

A Fortune 500 Software Company Automates Its Customer Journey Experience by Leveraging IBM Operational Decision Manager and Salient Process

Processing
5 M
Events and rules per day



Sending over
50,000
Qualified, relevant, and
targeted emails per day



On average
27%
Increase in user
engagement vs holdouts



Take the next step:

www.salientprocess.com



The Client

A Fortune 500 Software Company

Business Challenge

The client's customers were being bombarded by various types of communications that were not appropriate or timely for the audience. The client needed to improve the customer journey experience by presenting them relevant information, tutorials, and offers through the right channel and at the right time.

The Solution

Salient Process led the initial adoption and rapid growth of a dynamic customer communication and experience platform using IBM Operational Decision Manager.

"Salient Process was critical in implementing an ODM Advanced project in a very aggressive timeframe. With their unique set of skills and methodology, Salient not only exceeded our expectations for the initial development and implementation, but also enabled our team to be self-sufficient and take ownership of our solution."

- Engineering Manager
IT

Knowing Your Customer

When a customer purchases or interacts with software (or any product) from a company, there are important aspects and metrics that can be gathered from that experience. This is especially true when that product is only sold online and only delivered through an electronic download, or provided via Software as a Service (SaaS). **The more customer-relevant data that is collected, the more insight a company has** into what types of customers are purchasing which products, and other events or qualifiers that indicate a customer is more likely to move to the next step.

Traditionally, this information can be processed and analyzed in a data analytics tool to discover patterns and interesting trends. However, sometimes this is not enough. In this age of big data and real-time

interactions, **if these patterns are not identified and acted upon within moments, then the opportunity is gone.**

Further, these interactions with the customer do not need to be limited to new sales opportunities. Many times customer retention and personalization is more valuable than net-new customer purchases. This is especially true in subscription-based licensing which is becoming the norm. Knowing your customer is not only understanding their demographics or purchasing history; **it is now critical to understand who the customer is** based on their continual interactions with the company and products, and to respond to those interactions in relevant and intelligent ways. In short, to be attentive and knowledgeable without seeming like “big brother” or “creepy”.

Salient Results

Salient Process is not your typical consulting firm. The goal is not to become a client’s outsourced IT department, rather it is recognized that real value is provided when technology becomes transformational and repeatable throughout an organization. This is especially true for large-scale implementations which make up a lot of IBM-focused technologies, and this can only happen with a proven and documented methodology. By following a “teach them to fish” model, **Salient ensures that mentoring and enablement is built-in throughout the engagement** and continual improvement and iteration is the key to success.

When Salient was initially engaged with this client, there was some skepticism the technology could achieve the results required but, more importantly, that it could be done in the timeframe needed. For the initial enterprise-scale project to reach each and every

prospect of this Fortune 500 software company, a new form of digital marketing and personalization **needed to be implemented within five (5) weeks.** The outbound messaging needed to be implemented in this same time frame. The outbound messaging would be managed by real-time rules implemented with IBM Operational Decision Manager (ODM) and could be continually changed and adjusted based on feedback from the customers. This seemingly unreasonable challenge was met head-on by the Salient team and by collaborating with the client development staff and leveraging existing assets and methodologies, the **initial phase of the project went live within twenty-five (25) business** days of the kickoff meeting.

Following the initial roll-out, the results were impressive. One of the key aspects of a successful project is the ability to measure results. As such, the



first phase implemented a sort of A/B testing where the new rules governing the interactions with the customers were measured against a control group which did not use any of the new rules. On average, **those targeted with the new rules were 27% more likely to engage** than those of the control, conversion rates increased, and opt-out rates decreased significantly.

Following the initial implementation, the client has grown the number of rules managing the system significantly and **are now able to do so without Salient’s direct support** which is an important measurement of a successful implementation. **Our job here is done.**