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CHALLENGE THINKING. LEAD CHANGE.

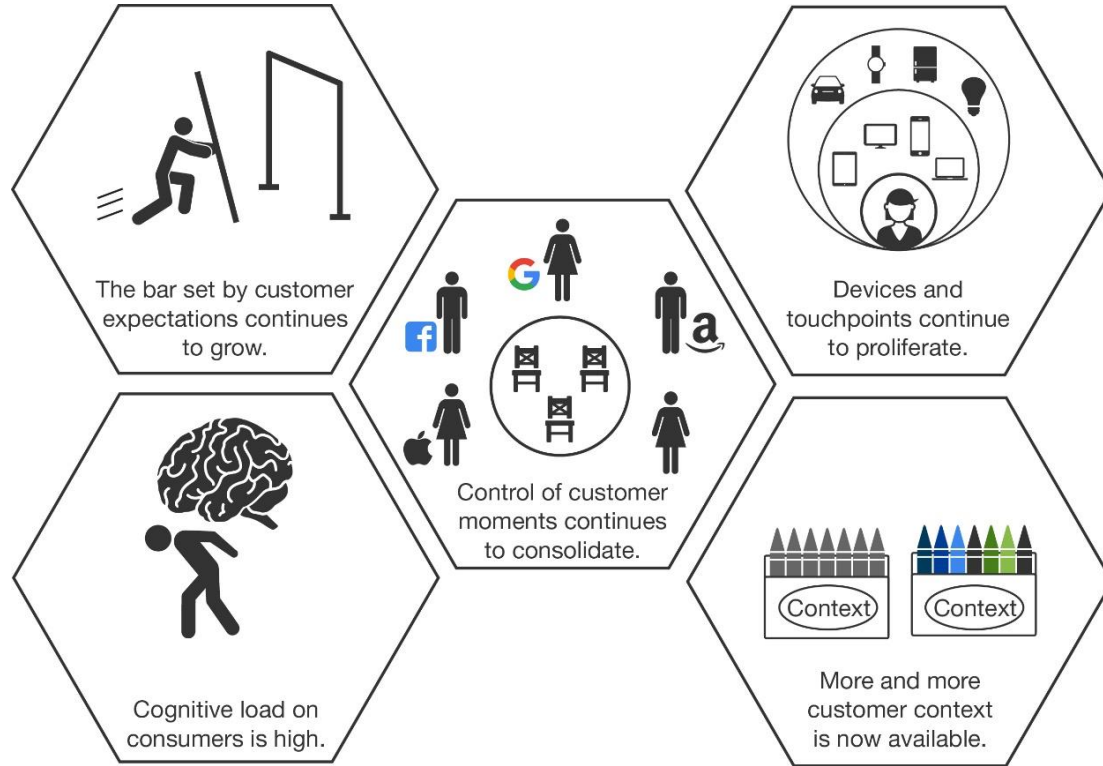
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Driving Business Outcomes With Real-Time Interaction Management

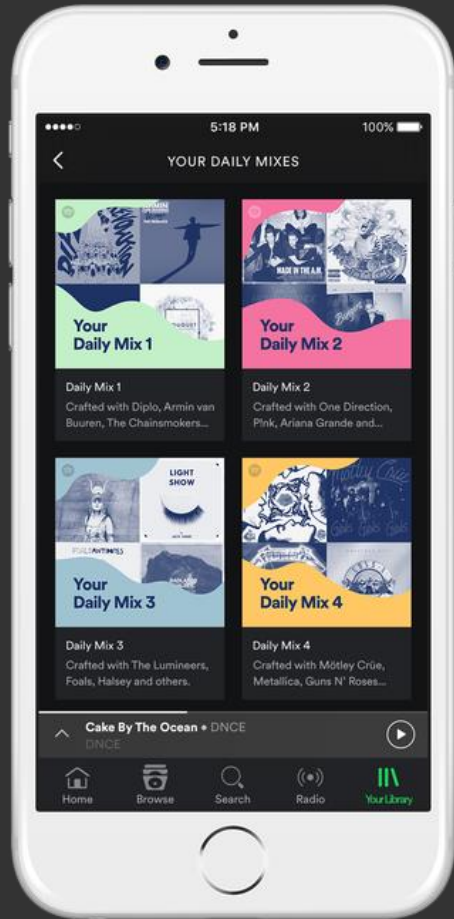
Rusty Warner, Principal Analyst

13 November 2018

Customer experience ecosystems are evolving rapidly



Source: Forrester report [Modernize Your Martech Stack For Moments](#)



Brands must win in customers' **moments**.

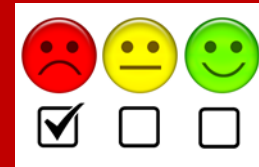
Consumers expect that they can get what they want in their immediate **context** and **moments** of need.

Brands are falling short

- › 89% of digital businesses say they are personalizing experiences.
- › 72% of retailers say they want to personalize the in-store experience.



- › Only 5% of US consumers say email offers are usually well-timed with my needs.
- › Only 13% of US online adults aged 18 to 24 say that brands make them feel valued.



Source: Forrester report [Evolve Now To Personalization 2.0: Individualization](#); Forrester Data Consumer Technographics Global Online Benchmark Survey (Part 2), 2018

Six market imperatives in the age of the customer



Drive revenue with CX



Differentiate with digital



Use customer insights to gain competitive advantage



Accelerate growth with marketing innovation



Transform IT to win, serve, and retain customers



Secure customers, protect the brand

Real-Time Interaction Management (RTIM)

Enterprise marketing technology that delivers **contextually relevant** experiences, value, and utility at the **appropriate moment** in the customer life cycle via preferred **customer touchpoints**.

Source: [The Forrester Wave™: Real-Time Interaction Management, Q2 2017](#)

What RTIM is NOT

- › Superficial personalization
- › Canned offers and content
- › Irrelevant retargeting messages
- › Duplicate cross-channel ads
- › Crowd-sourced recommendations
- › Prospect stalking

Source: [The Forrester Wave™: Real-Time Interaction Management, Q2 2017](#)

“WTF”
MOMENT



RTIM core components

1. Identity resolution at a personalized, individual level
2. History merged with real-time contextual insight
3. Analytics to determine action, offer, content, or message
4. Delivery and dialog management at the appropriate touchpoint
5. Insights for ongoing interactions and strategic planning

Recognition

Context

Offer

Orchestration

Optimization

Source: [The Forrester Wave™: Real-Time Interaction Management, Q2 2017](#)

RTIM embraces context

Customers value experiences that make their lives easier.

To succeed, marketers must:

- › Create a compelling value exchange.
- › Focus on usefulness before cleverness.
- › Integrate utility into all marketing programs.
- › Embrace “pull” versus “push” tactics.

Source Forrester's [The Enterprise Marketing Technology Playbook For 2018](#)



Frictionless

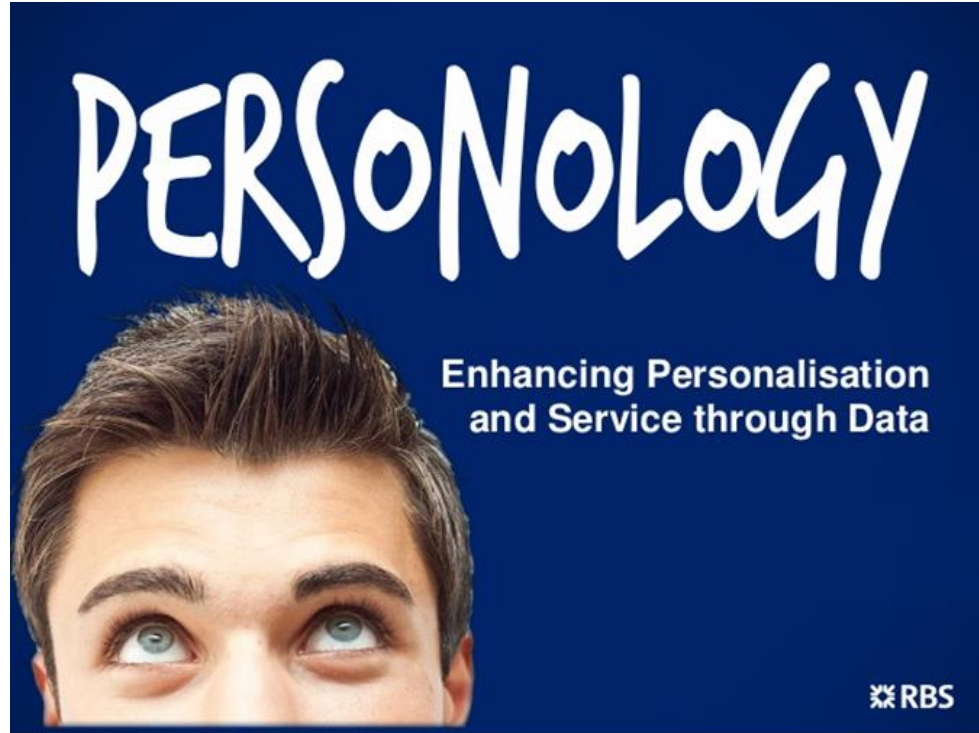


Anticipatory



Immersive

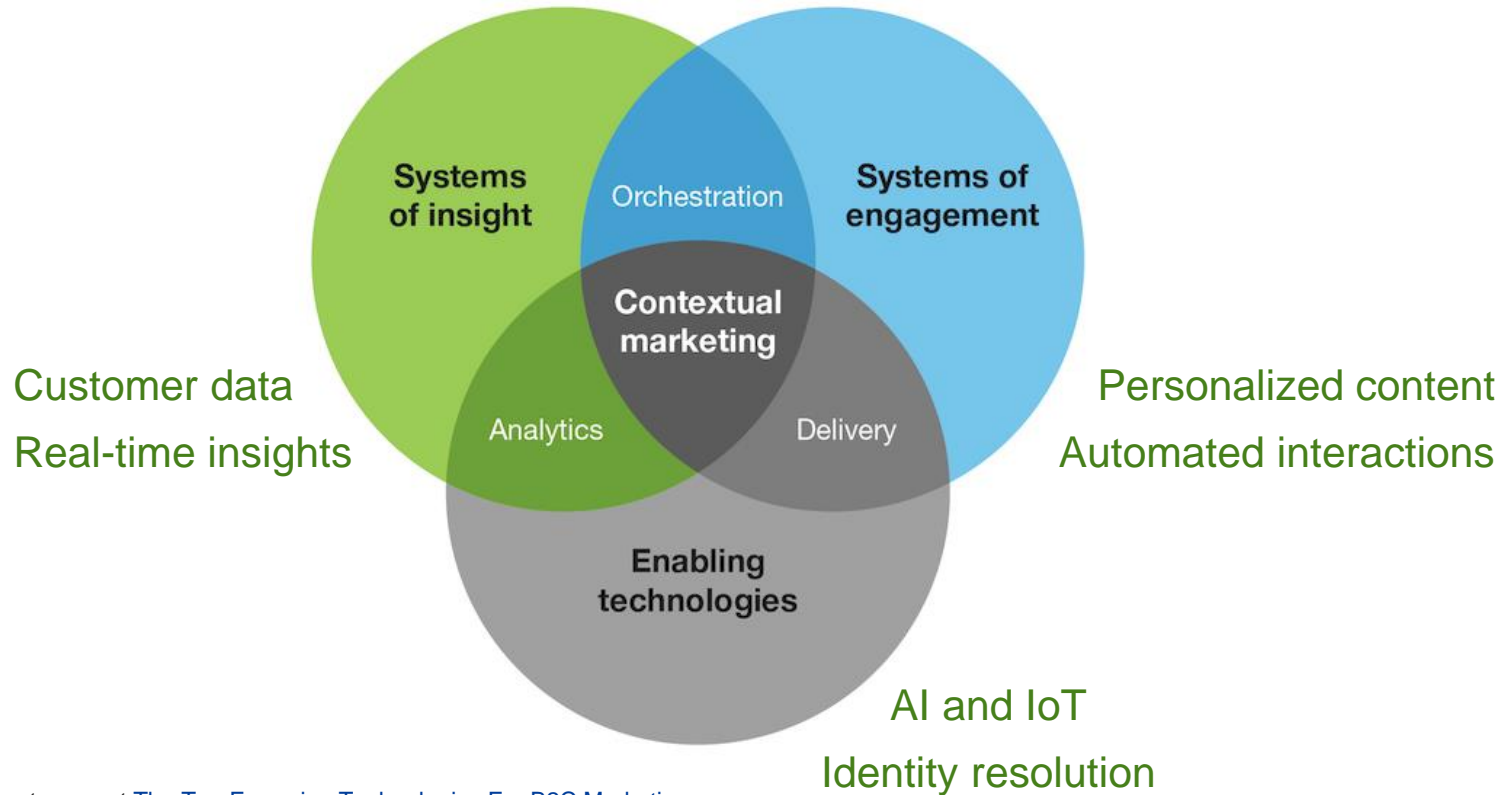
Royal Bank of Scotland invests in personalized CX



- ✓ Aligned marketing with next-best-action and business decision tools
- ✓ Integrated web, mobile app, contact centers, and branches
- ✓ Successfully created its own CX branding for employees

Source: "Personology – Enhancing Personalization and Service through Data", RBS

RTIM enables Systems of Insight and Engagement



Source: Forrester report [The Top Emerging Technologies For B2C Marketing](#)

RTIM closes the insights-to-action gap

73%
aspire to be
data-driven.

All possible data



All possible actions



29%
are good at
turning
data into
action.

Source: Forrester's Global State Of Strategic Planning, Enterprise Architecture, And PMO Online Survey; Base: 170 enterprise architecture professionals

European retailer aligns digital and in-store CX

TODAY

Personalized offers and behavior-based engagement via email, SMS, mobile app, and social media

€€€€€€€€

Measuring uplift and life-time value for targeted audiences plus optimizing cost effectiveness of recommended offers

CHALLENGES

Alignment with organizational structure and local stores

Deployment across multiple brands in multiple countries

TOMORROW

Implement proximity-based marketing and integrate RTIM with CRM and loyalty programs

Source: Forrester's Q1 2017 Global Real-Time Interaction Management Customer Reference Interviews

RTIM propels AI adoption

1. Sense

➤ Ingest data and context

2. Think

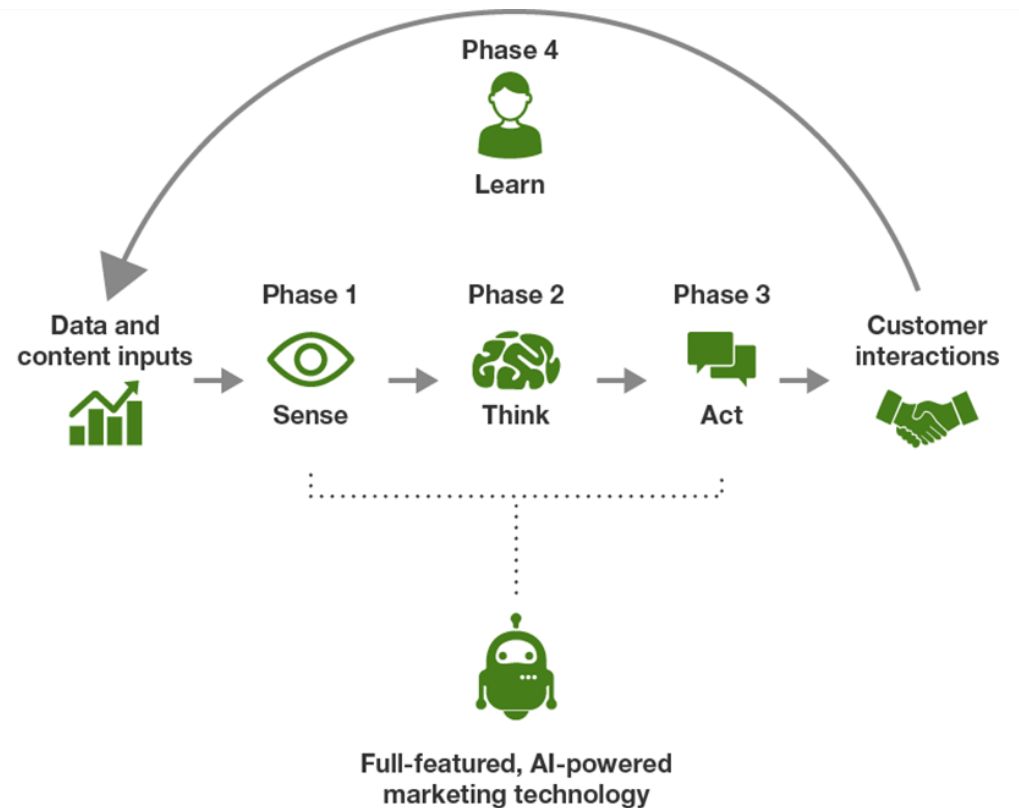
➤ Deploy self-learning

3. Act

➤ Take recommended action

4. Learn

➤ Optimize based on results



Source: Forrester report [AI Must Learn The Basics Before It Can Transform Marketing](#)

RTIM propels AI adoption

1. Find patterns

➤ More data, more quickly

2. Make suggestions

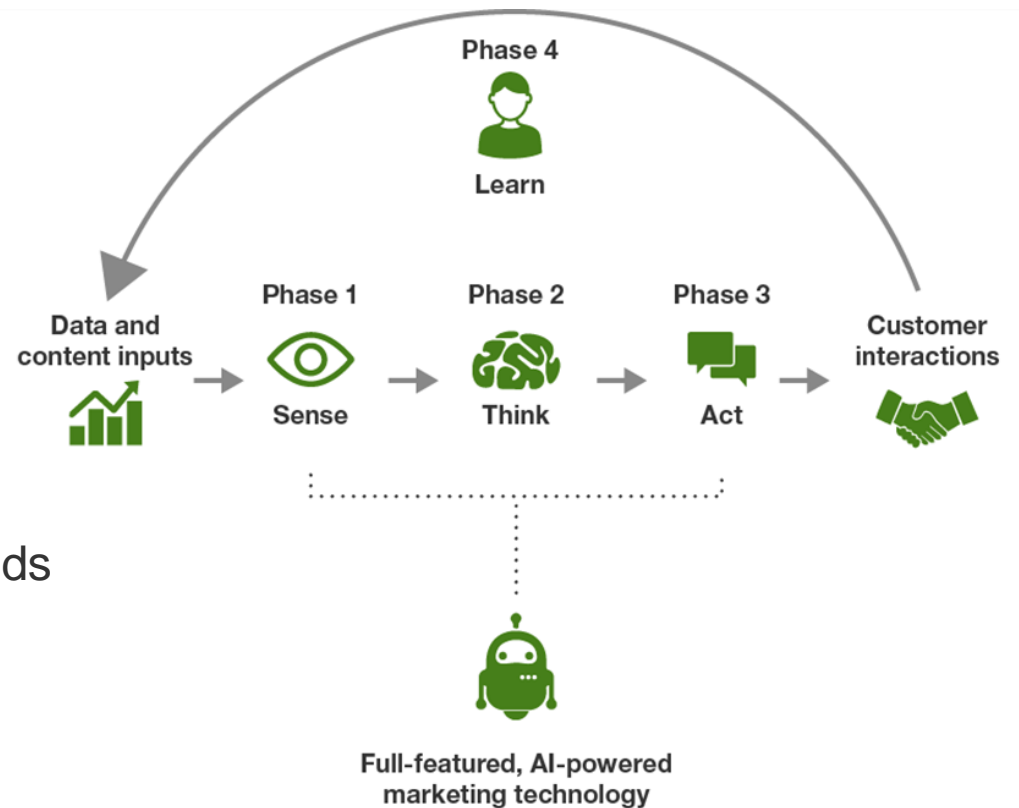
➤ Human review and action

3. Embed decisions

➤ With guardrails and thresholds

4. Fully automate

➤ Appropriate use cases



Source: Forrester report [AI Must Learn The Basics Before It Can Transform Marketing](#)

Total Economic Impact – Telecommunications firm

- › **Improved retention:** \$63.5 million per year in additional value
 - Prioritized customer offers that adapt in real time
 - Detailed analysis to optimize retention strategies
- › **Contextual offers:** \$13.8 million per year in incremental sales
 - Up-sell/cross-sell premium services
 - Incremental revenue from existing customers
- › **Efficiencies:** Enhanced enterprise performance
 - Streamlined marketing processes
 - Streamlined contact center operations
- › **ROI:** Payback period under 5 months
 - 797% Return on Marketing Investment (ROMI)
 - Overall Return On Investment (ROI) of 438%

**The Total Economic
Impact™ Of Pega
Marketing**
Cost Savings And Business Benefits
Enabled By Pega Marketing

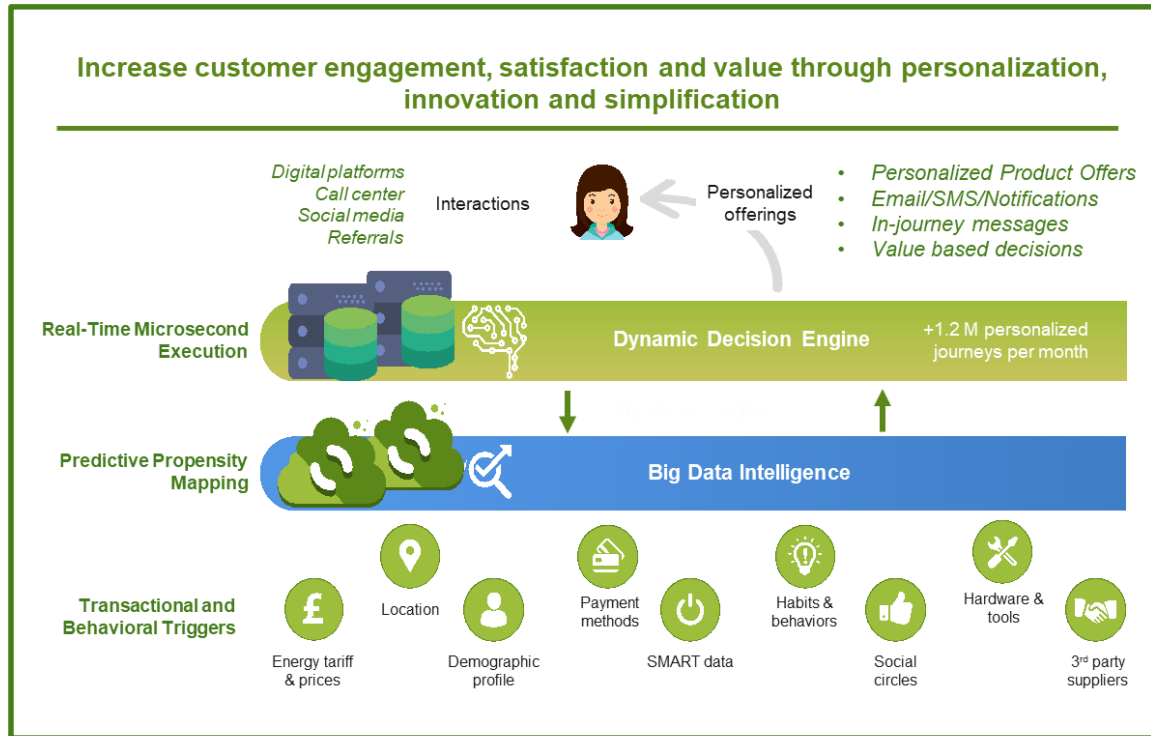
Source: [A Forrester Total Economic Impact™ Study Commissioned By Pegasystems](#)

RTIM spans the customer lifecycle



Source: Forrester report [Vendor Landscape: Real-Time Interaction Management](#)

ScottishPower runs on unified CX



- ✓ Aligned marketing and customer services
- ✓ Integrated business technology ecosystems
- ✓ Successfully rolled-out digital transformation to a traditional enterprise

Source: [Case Study: ScottishPower Adapts To Customer Needs With RTIM](#)

RTIM operating principles



FROM

TO

Customer aware

Customer led

Data rich

Insights driven

Perfect

Fast

Siloed

Connected

Source: Forrester report [The Model For Modern Marketing](#)

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Thank you

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