

Effective Intelligence announces personalised engagement platform

Effective Intelligence (EI), marketing and analytical solutions provider in South Africa, will be showcasing the world's leading real-time customer engagement platform at the Customer Journey Excellence Summit on 17 September in Midrand.

Effective Intelligence will interactively demonstrate the extensive capabilities of real-time customer engagement through the use of their "Customer Orchestration Hub". The platform supports real time analytics and automated decisioning and can be implemented at unrivalled scale, speed and cost-efficiencies.



Real-time communication

For more than a decade, organisations have struggled to create meaningful real-time engagement and most often companies engage with customers in a sequential, batch or dis-jointed fashion in terms of customer perceptions. EI's Customer Orchestration Hub allows customer-facing organisations to incorporate real-time interactive communications and analytics into all their service processes. It allows business units in companies the ability to proactively listen in real-time for "moments of truth" from consumers and immediately convert them into relevant interactive brand experiences.

The EI integrated solution also solves a major problem that marketer's face - which is how to inform IT and get their buy-in for an ever-evolving marketing eco-system where the requirements are continuously changing. The solution connects data held in campaign management systems, content management systems, CRM systems and social media to orchestrate omni-channel listening. Serving as the real time "glue" between existing systems, the solution combines content from many different databases and systems to enable enterprises to actively perform customer listening before engagement. In addition, the workshop covers the use of unique South African marketing assets to help identify prospects and to use external information to aid intelligent predictive decisioning.

Increasing brand relevance

CEO of Effective Intelligence, Julian Ardagh says, "We are very excited to be launching a world-class comprehensive marketing solution that enables true customer centric, real-time interactive marketing to be implemented quickly and easily. In the ever changing consumer landscape, it allows marketers the ability to easily design and implement intelligent customer journeys for 'always-on' consumers. Enterprises are starting to realise that personalisation builds relevance and relevance drives revenue. So whether you want to enhance personal information in real-time to support multiple real-time predictive models supporting "Next best Action" or "Next best Product" or you want to improve current system response times from hours to seconds - our Orchestration solution provides this capability."

The great attribute is that once implemented the solution is future-proof and able to integrate with all existing and new technologies, so there is a very high ROI on the low initial investment. The upfront cost is low, the solution is quick and easy to modify and it moves the capability from "mostly IT project" required to enable functionality, to "mostly business process" users being required.

The Customer Journey Excellence Summit will provide a thorough business understanding of how to orchestrate and "glue" the customer journey touch points, building deeper pictures of each customer to deliver intimate actions that are genuinely engaging. Delegates attending the Summit will leave with the knowledge of how a real-time Customer Orchestration Hub can assist them to significantly increase brand relevance throughout the customer lifecycle in the South African context.