

## A Multi-National Conglomerate

**SEGMENT** | Conglomerate

**PRODUCT** | Customer Data Platform, Customer Journey Orchestration

**CHALLENGE** | No science behind marketing decisions leading to generic customer engagement and low response rates.

### RESULTS

- **10% lift** in cross brand communications
- **8% reduction** in marketing investments
- **4-5% incremental revenue**
- **1% reduction** in churn

The client is a multinational conglomerate that operates across 40 countries, driving over 30 businesses and 300 brands. With a heritage of 100+ years as a successful commercial enterprise, they are the master franchise for some of the leading international brands in retail, food & beverage, automotive, engineering, credit, etc. and a top player in most of the businesses in the region.

While the business was being run successfully, the potential to grow was not being realized completely. They were unable to leverage the might of the conglomerate and the opportunity to cross-sell across brands. The fundamental challenge was that customer data was scattered and siloed. Businesses were observed to store their customer data in disparate systems across their various business units. There was no standard way of managing customer data and data processing, and management was complex.

This lack of complete visibility meant that the central marketing unit was not able to leverage the vast wealth of customer data to grow their business through cross-sell and upsell opportunities. Marketing decisions were more gut-based and shallow analytics-driven with no science behind the decisions. To engage customers effectively and efficiently, understanding customer behavioral patterns, pre – post customer engagement journeys are critical which was missing even with a data science team in place.

This impacted the overall customer lifetime value that the business could have potentially generated. The team mostly resorted to carpet bombing – bulk SMS or emails due to this lack of interconnectedness of data. Absence of marketing automation and near real-time synchronization with the marketing calendar led to broken and high-cost customer engagements.

The client partnered with Algonomy mainly due to our ability to manage the scale and speed requirements. Algonomy was determined to resolve the dependency of running SQL queries to draw basic insights and build models. The key objective and focus were to leverage customer data across multiple businesses to improve the overall customer lifetime value.

Algonomy defined and implemented 13 complex rules to centralize customer data and segment them. Using a probabilistic matching algorithm, deduplication was done which helped in creating a unified view of each customer based on predefined parameters.

The objective was to deliver Golden Customer Records to ensure better segmentation and enhanced analysis of data. This provided a unified view of over 8 million customer profiles integrated from 11 different data sources, cutting across 19 brands and 9 business units.

## Customer Data Platform

The CDP provided a 360-degree view of customers across individual brands as well as at the conglomerate level by integrating transaction and customer information from multiple downstream systems (ERP, POS, external lists, call center, etc.) to build a single source of truth. The next step was the dual dedupe process at brand and conglomerate level with data security at user level. The CDP enabled perfectly timed split customer record updates to improve the efficiency of reach.

Algonomy CDP helped in further analysis to derive RFME-based customer segments, enrich attributes, churn analysis, and CLTV. The client's proprietary business logic was incorporated into segmentation which resulted in both corporate and business unit marketing teams being able to run targeted campaigns based on unified data in CDP and measure KPIs driven by business with over 800 micro-segments.

**800+ micro-segments**

**2980+ lists**

**7 active multi-channel journeys**

**260+ promotions**

**1 MN+ emails**

**200K+ SMS**

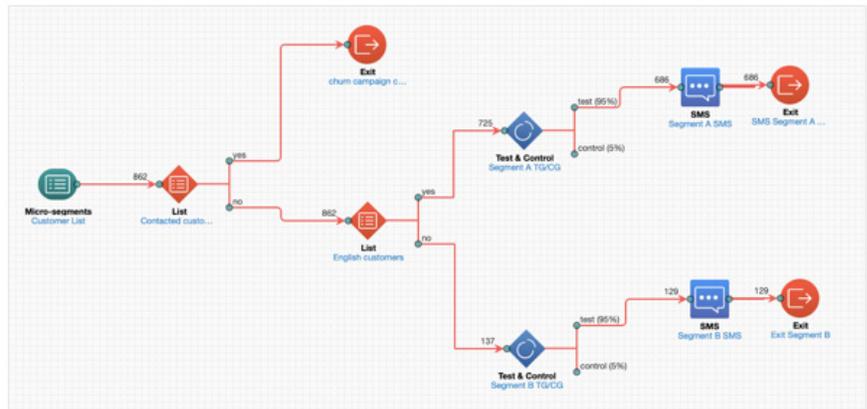
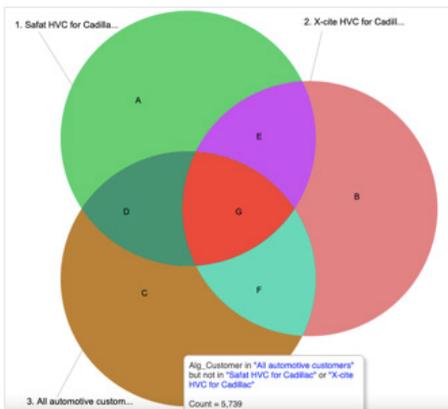
## Customer Journey Orchestration

With complete visibility of segmented data, Algonomy's Customer Journey Orchestration solution delivered personalized, contextual messages through SMS, email, app push notifications, and other channels. They were able to provide omnichannel, customer journey-based engagement with end-to-end predictive LTV based journeys which are dynamic and near real time. The scale of campaigns improved manifold covering cross-BU campaigns, reverse inactive and churn campaigns, win

back campaigns, etc. Campaign automation resulted in productivity improvements with 95% reduction in time for campaign management.

Through Algonomy's comprehensive CDP and CJO implementation, the multi-national conglomerate was able to exponentially improve its marketing operations as well as enhance conversion rates and lifetime value of customers.

## Cross BU, Micro-Segment Based Engagements



# ALGONOMY

Algonomy (previously Manthan-RichRelevance) is a global leader in algorithmic customer engagement powering digital first strategies for retailers and brands. With industry-leading retail expertise connecting demand to supply with a real-time customer data platform as the foundation, Algonomy enables 1:1 omnichannel personalization, customer journey orchestration and customer analytics. Headquartered in San Francisco and Bangalore, our global presence spans over 20 countries. To learn more, please visit [algonomy.com](https://algonomy.com).