
ONE EXPLAINED



ONE ENGAGEMENT HUB

A LOOK UNDER THE HOOD OF ONE



INTENT-DRIVEN
CUSTOMER JOURNEYS

[THUNDERHEAD.COM](https://thunderhead.com)

Our ONE Engagement Hub (ONE) is a light-touch cloud solution that closes the customer experience gap by providing an engagement layer across the channels and data silos of an enterprise. It enables the business to converse with each customer with an intelligent voice across any and every touchpoint. But light-touch doesn't mean light on capability. In fact, there's no lack of depth to what ONE is actually doing to help your business have relevant and valuable conversations with customers. This "explainer" gives you a look under the hood of ONE so you understand the key parts of ONE, what they're doing and how they work in support of closing the experience gap between your customers and your business.

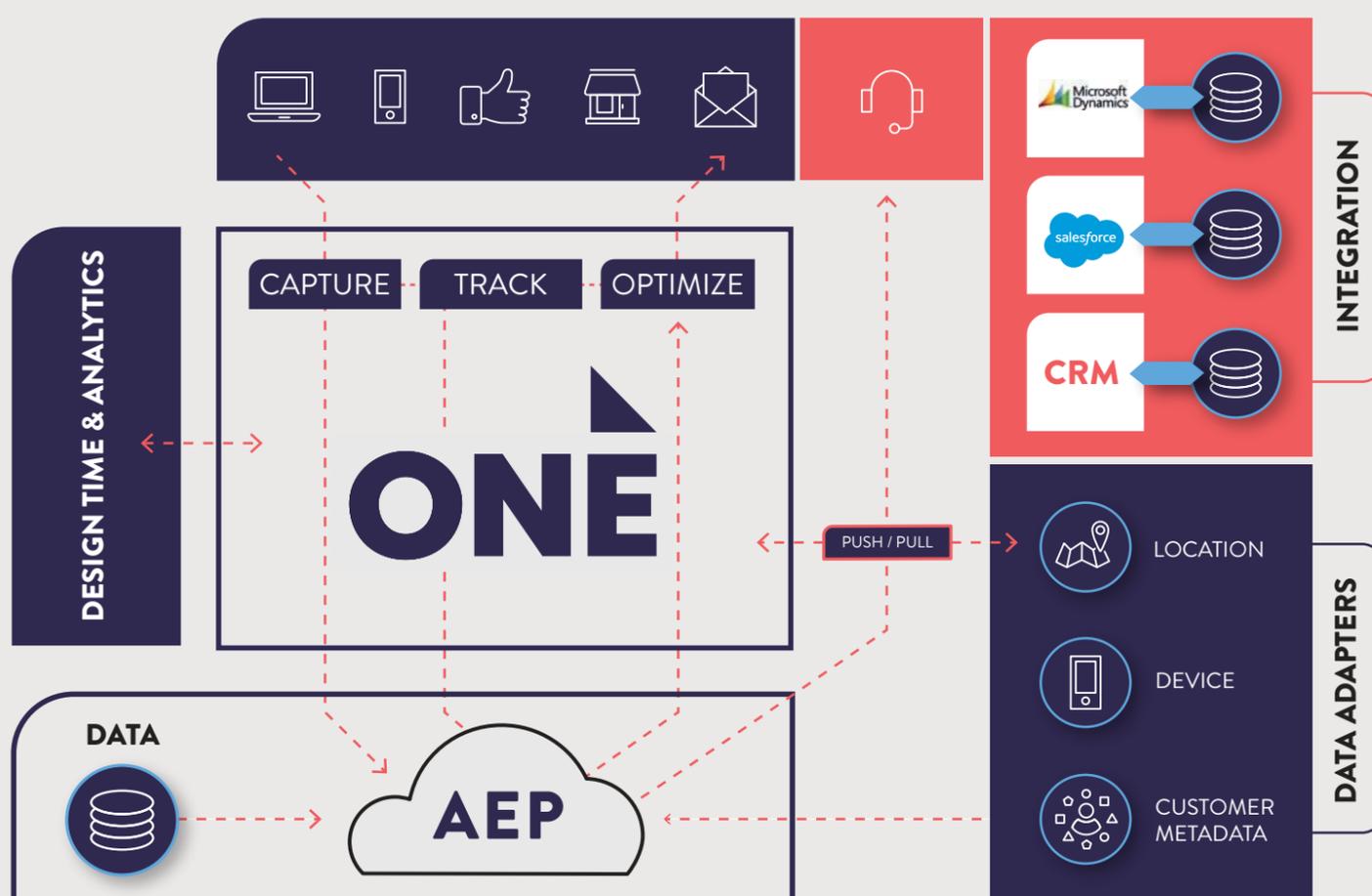
ANY CHANNEL, ANY TIME

Look at the diagram below and you'll see there's a lot going on within ONE. The best way to understand is to start from the simple fundamental concept that underpins everything that ONE does, namely, it's omnichannel from the ground up. ONE has been developed and built to be channel agnostic, both when listening to customer activity and when optimizing customer conversations. This means that ONE isn't tied to a specific channel as perhaps a marketing automation system is closely aligned with email or content management systems are focused on the web.

Instead, ONE helps to provide a customer experience that is bespoke and continuous irrespective of format. ONE gives your business users – the marketing folks, if you want to be specific – an omnichannel language that lets you shape how it uses touchpoints to converse with customers – any touchpoint, on any device. ONE doesn't care about the format, it cares about delivering the most appropriate conversation in the best way. ONE helps to provide a customer experience that is bespoke and continuous irrespective of format.

BESPOKE SOLUTIONS

So you have a bespoke internal solution and are worried about integration? No worries, ONE has many flexible integration options including out of the box data adapter to connect to RESTful services to pull/push data from/to these systems.



TOUCHPOINT LISTENING

Even though ONE doesn't care about the channel when having a conversation, ONE cares a lot about understanding the channel context so it can enable the right conversation— listening and responding in real-time – on the channels and touchpoints preferred by individual customers.



ABOUT THE ONE TAG

The ONE Tag is a single line of JavaScript, added to web pages, that enables ONE technology on web real estate. The ONE Tag can be deployed using Tag Management solutions or via Web Content Management templates. The ONE Tag uses first party cookies as the basis for recognizing and identifying customers, making it easy to track, capture and optimize across web and mobile websites. It requires minimum configuration, deployment and maintenance effort and ensures no adverse impact on a web visitors experience or page load times.

TOUCHPOINTS

ONE listens across all online and offline channels and touchpoints as customers traverse your brand. For each channel that your customers use as they travel across your brand. These touchpoint solutions are designed to work seamlessly with the channel solutions you already have. Here's a list:

For anything that happens in a web browser, there's the JavaScript-based ONE Tag that lets you to track and capture web activity on any part of any web page.

Mobile application listening, that's done through dedicated SDKs for iOS and Android.

Traditional outbound email, supported by a tracking pixel dropped into an email template.

Assisted channel listening, say for agents in a contact center, made possible by standard integrations to Salesforce, Microsoft Dynamics and SAP.



JOURNEY ANALYTICS

With each interaction it listens to, ONE gathers activity and behavior and then visually represents it, providing the basis for insight into the actual journeys your customers are taking, every day, on the touchpoints and channels to which you're listening. This is incredibly powerful on three levels. Here's why:

Actual

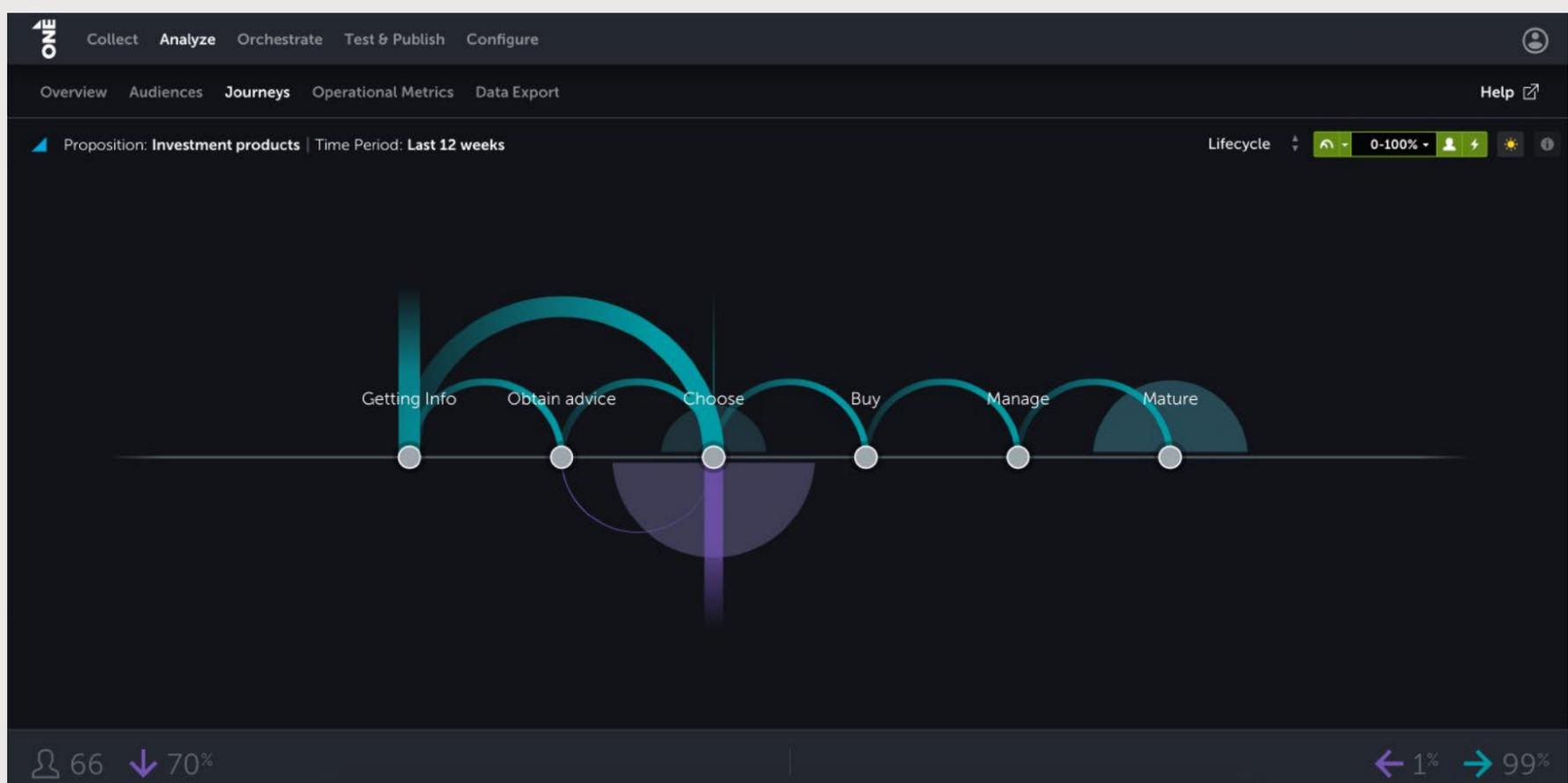
The ONE journey visualization reflects actual customer journeys, as opposed to perceived customer journeys you may find in marketing automation systems. The analytics capabilities of ONE shows for any proposition, how your customers flow between the lifecycle stages you have defined, where customers join, when they drop out of a given journey and how they interact with channels and touchpoints. Again, what customers are actually doing.

Visual

Doesn't sound important but it's more than just pretty pictures. Your customer journeys are there for you to see – not only for the marketing folks, but as you'll see below, for the people on the front-line of customer service. ONE provides customer journeys across all lifecycle stages and channels, enabling you to visualize at the channel level and individual touchpoint level. It means that your agents or representatives facing customers can see the customer journey before or as they make contact with your reps. Informed and up-to-date contact center representatives – what customer and business wouldn't want to have that?

Exportable

Within ONE's scope and with customer service applications, customer journey insight can be accumulated and exported for further analysis to industry tools that lie outside of ONE. If you want to dig even deeper into your data, ONE will help you to import it into other tools like Power BI or Tableau that will slice and dice ONE customer behavior even further.



Journey Analytics View

DOES HAVING ONE MAKE MY CRM REDUNDANT?

Not in the slightest! In fact, ONE and CRM systems like Microsoft Dynamics CRM, SAP and Salesforce are best friends. That's because ONE adds customer engagement skills to CRM systems by feeding it customer journey insight for agent users to use when working with customers. And, ONE uses its listening and context (look for the box on that word) capability to create CRM transactions –such as sales leads, service cases to name a couple–that enhance the customer profile in a CRM system. And ONE benefits because it builds data from CRM systems into the context upon which optimization of customer conversations will happen. Our data adaptors don't just work with the big enterprises CRM providers, they also enable rapid integration with custom customer management or front of house systems.



TOUCHPOINT OPTIMIZATION

A ONE customer conversation works in two directions: listening and optimization. An optimization is an active response to the customer at their touchpoint that's based on their journey behavior and what we know about them. In other words, it's when ONE turns the listening insight into an action that is directed to the customer.

To optimize a conversation, ONE gives you the capability for actionability, like listening, which is provided by ONE at each touchpoint. For web and mobile web, the ONE Tag provides an overlay capability that allows you to present content on web pages in a non-intrusive way, replacing or supplementing existing content. Content overlay also happens in our iOS and Android SDKs which are deployed directly within mobile applications.

For outbound communications, like email, ONE can trigger leads based on real-time customer behavior directly in your CRM or Marketing Automation solution. In contact centers and for social media interaction, optimizations occur as “next best conversations” that are delivered to the agent interface– Salesforce, SAP and Microsoft Dynamics and bespoke systems.

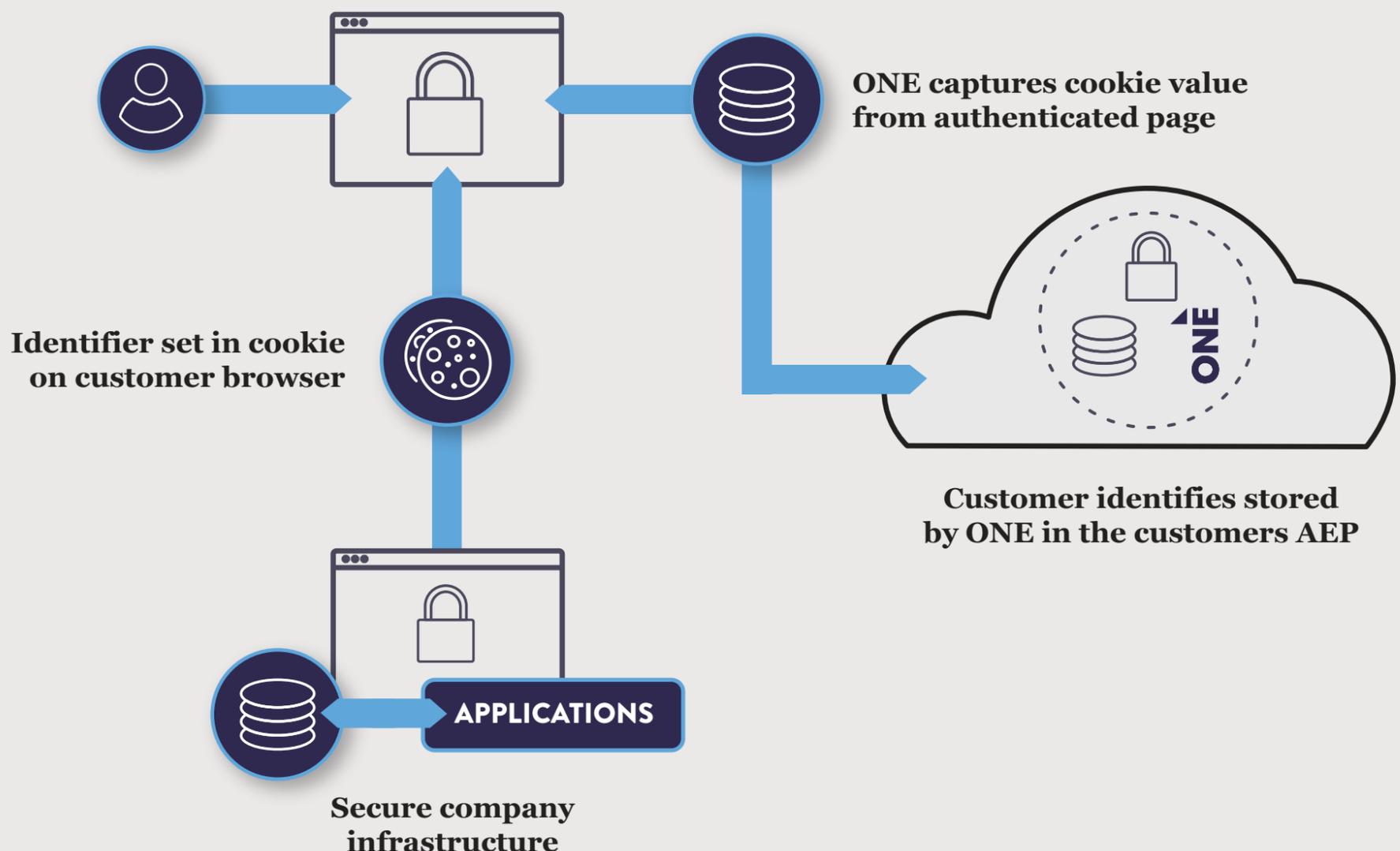


CUSTOMER IDENTIFICATION

A basic premise of optimized engagement is understanding your customers as individuals, but it's very hard to begin to do this in the omnichannel world unless you have a way to reliably identify them each and every time they travel to your business. ONE addresses this through an identification framework that not only gives your business the ability to capture customer identifiers at each touchpoint, but also, links the same customer across different touchpoints when the identifiers match. This can include capturing identifiers from outbound communications, directly from web and mobile applications, from CRM, Call Center or other customer solutions. When a customer is identified using through the ONE framework, ONE considers that customer as a known customer which allows it to keep the conversation relevant and consistent across touchpoints

WHAT IS THE ADAPTIVE ENGAGEMENT PROFILE?

The Adaptive Engagement Profile (AEP) is ONE's data repository that stores the Thunderhead customer identifiers, the associated journey behavior and the maps to data about recognized customers in systems of records through the Data Adapters. When it's time for ONE to optimize a conversation, ONE's decision engine references the AEP to create conversations that are relevant and specific to a customer, unknown or recognized. The AEP does not persist personally identifiable customer information.



As ONE listens to customer interactions on touchpoints, it associates the activity to Thunderhead customer identifiers held in our Adaptive Engagement profile. Every time a customer reaches a touchpoint– device, browser, mobile phone, iPad, TV, etc. – ONE looks to see if that customer exists and associates them to their Thunderhead customer identifier.

ONE will continually look to link activity of these Thunderhead identifiers and when it can do so, it will associate all the journey behavior into a single customer profile, unifying and retaining the customer behavior and insight throughout. In this way, ONE enables your business to optimize conversations with customers right from their first interaction as anonymous, through their identification over each touchpoint to a state where ONE recognizes the customer as they interact over all channels and touchpoints.

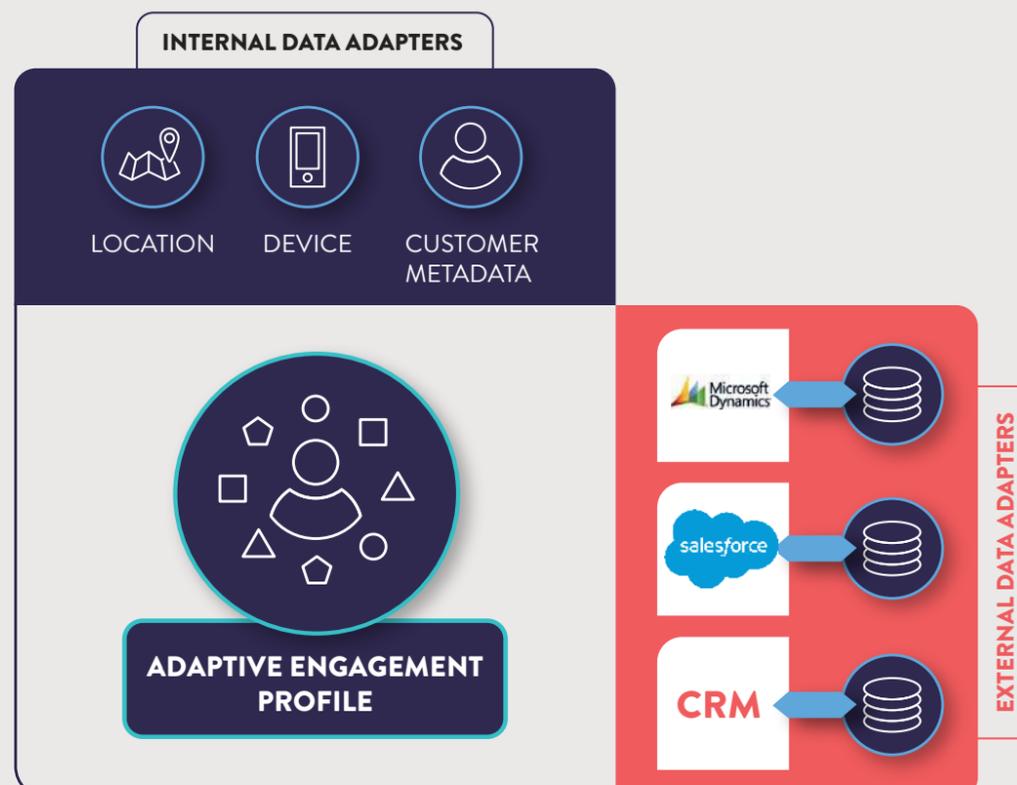
DATA ADAPTER FRAMEWORK

ONE constantly gathers customer journey behavior, acting as a light engagement layer to your systems of record. For truly optimized conversions, ONE uses its journey behavior and the data contained in your systems of records through the use of data adapters. ONE’s Data Adapter framework provides an easy way to integrate with well-known or bespoke systems of record. Data from these systems is read on-demand into memory to support decision making during a customer conversation at any given touchpoint.

BESPOKE AGENT SOLUTION

With ONE, we’re used to integrating into many disparate customer touchpoint solutions. We try to help minimize integration complexities and roll-out times by providing a comprehensive set of SDKs in a variety of languages. These wrap our APIs and help developers by managing some of the trickier areas of integration such as authentication.

ONE Data Adapters (see below) augment behavioral insights with system of record data for customers. This happens when, for example, ONE is listening to a website and at a capture point, the customer provides a membership identifier. ONE, in real-time and through the Data Adaptor, looks to associate the membership identifier to a system of record, say a CRM system. If found, the ONE profile is now augmented with access to the CRM data for the same customer. ONE makes the association between its Thunderhead customer identifier and the CRM record but does not duplicate the storage of CRM data in ONE; it simply references this data for the purposes of optimization.



The Data Adapter Framework is completely configurable in that there are no mandatory required attributes that need to be configured for decision making within ONE. There's also no requirement for PII data attributes held in systems of records to be persisted. The Data Adapter Framework also supports pushing data to systems of record, meaning that ONE can create customer records – sales leads, service cases, updates to customer contact information – for your systems of records. ONE's Data Adapters also provide access to customer location, information on the device they're using and other metadata that can be used to have the best conversation with your customer.



DECISION MAKING FRAMEWORK

Conversation optimization in ONE takes place as result of the ONE decision-making engine. The decision-making engine takes into consideration the customer context at their touchpoint, journey context, all existing knowledge about the customer, plus all the real-time behavior as it makes the decision on what conversation to have. How then does it make the decision?

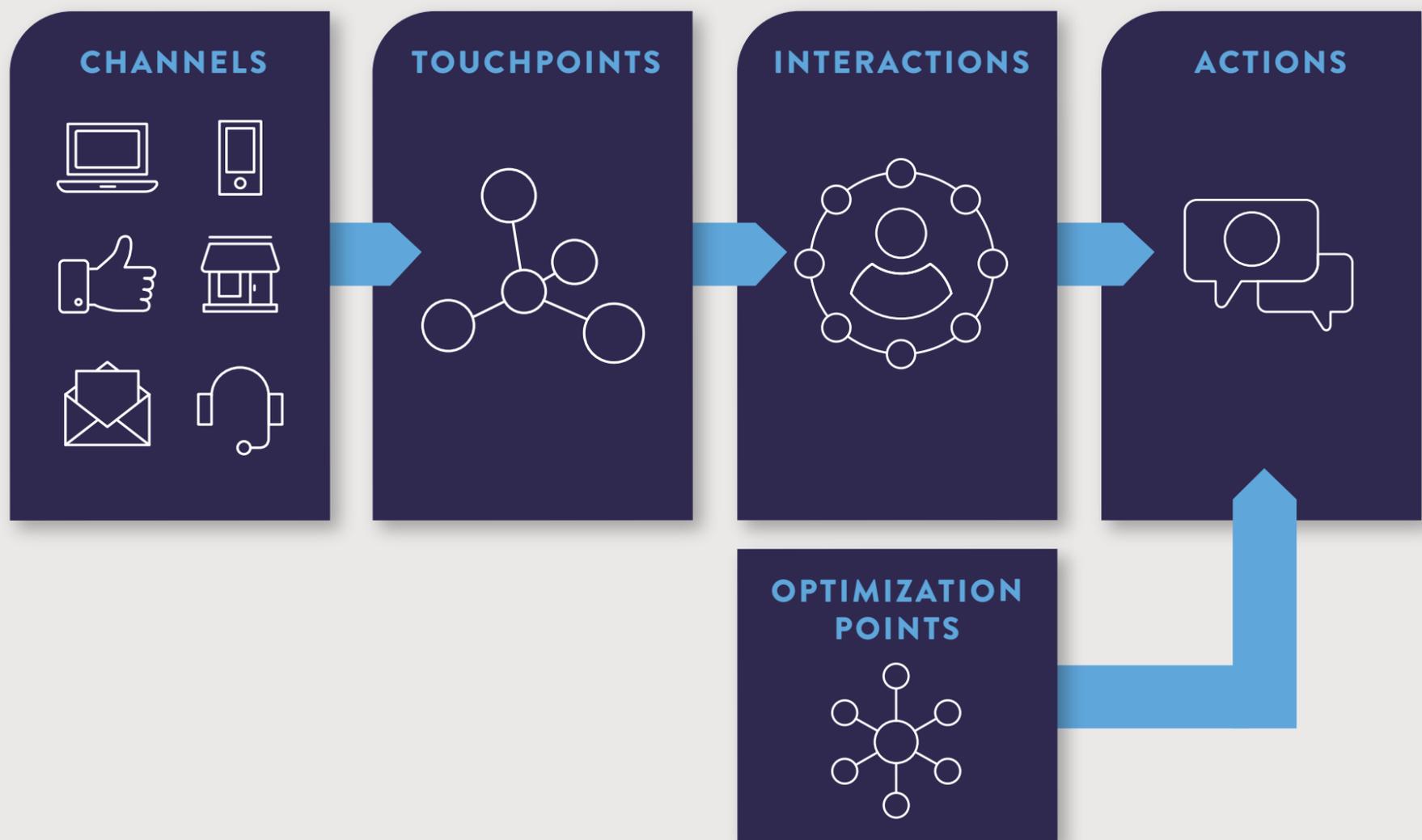
The key to ONE decision-making is arbitration, meaning ONE will choose the best conversation from all available eligible conversations based on the priorities your business configures in ONE. Through its natural language business user interface, marketers build expressions (think of these as rules) to make sure a conversation is appropriate and relevant to the customer. ONE also lets you use expressions to control how actions are ranked during the decision-making process. These expressions provide ONE with the direction from your business as to how you make a decision about the best action to show to a customer at any time. Then ONE decides based on the priority you tell it to use.

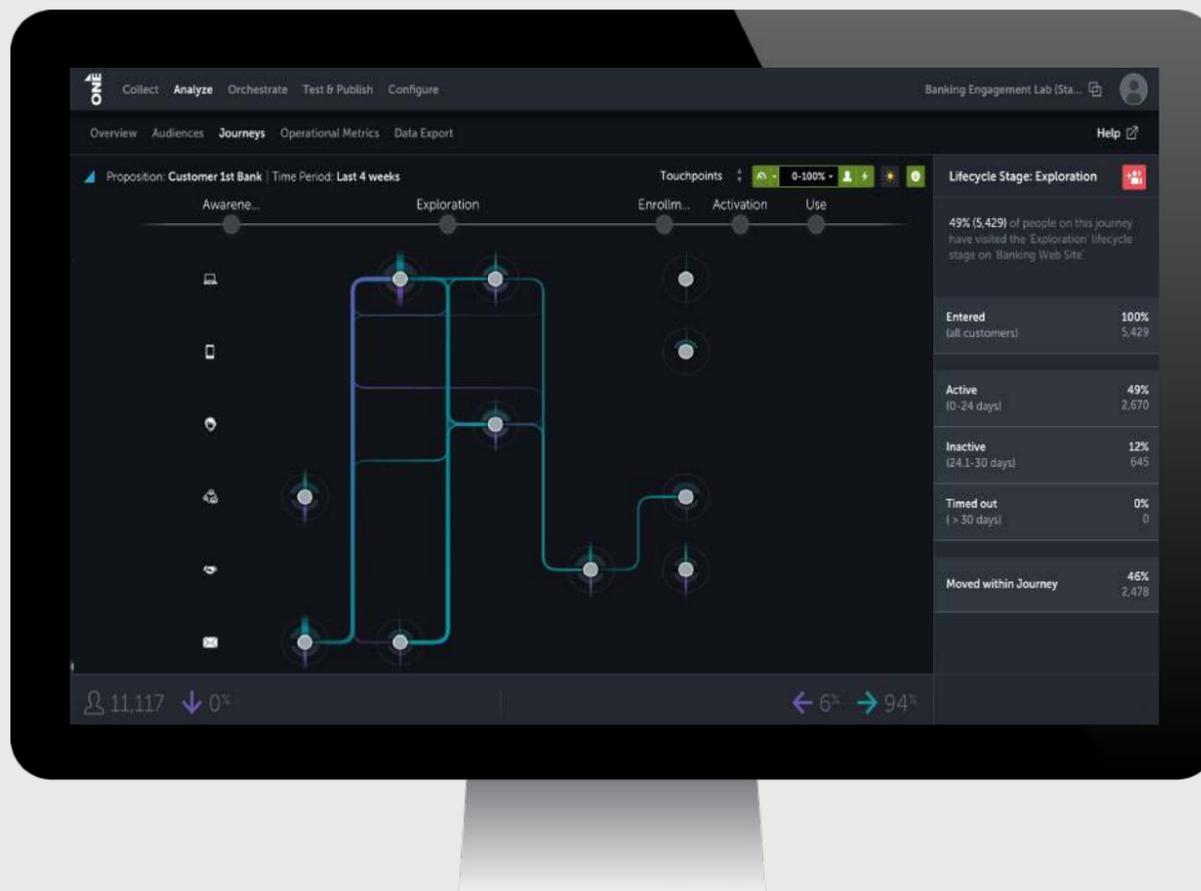
YOU TALK A LOT ABOUT CONTEXT - WHAT DOES THAT MEAN?

Good question because ONE is all about customer context, which is simply an individual customer's situation based on insight that ONE and your systems hold about that customer at a given moment in time. So, customer data and journey behavior make up the context. Context also extends to in the moment understanding such as what device a customer uses, their location, and the touchpoint where interaction takes place.

But ONE can also draw inferences about context. For example, if a customer has made 10 calls to the call center in the last three days, ONE can be configured to create context that it's not the right time to be offering them new services. This type of context, in the moment, is often most important in providing the right conversation at the right time and context, which is what ONE helps your business to do.

Arbitration is configurable in ONE, but is typically based on a combination of customer behavioural insights and customer insights. This for example, means an organization can prioritize conversations based on real-time customer behavior across all touchpoints as well as looking at previous purchase history or specified preferences. ONE uses clever half-life decay algorithms to ensure the most recent customer intent and behavior is prioritized. ONE also provides many out-of-the-box arbitration methods that let organizations choose the right balance between customer (outside-in) and business (inside-out) prioritization. As with most areas of ONE, out-of-the-box arbitration options are great, but you can also create your own custom prioritization expressions if required.





ABOUT THUNDERHEAD

Thunderhead is leading the movement to transform customer engagement, enabling brands for the first time to understand each customer's true intent and orchestrate personalized journeys for millions of customers across billions of touchpoints, seamlessly and in real-time.

With Thunderhead's ONE Engagement Hub it's now possible for brands to deliver exceptional engagement

for every customer across every journey, driving top-line growth, reducing cost-to-serve, increasing customer happiness and building customer lifetime value.

A recognized global leader in the customer engagement market, Thunderhead is headquartered in London and has its development HQ in Boston.

Thunderhead. Customer Engagement just got personal.

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