"*

Tealium DV 2021 Customer Experience & Personalization Innovation Award Winner!

For Bluestem, great customer experience means going 'beyond revenue' by measuring NPS and customer engagements. By capturing first-party data sources and omnichannel experiences, they use machine learning to go from engaging customers based on what has already happened to engaging them based on what will happen in the future.

Shaw uses Tealium solutions to help improve conversion rates for personalized experiences (vs. non-personalized) on shaw.ca.

Shaw)

Tealium DV 2021 Customer Experience & Personalization Innovation Award Winner!

"Personalization is not just about transactional selling or customer acquisition alone, it's really about making it easier for consumers to find what they want, when, where and how they want it across the customer experience continuum… Tealium AudienceStream CDP helps us scale audience management for cross-platform personalization."

Humana

DV NA 2021, *"How Humana Built a Playbook for Better Personalization Across the Customer Journey"*

TEALIUM®

We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

Tealium connects customer data– spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit www.tealium.com.