



MERKLE

Breaking the Rules to Drive with Decisioning

Travis Bradburn, Enterprise Decision Management Manager, General Motors

David Russell, Senior Director – Decisioning, Merkle

PW 18



Limitless possibilities.
Real results.

Five Trends in Decisioning

1. Omni-Channel, not just Digital

- Bringing together digital, outbound and human-facing channels into one marketing solution

2. Unified Contact Strategy

- Co-ordinating the customer experience while arbitrating between competing business goals

3. Bringing Anonymous and Known Together

- Unifying strategies for known and unknown customers, leveraging the DMP across channels

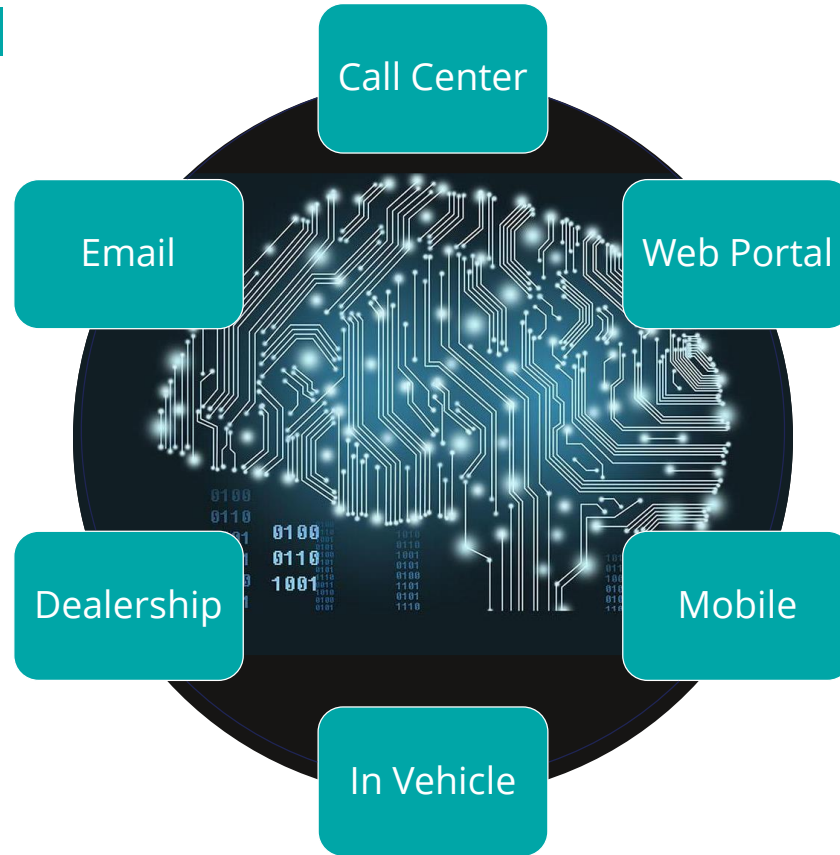
4. Machine Learning

- Leveraging self-training adaptive models and voice and text analytics

5. Personalization

- Making every conversation relevant, taking into account past actions, personalizing the experience

Omni-Channel



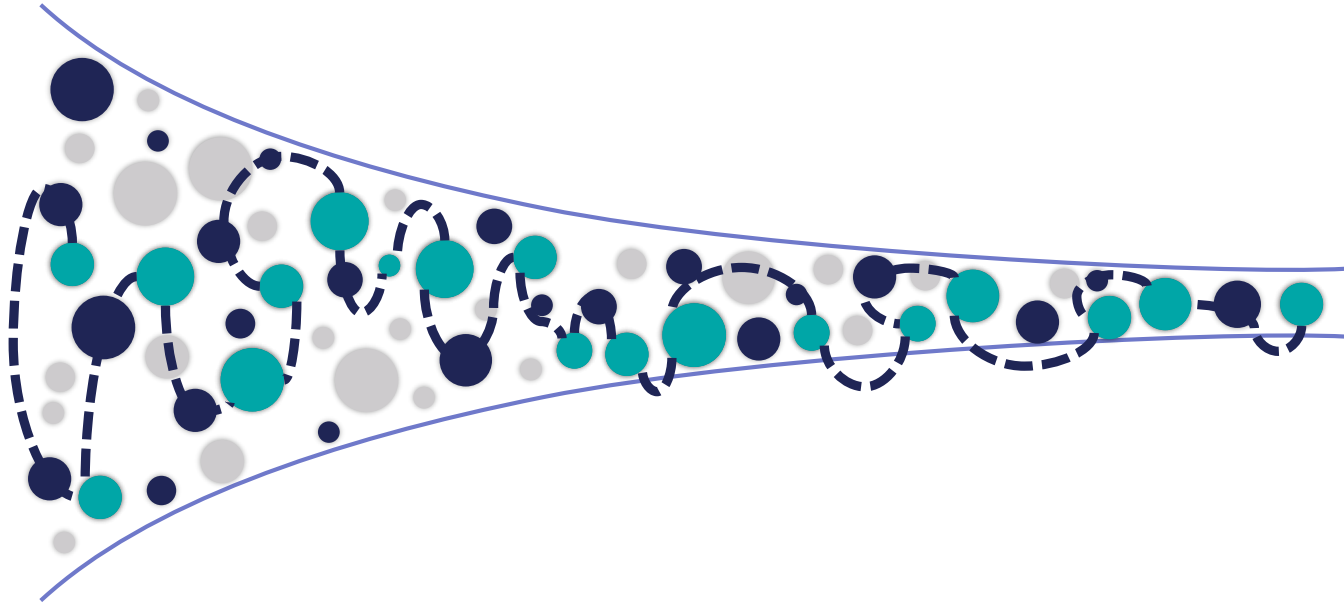
Unified Contact Strategy

Balancing Interactions in the Moment



Unified Contact Strategy

Shift System Focus to a Customer Experience View



Reduce campaigns in favor of applying *Next Best Action* to one customer at a time at *each* Journey Step to move *each* Customer to *next* Journey Step



PEGA[®]

Build for Change[®]