Close The Gap Between Digital Identity Management And Great Customer Experiences

Customers expect personalized experiences

Customer Experience (CX) makes or breaks a brand's reputation—and profits—with customers expecting personalized experiences each time they interact. 79% of consumers say they won't engage with brands unless they get excellent CX (**McKinsey**).

This trend has been further accelerated with the COVID-19 pandemic, leading to massive growth in consumers relying on digital channels for day-to-day interactions. In fact, McKinsey reported that digital adoption has grown by 28-46% across a range of industries—a change that's expected to remain permanent. Hence, CX in digital channels is the most important it's ever been.

If brands are to deliver the personalized experiences that customers expect, now through critical digital channels, they must be able to:

1. Listen to their customers as they interact with digital channels

2. Understand the needs signaled by their behavior

3. Decide how best to interact with each customer in the moment

4. Action each decision with personalized experiences

So how have brands approached this?

Until now, most brands have used third-party cookie-based trackers to listen to customers as they interact with digital channels. These are added to web pages and advertisements to track customers' activity, build profiles of their interests, then drive targeted advertising.

However, third-party cookie-based trackers are difficult to use for delivering truly personal customer experiences. The data collected from these trackers is often held by third parties and inaccessible to marketers, and certainly not in real time.

Additionally, the collected data is typically full of holes, as a customized tag needs to be added for each data element that a brand wants to track. For example, a tag has to be added for each link or button that can be clicked, each form field that a user can enter information to each web page that can be visited. This tagging approach makes it complicated to manage and maintain digital solutions and leads to inconsistency of data capture across channels.

A recent survey of 170 decision-makers from a range of companies backed this up:

- 82% say their organization is constantly trying to capture more types of customer data, but struggle at every stage

- 61% say capturing and making sense of digital customer data is difficult

- 55% say understanding customers across all touchpoints and lifecycle stages is difficult[1]

The challenges faced by CX focused brands

The current approach of using third-party cookie-based trackers results in two distinct challenges.
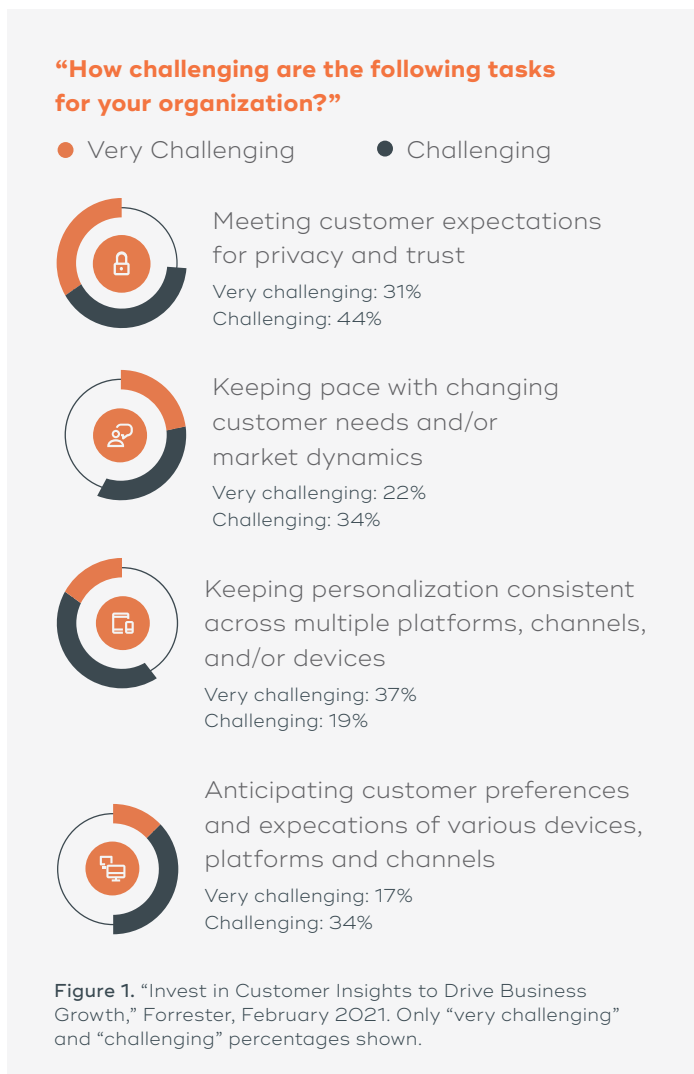
- Firstly, modern privacy regulations such as GDPR in Europe and the California Consumer Privacy Act (CCPA) which is being adopted by many US states, place more demands on brands to give customers visibility and control over how their data are collected and used. Gartner predicts that 65% of the world's population will be covered by modern privacy regulations by 2023.

- Secondly the major browsers are deprecating third-party cookies by blocking them from profiling individuals. Apple, Microsoft, and Mozilla already

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1   "Invest in Customer Insights to Drive Business Growth," Forrester Consulting

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block by default, impacting 30% of global web traffic (StatCounter). In 2023 when Google deprecates third-party cookies in Chrome, 90% of global web traffic will be affected.

Given the regulatory and browser changes now happening, brands are struggling with:

- Identifying individual customers and persisting this identity over time
- Gaps in digital data across channels and devices, as tag-based collection fails
- Security, governance and control due to manual hacks and workarounds that are put in place to circumvent cookie and tracker blocking
- Real Time decision making due to the time it takes to gather and process data
- Activating data for analytics and decisioning because it cannot be accessed or processed in real-time

"How challenging are the following tasks for your organization?"

● Very Challenging   ● Challenging

Meeting customer expectations for privacy and trust
Very challenging: 31%
Challenging: 44%

Keeping pace with changing customer needs and/or market dynamics
Very challenging: 22%
Challenging: 34%

Keeping personalization consistent across multiple platforms, channels, and/or devices
Very challenging: 37%
Challenging: 19%

Anticipating customer preferences and expecations of various devices, platforms and channels
Very challenging: 17%
Challenging: 34%

Figure 1. "Invest in Customer Insights to Drive Business Growth," Forrester, February 2021. Only "very challenging" and "challenging" percentages shown.

In short, the whole value chain is broken: from listening to customers, through understanding their needs, then deciding how to respond and acting on that decision with a truly personalized experience.

Research has shown customers do not give second chances to brands that fail to deliver good CX. Competition across every industry is fierce and plenty of options exist for customers to switch. This means the cost to brands who fail to deliver great customer experiences runs into $10's of millions in revenue every year. But there is a solution. A new way of capturing and activating data. A solution that solves for the problem brands face with the deprecation of third-party cookies. A solution that leapfrogs over the obstacles to seamless CX that has customers completing every journey and returning for repeat business.

And it's provided by Celebrus and Teradata.

Achieve Great Customer Experience with an Digital Identify Management Solution from Teradata & Celebrus

Celebrus and Teradata have solved the CX challenges caused by modern privacy regulations and third-party cookie blocking implemented by the major browsers. Celebrus has created the only true first-party identity graph on the market, and made this ground-breaking technology available in Teradata Vantage™. The solution:

- Maintains identities across all touchpoints and devices, over time
- Eliminates gaps in data collection to answer any question and deliver enhanced customer experience
- Ensures security and compliance with modern privacy regulations
- Provides real-time collection of granular data on digital interactions
- Activates data in real-time to drive personalized experiences

This first-party method of data collection requires no tag management or complicated data layers. It uses a single line of code to capture all interactions from digital channels and pushes this data to Teradata Vantage™ to a pre-built CX data model. There's no

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work required to get a copy of the data as it's created and stored as an enterprise asset for the brand, ready to deliver multiple outcomes across many use cases.

Data collection, processing, and delivery to support decisions happen in real time—shaping the customer experience through sub-second response times. Connectors and APIs also allow subsets of the data to be sent where needed to drive personalized experiences in a secure and compliant manner.

The Celebrus and Teradata solution is proven to generate better click-through and conversion rates, leading to a substantial boost in sales revenue and improved customer advocacy.

Numbers don't lie. And, with customers remaining firmly on digital channels for the majority of transactions and third-party cookies disappearing for good, prioritizing the next generation of data analytics as part of a marketing plan is essential not just for growth—but for survival.

Celebrus and Teradata Differentiators

Year after year, industry experts designate Teradata as the cloud leader providing the connected multi-cloud data platform for enterprise analytics. Teradata has partnered with Celebrus to enable companies to deliver best-in-class customer experiences continuously, at the largest scale, because:

Case Study
Delivering a proven personalized experience

It's proven—Celebrus and Teradata deliver personalized CX and significant business outcomes. A top five global financial services firm struggled with digital data that lacked the detail needed to understand and connect with customers at an individual level. This led to difficulty in managing customer experiences in digital and other channels.

The firm turned to Celebrus and Teradata for help. Now every time a customer interacts with any of the firm's digital channels:

Celebrus actively listens to and identifies each customer, packages this into a complete, granular, dataset to be populated in a pre-built CX data model witin Teradata. No gaps.

Teradata understands the needs of each customer by applying AI and machine learning to the data, at scale, to uncover customer insights and needs.

Teradata decides which actions to take, in real-time, to optimize customer experiences, drive sales, retain customers, resolve customer experience issues and more.

Teradata and Celebrus then activate each decision in real-time to deliver personalized omni-channel experiences for customers.

In the first year alone, when this process was repeated at scale with all customers across every digital channel, the firm saw massive and incredible benefits.

This top 5 global retail bank experienced:

- **50%** increase in click-through rates
- **$50M** revenue increase from personalized CX
- **5X** increase in application completion

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- We provide the only true first-party digital identity solution, that collects every and all digital interactions securely, in real time, with no gaps.

- We provide a sophisticated CX data model, built leveraging decades of experience, to capture, structure, and organize customer data.

- The Vantage™ platform provides a powerful analytics engine, operationalizing analytics at massive scale, including activation of insights, such as scoring your whole customer file in minutes, or individual customers in sub-second as part of a real-time decision.

- Integrations with the wider MarTech ecosystem, enabling marketing fulfilment and additional CX use cases.

The choice is clear. Either adapt for the changing world with a robust new approach to customer identity management and enable great customer experiences— or get left behind and become as obsolete as those third-party cookies. We can help make the transition as seamless, smooth, and profitable as possible.

About Celebrus

Celebrus is the world's only first party, real-time, enterprise-class data capture and contextualization solution that unlocks huge savings and incremental online revenues, through the creation of world-class digital experiences for each online customer. Learn more at **celebrus.com**.

About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. The Teradata Vantage architecture is cloud native, delivered as-a-service, and built on an open ecosystem. These design features make Vantage the ideal platform to optimize price performance in a multi–cloud environment. Learn more at **teradata.com.**

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