CUSTOMER360

MADE FOR RETAIL, INTELLIGENT CUSTOMER DATA PLATFORM

Create high-value customer relationships with the right data foundation and advanced analytics.

Most data projects are complicated, and it's rare to come across an implementation that was done on time, had zero cost overruns, yet delivered all the required functionalities. Manthan Customer360 is a packaged Customer Data Platform, made for retail, and complete with all must-have customer analytics models for micro-segmentation, propensity modelling and to grow customer lifetime value. The deep retail specialization and pre-built models ensure the fastest time to value and fit of a bespoke solution.

GOLDEN CUSTOMER RECORD

A 360 degree omni-channel view of the customer, identity matched. Highest data quality enabling precise marketing as well as customer service and clienteling applications.

ADVANCED ANALYTICS & AI

Out of the box descriptive, predictive and prescriptive advanced analytics algorithms to uncover growth opportunities.

MARKETING ANALYTICS

Ingests customer, product, campaign and CSAT data for extensive marketing analytics such as incremental sales, offer analytics, redemption and attribution.

MADE FOR RETAIL

1000+ domain measures & metrics – basket size, CLTV.
Pre-built models, templates, dashboards and KPIs.
Retail data model for sources like loyalty, POS, campaign, mobile & web clickstream, feedback.

ENTERPRISE SCALE, COMPLIANT

Compliant with GDPR and CCPA, embracing privacy by design.
Built for enterprises: proven success in unlocking sales at large multi-brand retailers.

EXTENSIBLE PLATFORM

Complete with data scientist toolkits for self-service and model management. Ability to integrate with and serve third party apps that need customer data.

Upfront deployment costs and long timeframes have been barriers to implementing customer analytics solutions. Manthan's pre-built solutions for the retail industry and prescriptive analytics ensured quick time-to-value for rue21 and helped us gain performance improvements that would have been otherwise inaccessible. - **Dr. Mark Chrystal, the Chief Analytics Officer at rue21**

MAXIMIZE CUSTOMER LIFETIME VALUE WITH REAL-TIME, OMNICHANNEL INSIGHTS

Profile Unification

Identity resolution using probabilistic matching to create a golden customer record including transaction and engagement details from all interaction systems. These profiles are enriched from third party data sources, and also aggregated to create the household view

Acquire Customers Digitally

Acquire relevant new customers from social channels, who resemble your existing star customers and their first party data that's beyond basic demographics

Create Audience Segments

Use Machine Learning to auto-create predictive and behavioral micro - segments for a given marketing or campaign goal, e.g. maximize share of wallet from engaged high potential customers, or target customers likely to respond to organic food promotions

Arrest Churn & Catch Falling Stars

Predict and re-engage customers at risk of churn, track customer migration from high-value to low-value segments, and revive them with relevant messages

Measure Campaign Performance and Grow Revenues

Attribute sales to various marketing channels and tactics, surface the winning campaigns, know and grow the long-term performance and marketing led revenues

Among Top 4 solutions in
Forrester Customer Analytics Wave, 2018

Manthan and RichRelevance have come together to deliver an end-to-end Algorithmic Customer Experience Platform that includes the category-leading B2C Customer Data Platform, Retail Marketing and Real-time Personalization with advanced data science and algorithms.

For more, visit
www.manthan.com | www.richrelevance.com

ALGORITHMIC CUSTOMER EXPERIENCE