



WHAT IS THE ONE ENGAGEMENT HUB?

Customers are on a journey with your brand.

Your role is simple: listen to each customer, understand their intent, and interact with them in the most relevant way to help them on their journey. Do this wherever and whenever your customers interact with your brand and your reward will be stronger and more valuable customer engagement that drives growth, reduces cost-to-serve and boosts loyalty.



ONE

An intelligent, AI-powered, engagement hub that helps you understand each customer's true intent and orchestrate individualized journeys for every customer across every touchpoint, seamlessly and in real-time.

PUT THE CUSTOMER BACK AT THE CENTER OF YOUR BUSINESS

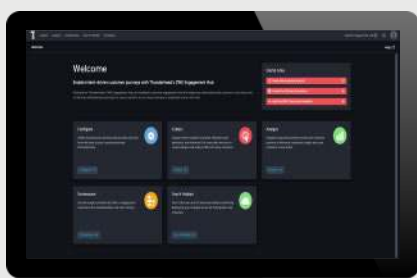
Becoming a truly customer-driven brand is something that every business aspires to. But in today's connected digital economy, building and maintaining relationships with customers at scale is a challenge. Skyrocketing customer expectations and an ever-increasing number of touchpoints make it difficult for many brands to keep up.

What's more, siloed technology and departments mean that traditional approaches to solve the problem focus on the needs of the brand, not the needs of the customer, and have simply added to the chaos.

We built the ONE Engagement Hub to help you put the customer back at the center of your business. A new-generation, cloud-based engagement layer, ONE works with and across your existing systems, liberating data from functional silos to provide real-time journey analysis and omnichannel journey orchestration.

With ONE it's now possible for marketers and CX professionals to build engaged relationships at scale. Relationships that are based on a seamless, connected flow of experiences that span sales, service and marketing, improving customer acquisition, retention, loyalty and advocacy to deliver real ROI.

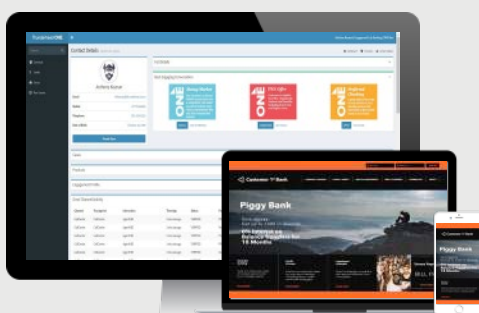
THE ONE ENGAGEMENT HUB HELPS YOUR BUSINESS



ONE DASHBOARD



JOURNEY VISUALIZATION



REAL-TIME ORCHESTRATION

LISTEN – ONE recognizes and listens to billions of customer interactions in real-time, across every touchpoint, gathering individual context and intent. ONE connects this with existing data sources and historical behavior to build a unique adaptive profile based on customer needs. It recognizes new and existing customers and links their activity to what you already know about them, giving you the insight to make better decisions throughout their journey.

UNDERSTAND – ONE provides a unique level of insight into customer intent with its suite of powerful real-time journey visualizations and deep journey analytics. These features will show you how customers are traversing your brand in real-time, highlighting journey hot spots and patterns, as well as helping you to identify new audiences and build intent-based predictive models.

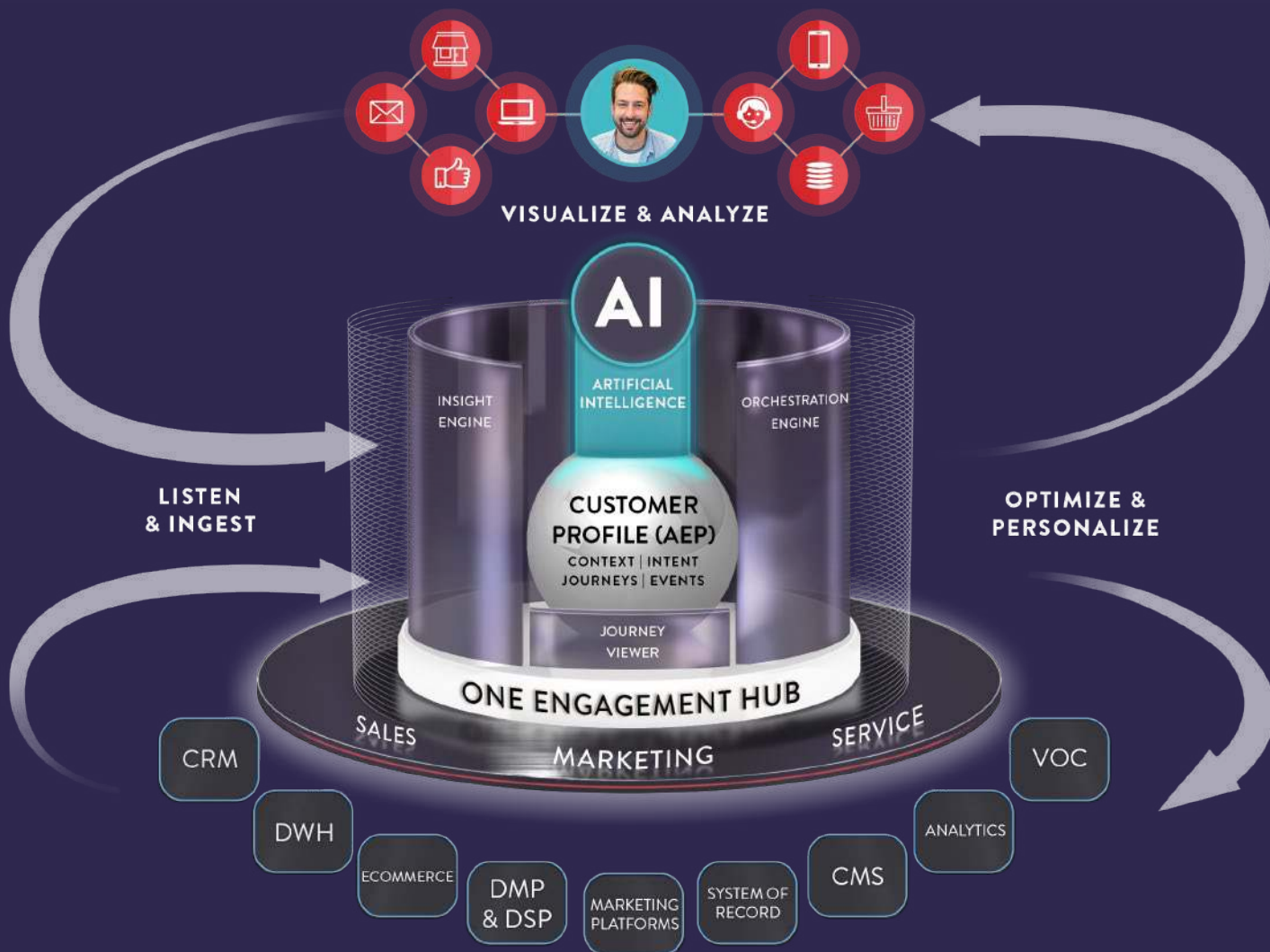
ACT – ONE turns insight into action, delivering hyper-personalization across all touchpoints (on and offline) based on context, journey behaviour and profile attributes. With ONE's AI-powered decisioning and orchestration engine you can optimize engagement across touchpoints, to predict and deliver multiple next best actions, offers and conversations in real-time across marketing, sales and service. ONE makes every interaction relevant, appropriate and timely, delivering value for both your customer and your brand.

AND IT DOES IT FAST AND AT SCALE

ONE's cloud-based model means it operates with a light touch: it integrates easily and scales with your existing systems with no infrastructure set up so deployments take just weeks, not months, delivering at the pace of your business.

It's been designed with an emphasis on being easy to use by everyone in your business, including marketing and CX professionals. And we have a team of engagement experts that will help you along the way.

HERE COMES THE SCIENCE



LISTEN & INGEST DATA across omnichannel customer touchpoints and external systems (CRM, CMS and others) via APIs and codeless native SDKs.

THE INSIGHT ENGINE captures and codifies the real-time insight and context of individual users including touchpoint, time and identity.

THE CUSTOMER PROFILE brings real-time insight and intent together with historical behavior (past activity, actions, device, location, responses) using Machine Learning and AI to inform the decisioning and orchestration engine.

THE JOURNEY VIEWER provides a comprehensive interactive journey visualization and query capability that shows key insights into individual and aggregate journey flows.

BUILT-IN ARTIFICIAL INTELLIGENCE uncovers a deeper level of actionable journey intelligence and insight. Surfaces patterns of customer behavior which reveal intent and journey hotspots. Builds enriched customer profiles, intent-based audiences and predictive models, then prescribes enhanced orchestrations and decisions.

REAL-TIME DECISIONING & ORCHESTRATION ENGINE delivers personalized and optimized conversations across touchpoints (on and offline) based on context, journey behavior and profile attributes. Takes action based on all customer insight using applicability, eligibility, blocking, saturation and prioritization rules to ensure the next-best-conversation. Contains a personalization engine and an AI-driven learning model that predicts and delivers actions, offers and conversations across channels to drive engagement.

THE VALUE OF ONE

As a key component of your customer engagement strategy, ONE will help your brand make the strategic shift from a brand-first, pre-determined approach to a customer-first, intent-driven business. But you won't have to wait to see the value, we've implemented ONE from many different starting points and delivered value quickly to where it matters most. Whether it's driving acquisition and upsell, increasing retention and advocacy, reducing cost-to-serve or just understanding your customer journeys, ONE is there to help.

To make sure you succeed, we have an experienced Customer Success Team who will guide and lead you every step of the way. Based on a practical framework, the team will help you identify and agree your goals, strategies, objectives and tactics. Adopting a phased approach to make sure the focus is on speed to value and ensure maximum impact.

BUT DON'T JUST TAKE OUR WORD FOR IT...

“Thunderhead's ONE is a unique platform for customer engagement that quickly gave us the ability to truly understand our candidates and clients and service their needs in real-time, marking a momentous point in our ability to build engagement”

*Eamon Collins, Group Marketing Director
Pagegroup*

“With ONE we're able to understand our fan journeys across every touchpoint in real-time and deliver a more relevant, personalized, consistent experience for our fans every time. Quite literally a game-changer for fan engagement”

*Mike Conley, CIO
Cleveland Cavaliers*

“The ONE Engagement Hub is a unique platform for customer engagement”

*Brian Manusama, Analyst
Gartner*

“ONE allows us to understand customer intent, then use these insights to orchestrate better and more successful customer journeys”

*Jonathan Newman, Chief Digital Officer
Office Depot*

“Thunderhead's ONE Engagement Hub is without a doubt the best of the customer journey solutions in the market”

*Paul Greenberg, Analyst
The 56 Group*

“Thunderhead deploys fast and excels at real-time engagement decisioning...The [ONE] platform has a personalization engine and a learning model that predicts and delivers actions, offers, and conversations across channels to drive engagement”

*Joana van den Brink-Quintanilha, Analyst
Forrester*



INTENT-DRIVEN
CUSTOMER JOURNEYS

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