

RTML (Real-Time Marketing for Leads)

Enables more informed and targeted interactions by delivering real-time customer & prospect insight



EIM's insight can now be delivered in real-time so a client has an enhanced view of the customer at the precise customer interaction point, enabling them to target and differentiate their offerings appropriately

Today, it is possible to vary sales interaction based on what customers tell you during a call or web session or what you might already know about them. However, the weakness of this is that there is only so much information you can extract in a live sales situation and your ability to vary the interaction is limited. As immediate sales channels; such as the Internet and Call Centres, continue to grow in importance as primary customer touchpoints, increased importance is in turn placed on delivering immediate insights on consumers to enable more targeted and relevant interaction.

What can EIM do for you?

Experian's Real-Time Marketing for Leads (RTML) is a web service that takes a client's customer or prospect inbound name and address details, and then appends Experian data or models to this individual – in real-time – so the client has an enhanced view of the customer. This superior customer insight means that clients are able to interact in a more relevant and appropriate manner at the precise customer interaction point. The client can target and differentiate the way it now treats each customer either through its offerings, products, or treatment in a real-time situation to improve conversion and value of sale. This typically takes place in call centres or on brand websites.

How do we do it?

There are currently two stages to RTML; match and enhance – the enhance capability providing the valuable insight required at point of interaction.

Match - Ensures consumer data is accurate, relevant, and actionable

- Name and address is verified against the expansive Experian consumer contact database
- Address information is standardised to increase the success and efficiency of direct mail
- Questionable data entries are flagged, such as spoof names, and de-duplication checks are also run
- An option is given to validate email addresses, but no information is given as to the owner of the email address



Enhance – Leverages Experian's vast data assets to significantly increase customer and prospect insight

- Best in breed segmentation - includes Mosaic and TrueTouch (Experian's customer segmentation that classifies individuals by their channel preference and promotional orientation).
- Geographic and demographic data – includes household composition, property attributes, etc
- Credit data – ranging from CCJs, balance trends, credit limit utilisations and mortgage payments

In order to utilise EIM's RTML offering, clients need to have a Content Management System (CMS) capability for their website or the capability to place various content in front of agents in a call centre.

What are the key benefits?

Improve customer experience and get the most of every customer interaction, whilst increasing sales and driving profitability

- Interact with customers in a more relevant and appropriate manner in a 'real-time' situation to improve conversion and value of sale
- Provide a fast and efficient service to increasingly demanding customers
- Effective service enhances your brand reputation
- Improve call centre agent retention as RTML improves their sales performance and commissions
- Manage and target your offerings appropriately offering both relevance and value for the customer, whilst increasing your chances of closing a sale

- Improve the effectiveness of sales conversion through bettering targeting of content earlier in the buying cycle
- Improve call centre metrics as agents can be directed where to focus or indeed not call back certain prospects

Find out how EIM can help you

Invest in your customer contact strategies today and find out how making data-driven decisions in real-time can maximise conversion, customer retention and profitability.

Contact us today
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