Teradata CRM

Relevant, Timely and Profitable Customer Conversations

Do you know what your individual customers want to talk about – today? How will you make each customer conversation relevant, timely and profitable? These questions are driving the next wave in the evolution of customer management – dynamic customer relationship optimization (CRO). Teradata solutions have been recognized as best-in-class for effective execution of CRO.

Talk isn't always cheap – companies like yours invest tremendous sums to communicate with customers across many channels. You allocate your best people, resources and capital in processes engineered to create and support branded value propositions to your markets. You leverage your systems to produce intelligence for decisions and communications that shape customer experiences and relationships. The value and revenue realized from products and services you offer – depend on the credibility of your intelligence, plus the relevance and resonance of your customer communications.

What you say to your customers is where economic value begins: and solutions that enable compelling value propositions and relevant conversations will favorably differentiate the brand, the product and the business. In a time when the patina of CRM has faded, the importance of CRO nonetheless continues to rise exponentially. The number one business question still remains: "What exactly are you doing to optimize your customer relationships, create profitable customer experiences and grow customer equity?"

To optimize customer communications, companies must find a solution that addresses their greatest points of pain. These include such issues as:

> The increasing complexity of customers, markets, and competitors – which can cloud or erase brand differentiation

> Incomplete knowledge of customer interests, needs, preferences and interactions resulting in off-target messaging and unmanageable defections

> Fragmented, incomplete views of individual customer profiles across the enterprise that lead to miscommunication, missed opportunities and poor brand experiences for customers

> Inefficient communication channel management, which inflates costs and can alienate customers who interact on multiple channels and touch points

What's more important than a serious customer management approach – one that recognizes the overarching economic value of customer relationship optimization? This is the one area of business investment that deserves C-level visibility. The core competency of successful companies continues to be their uncanny ability to convert enterprise intelligence into profitable products, services and customer conversations.

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Teradata's integrated analytics and marketing automation tools drive its recognized leadership in CRO. With Teradata, your customer process specialists will communicate with your customers based on holistic intelligence gathered from credible and complete real-time enterprise information. The result for your business: personalized service and selling conversations that hit the value bull's-eye for individual customers.

Let's Talk About Teradata CRM

The Teradata CRM framework is focused on critical activities in the CRO process: Analyze, Plan, Act, and Measure. In each framework phase, we offer a functionality set to generate intelligence for effective communications. Our component integration throughout these functionality sets enables customer process professionals to identify and act on continuous new revenue and profit opportunities by:

> Providing the power to optimize customer relationships with a common understanding of individual customers over time, generated from detailed data at the interaction level

> Enabling personalized dialogues with individual customers driven by deep analytics, rules-driven automation and sophisticated event triggers

> Delivering the power to grow individual customer value through more intelligent marketing communications that are prioritized across channels, with near-real-time responsiveness

> Exposing reliable answers to complex questions pertaining to customer trends, behavior, present & potential value

> Improving user ability to evaluate and use every customer interaction as a new marketing opportunity

> Providing modular CRM software solutions with many different entry points ... since Teradata CRM can easily scale and grow with your company's strategic capabilities as they evolve and become more personal-interaction driven

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More Powerful, Profitable Customer Management at Travelocity.com

Travelocity.com, a global leader in online travel services, turned to Teradata CRM in 2001 to find a better way to understand, serve and communicate with its 40 million customers. Travelocity uses Teradata CRM to:

> Do click stream analysis and discover how customers use the site – then better personalize messages and enhance the value of the relationship

> Test the viability of specific messages and offers on various customer segments

> Doing sophisticated event-based marketing to discover customers who have booked a trip, but not a hotel or car rental – then make a compelling offer

Travelocity is pleased with new capabilities Teradata has enabled. "We started with the building blocks – to know more about our customers and best ways to deliver targeted market campaigns ... and since the successful deployment we have realized a significant return on investment," said Caroline Smith, Director of Data Warehouse Marketing for Travelocity.

For example, at 8 am a major airline offered to travel agencies a special fare from Los Angeles to San Juan, Puerto Rico. Travelocity quickly scanned customer browsing behavior, pulled the email addresses for 30,000 people in the Los Angeles area who had browsed but not bought tickets to the Caribbean, and generated an e-mail message. The result: a whopping 25% of the recipients of that email had booked tickets within the month. This was an *effective* campaign (measured by the take rate) as well as a highly *efficient* one (measured by the ROI from the profit of those extra tickets).

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A Componentized Solution Framework Adaptable to Your Business

Teradata CRM is a solution framework with functional components adaptable to the needs of your business. The integration of these components enables customer process specialists to understand what each customer needs and values most, to model customer interaction behavior, to identify significant customer events to personalize the messaging, rapidly deploy communications and optimize relationships with customers through the most effective channels.

The solution framework is organized around critical steps in the customer relationship optimization (CRO) process: Analyze, Plan, Act, Measure and Adapt. In each framework step, we offer functionality to spot opportunities and generate effective communications. Our built-in integration within these functionality sets enables users to quickly understand customer values and preferences, model customer behavior, identify significant customer events, personalize messaging, optimize communications, and create compelling customer experiences.

"**Teradata CRM makes it much quicker and easier to build and deploy campaigns on the fly as we realize there are patterns in the site that call for a new campaign. We are making money on our Teradata investment through better crafting and execution of relevant offers for individual customers and better targeted communications and campaigns.**"

– Caroline Smith, Director of Data Warehouse Marketing, Travelocity

Analyze

Teradata CRM Analytics provide customer process specialists with powerful tools in a robust environment to visualize, analyze and understand customer interaction dynamics. The analysis modules are designed for seamless integration with planning, action and measurement components. This group includes actionable analytics such as Segmentation, Customer Behavior, Product Affinity, Percentile Analysis, Cross Segment, Percentile Profiling, Pattern Detection, Report Workbench and Response Modeling.

Plan

Teradata CRM enables an integrated approach to planning, development and management of customer communications across multiple channels, products, services and business units. Planning components help determine and apply the best communication tactics for each campaign or opportunity. The core of this group is Communication Manager, and includes capabilities to map out each campaign methodology as well as personalize messages. It also includes Event Discovery functionality for tactical event-driven interaction.

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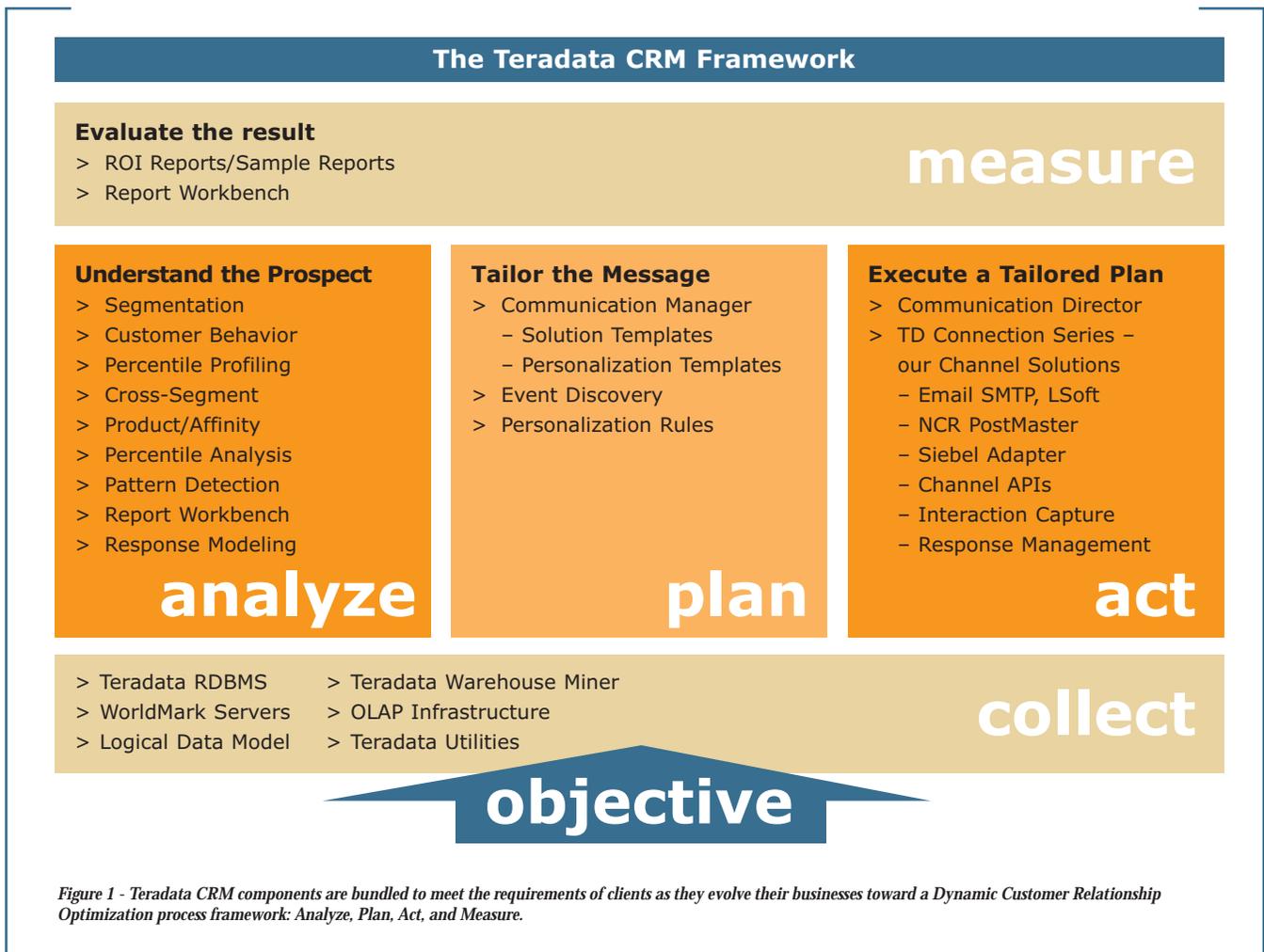
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Act

Teradata CRM execution tools are highly effective for sophisticated interaction with your individual customers. At the core is Communication Director, which coordinates your messages to ensure optimal impact on each of your customers, based on the priority of the message and the availability of resources to act within a particular time window. Once leads are selected, they are filtered and prioritized according to your company's business rules for number of contacts, recency of contact, and the availability of specified channels. Teradata CRM execution tools manage all interactions across key touch points such as direct mail, kiosks, POS, the call center, web, and e-mail. Messages are routed to a series of adapters that 'traffic-manage' inbound and outbound communications with such interaction tools as Bulk Text Offer Output for Direct Mail campaigns, a Siebel adapter, LSoft and SMTP email adapters, our Interaction Capture tool, our TPS Redirect & Response Management tool, and our Touchpoint API.

The Teradata CRM Framework

Evaluate the result
> ROI Reports/Sample Reports
> Report Workbench

measure

Understand the Prospect
> Segmentation
> Customer Behavior
> Percentile Profiling
> Cross-Segment
> Product/Affinity
> Percentile Analysis
> Pattern Detection
> Report Workbench
> Response Modeling

analyze

Tailor the Message
> Communication Manager
> – Solution Templates
> – Personalization Templates
> Event Discovery
> Personalization Rules

plan

Execute a Tailored Plan
> Communication Director
> TD Connection Series –
> our Channel Solutions
> – Email SMTP, LSoft
> – NCR PostMaster
> – Siebel Adapter
> – Channel APIs
> – Interaction Capture
> – Response Management

act

> Teradata RDBMS
> WorldMark Servers
> Logical Data Model
> Teradata Warehouse Miner
> OLAP Infrastructure
> Teradata Utilities

collect

objective

Figure 1 - Teradata CRM components are bundled to meet the requirements of clients as they evolve their businesses toward a Dynamic Customer Relationship Optimization process framework: Analyze, Plan, Act, and Measure.

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Measure

Teradata CRM can generate a variety of reports that support ongoing evaluation of your customer relationship optimization effectiveness. Embedded in Communication Manager (Plan phase) are standard reports and ROI report generators. In addition, a Report Workbench module is added to further customize reports for business insight. In some instances, effectiveness can be measured in real time, enabling marketers to immediately understand customer behavior, draw implications, and take quick pro-active measures to enhance the relationship.

Create Conversations That Differentiate Your Business

Teradata CRM analytical capabilities make it possible for companies to respect and relate to each customer as an individual, communicating when there is an opportunity to build or retain value for the customer and the company. Your communications will be based on enterprise intelligence from information resources unique to your business relationship with each customer over time. This differentiates your company in your customer's eyes, providing a competitive advantage that others cannot replicate.

When your company can continually identify those opportunities that hold the greatest long-term value potential, your finite resources can be directed at exploiting these opportunities and maximizing profits. Teradata CRM establishes an environment where your company can continuously assess and act upon value-generating or value-retaining opportunities as they occur. With Teradata CRM, you will better manage and grow relationships by understanding what each customer needs and values – and see how each is best served – through a complete, integrated and shared view.

To better serve customers, companies must respect consumer privacy. We encourage the adoption of privacy policies built on notice, choice, access and security. Consumers should know that data is being collected and how it will be used. They should also know that merchants have taken steps to secure customer data from improper use. Creating and building trust is at the heart of building enduring one-to-one relationships. We consider "spam" the result of poor business practices that aim low and settle for less than highly relevant, timely and personal messages – the CRO-driven messages possible with Teradata CRM.

> **"In today's complex, global multi-channel marketplace, the ability to engage individual customers with personal messages through any channel at the most opportune moment is perhaps the ultimate competitive advantage. Technologies that enable a company to optimize each opportunity for customer interaction and increase the timeliness and personalization of those communications will provide the greatest customer value long-term."**
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> – Analyst Liz Roche, vice president and director of CRM Infusion for META Group, 2003

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The Power of Teradata CRM

Teradata gives its clients the power to create and optimize customer communications across all channels. Messages of high relevance reach customers at the most opportune moment, allowing you to personalize the customer experience and increase the value of the relationship to the business.

Teradata CRM integrates advanced analytical intelligence tools with automated, rules-driven lead management functionality to focus user time and attention on the very best opportunities to serve, cultivate and communicate with customers.

Teradata provides large and growing companies with clear competitive differentiation through sophisticated customer management process capabilities. We have enabled our clients to distinguish themselves with their customers and accelerate the realization of their strategic business objectives.

Teradata, a division of NCR, offers powerful, enterprise analytic technologies and services. Companies use Teradata solutions to get a single, integrated view of their businesses so they can make better, faster decisions that drive growth and profitability.

Companies leverage this integrated view to identify opportunities to increase revenues, decrease costs, and improve relationships. At the same time, Teradata

More About Teradata Customer Management Solutions

In addition to Teradata CRM, our company offers a number of other powerful analytic tools and solutions. Teradata Customer Management (CM) Solutions open your eyes to many more dimensions of the customer relationship, with deeper understanding of the underlying economics and opportunities. Consider the business value of these Teradata CM tools:

> With **Teradata Profitability Analytics** you will be fully informed as to the real financial value of each of your customers. You will also better manage and measure customers as business assets, knowing which customers contribute how much value, so you can better allocate your resources and attention. You will also realize opportunities to grow that customer's value over time, in line with your strategic objectives.

> **Teradata Warehouse Miner** provides a rapid and reliable means of discovering and interpreting previously unknown patterns in your customer and process data to solve business problems and provide insight for more effective decisions and actions. With TWM you can dig deeper into your process data to see your business like never before, and use that insight for strategic objective-setting and competitive advantage.

> With **Teradata E-Business** you will increase the effectiveness of your online marketing, lower marketing costs through optimal leverage of your online channel, better collect and integrate detailed web data with data from other channels, and extend your business intelligence across all channels for improved customer messaging and service.

If you are interested in learning more about Teradata's complete customer management solution portfolio, please let us know – and visit our website at Teradata.com.

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solutions are more cost efficient, simpler to manage, and capable of growing with the needs of the business.

Teradata Analytical Applications help companies better analyze and manage operational, financial and business performance. Industry-specific applications support the Communications, Government, Retail, Finance, Insurance, Manufacturing, Transportation and Travel industries.

Learn More About Teradata CRM with a Live Demonstration!

Learn more about the power of Teradata to drive brand differentiation for your business. Contact Teradata now and we'll meet with you to answer your questions and arrange to deliver a live demonstration of Teradata CRM capabilities or check our our web site at Teradata.com.

> "Serious marketing is focused on creating personalized conversations that engage customers tactfully on any channel – at the most significant moment. This requires a best-of-breed analytical tool set, a real-time enterprise data warehouse, and advanced marketing automation. It also takes sophisticated event-based marketing tools supported by a flexible rules engine for optimized communication. Does such a system exist? You will find it at Teradata."
>
> – Sheryl Kingstone, Program Manager, CRM Strategies at The Yankee Group

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