ActionIQ

Solution Brief

Real-time CX

Real-time CX

Create real-time customer experiences that matter using the full customer profile. Power every interaction at scale with speed and intelligence.

What You Get

Centralized Data Collection

Collect and unify real-time customer events in one location for decisioning and activation.

Complete Intelligence

Combine both streaming and historical data to power personalized real-time experiences.

Omnichannel Activation

Orchestrate and monitor real-time customer experiences across every inbound and outbound channel.

How We Do It

ActionIQ Tag

Use the natively integrated Tag to collect and unify real-time customer events.

Profile API

Power inbound decisioning using the full customer view. Do away with fragmented and siloed customer data.
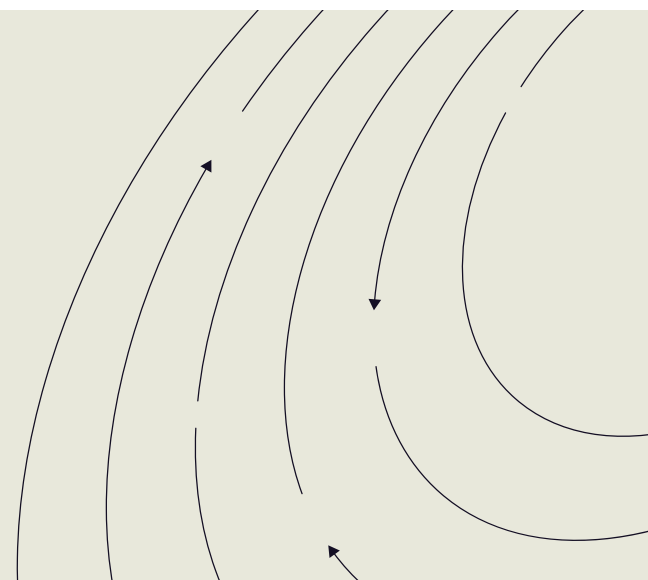
Triggers

Drive real-time outbound experiences across any channel. Inform experiences with event data and historical customer profiles.

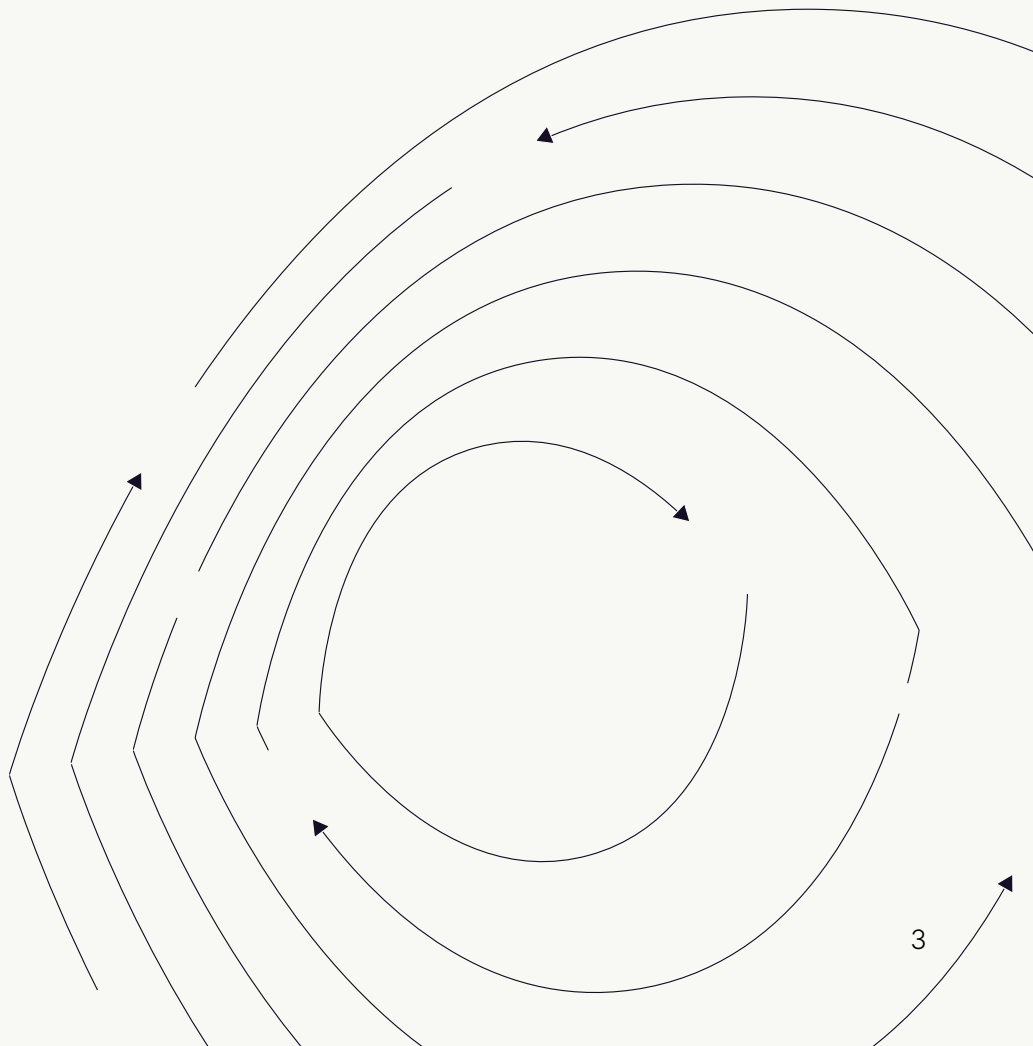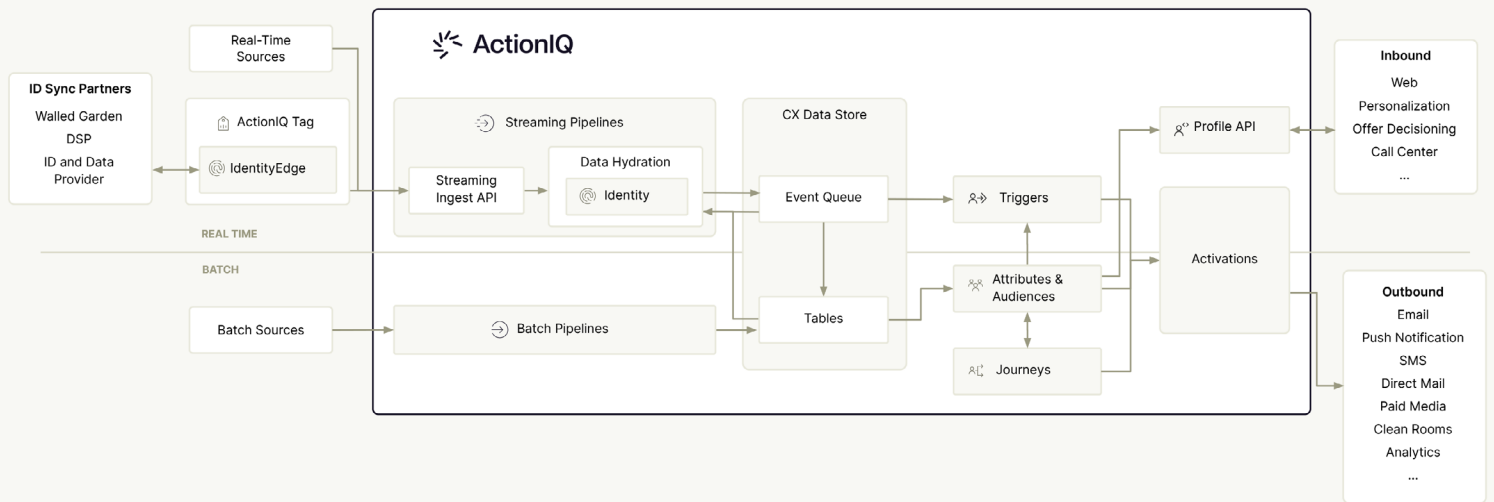> "We are truly enabling omnichannel personalization capabilities across the user journey where the users are."

Sankett Deshpande
Director of Product Management, Digital Marketing

Albertsons

How It Works

ActionIQ Tag

The natively integrated Tag tracks user behavior during website visits and application usage to power real-time customer experiences.

What You Get

Speed

Deliver relevant, authentic customer experiences based on the full customer profile in real time.

Scale

Rapidly interpret and activate data based on all web and mobile activity to provide deep personalization.

Time to Value

Deploy and access Tag within the ActionIQ platform immediately to start driving results.

Key Use Cases

Data Collection

Collect user behaviors in real time from any website or mobile application where the tag is deployed.

Data Enrichment

Enrich user profiles in real time with third-party data sets.

Retargeting

Retarget on owned or paid media channels based on addressable IDs available with Tag.

How We Do It

Web & Mobile Deployment

Analytics tracking ecosystem configured for web, iOS and Android unlocks the benefits of first-party hosting – including cross-domain identity syncs and ad blocking mitigation.

Tracking

Page and event tracking – combined with identity resolution – supports detailed behavior analysis for personalization, real-time experience delivery and journey orchestration.

Identity

Access addressable IDs within the browser at the time of data collection via integrations with demand-side platforms, walled gardens and other systems using AIQ IdentityEdge.

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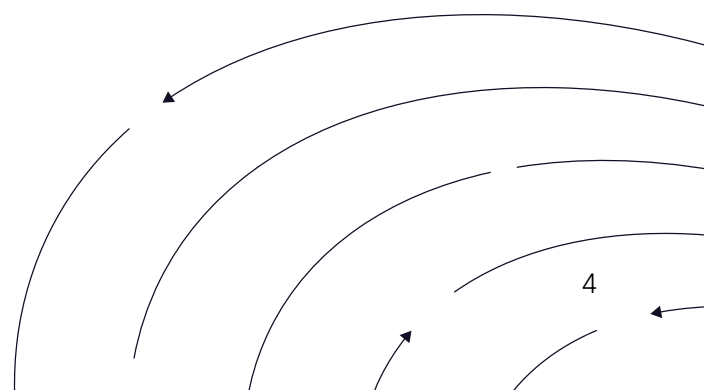
Profile API

Provide real-time access to the full customer 360 view to power inbound decisioning and improve customer experiences.

What You Get

Scale

Process thousands of requests per second to meet scale needs for even the most demanding enterprise organizations.

Speed

Return the response message to the request within milliseconds.

Intelligence

Feed decision engines with data intelligence to drive better CX.

Key Use Cases

Web Personalization

Personalize website content leveraging profile and behavior data stored in ActionIQ.

Email Open Time Personalization

Display a relevant offer when an email is opened instead of when it's being sent.

Call Center Support

Identify customers and access their latest profile information when they call to quickly and effectively resolve their request.

How We Do It

Identity

Retrieve the golden record of a customer profile from a single piece of identity.
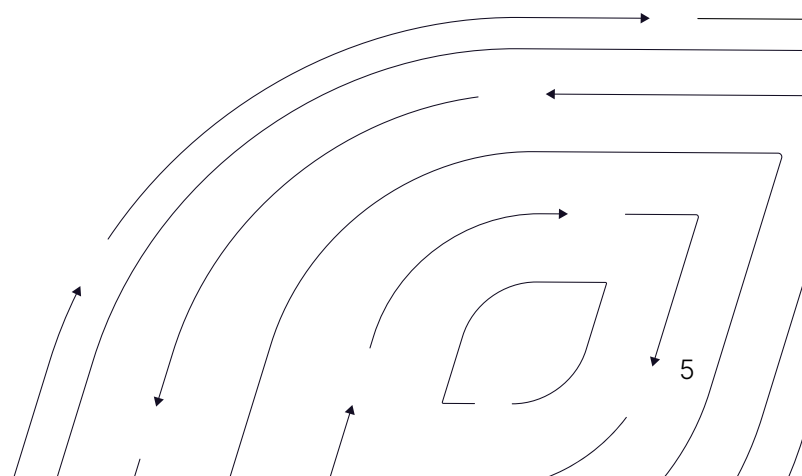
Customer Attributes

Unlock on-demand access to comprehensive customer attributes configured in ActionIQ.

Audience Membership

Gain immediate insights into the audiences your customer is part of.

Triggers

Activate personalized customer experiences in real time based on both streaming data sources and the full historical profiles.

What You Get

Increased Revenue

Drive revenue growth and customer loyalty by serving up relevant and highly personalized customer experiences in the right place at the right time.

Operational Efficiency

Unburden marketing and IT teams by eliminating complicated, time-consuming manual processes.

Unified Experience

Sunset costly channel-specific tools from your existing CX stack, and deliver a unified real-time customer experience across all touchpoints from a single platform.

Key Use Cases

Abandon Events

Convert high-intent customers who started an action but left your website before completing it.

New Registrations

Target newly registered customers for onboarding experiences.

Account Updates

Keep brand representatives updated and personalize outreach based on changes to customer account and profile data.

How We Do It

Data Hydration

Validate, clean and transform data stream in real time as it's ingested. Enrich stream with any data and addressable ID that ActionIQ has already received.

Business Self-Service

Empower business users with easy-to-use self-service access to build decision rules.

Decisioning

Leverage in-the-moment customer actions along with historical information to decide which action to take, if any, and activate across the appropriate channels.

ActionIQ

AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

Get in touch with our experts to learn more.