

Roadmap to Real Time

Salesforce Interaction Studio



Presenter



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MUNVO'S EXPERIENCE

2005

Munvo partners
with Unica

2010

Unica (Affinium)
acquired by IBM

2012

Munvo partners
with Neolane

2013

Adobe acquires
Neolane

2017

Munvo partners
with Evergage

2020

Salesforce acquires
Evergage

30+

Inbound Enterprise
Customers

1m

Impressions Per
Month On Average

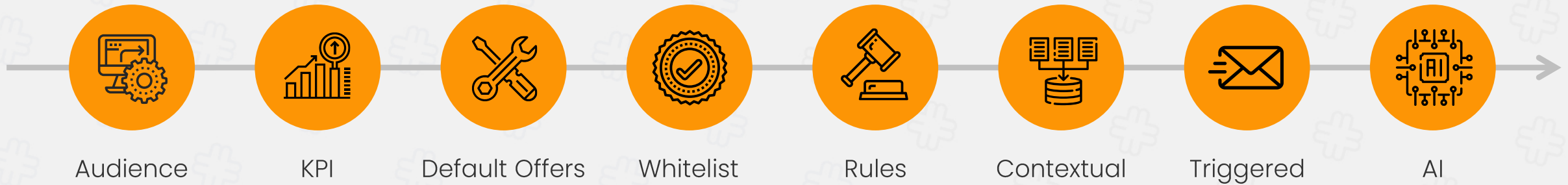
500+

Inbound Journeys
Implemented

3

Inbound Channels
Integrated on
Average

Roadmap



Audience



- Define customer journey across different audiences and channels
- Define an experience across channels
- Define a data model that tracks a customer along a set of actionable events during a journey

KPI and Offer Management



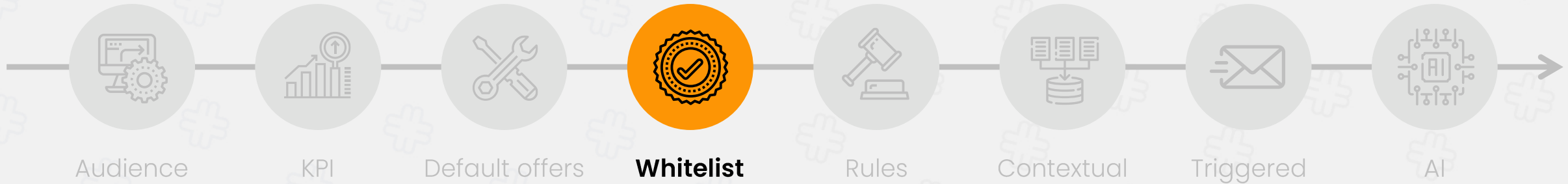
- Define a response framework that is agnostic to a marketing campaign
- Define a unified customer contact and response history

Default Offers



- Implement the default experience for the customer

Whitelist Offers



- Cross-channel targeting from outbound to inbound
- Unified customer experience across channels
- Begin measuring and qualifying marketing activities

Rule Based Offers



- Customer experience defined in real time based on profile
- Real-Time decision making provides a stronger customer experience

Contextual Data



- Utilize contextual triggers to pivot the conversation to relevant messaging
- Events and behavioural data utilized
- Dynamic marketing conversation with the customer

Triggered Messages



- Close the customer journey with cross-channel communications on other channels
- Omni-channel experience

Artificial Intelligence and Learning



- AI optimizations to increase KPI

Real-Time Pitfalls

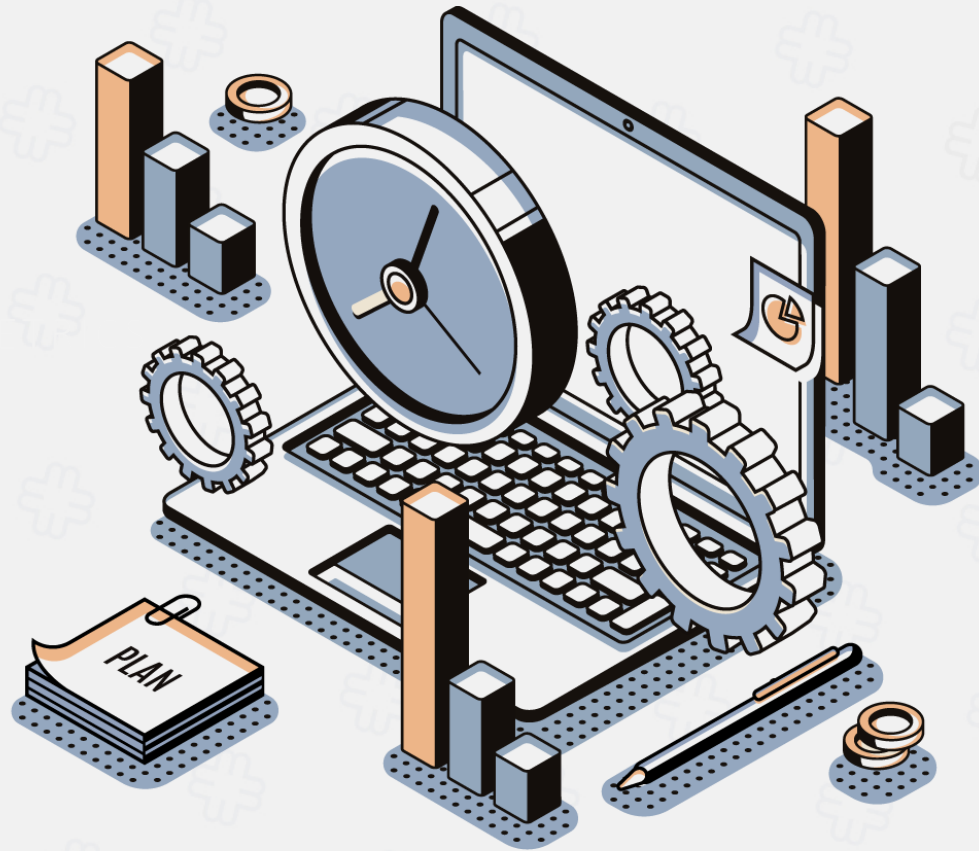
CURRENT

- × Team size and decision enablement
- × No testing framework / environment
- × Lack of reusable KPI and reporting framework
- × One-way conversation with the customer where offers are determined in batch
- × Complexity of the customer profile and complexity of segmentation in real time

FUTURE

- × Data privacy and marketing audit framework
- × Customer fatigue across online channels

Salesforce Interaction Studio (powered by Evergage)



Customer Experience

Interaction Studio is a best of breed solution for customer engagement. It empowers marketers to create dynamic experiences on their web or mobile channels

Accelerated AI Learning

Interaction Studio allows for rapid development of Next Best Action (NBA) and Next Best Offer (NBO) learning to provide relevant material to customers

Ease of Implementation

Interaction Studio implementations allow for quicker progress through the technological roadmap by focusing on key functionalities

READY TO GET STARTED?

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