Over the course of just four weeks, ONE matched over 5,000 previously anonymous website interactions to specific CRM records. This provided valuable insight into the needs of both the teacher and their school, enabling SSAT to understand their current roles, training needs and even their own career aspirations.

But the education that ONE provided didn’t stop there. It helped SSAT to take those insights and personalize the journey for every individual interacting with them. If a member visits the website to further their leadership skills, the experience they receive will be tailor-made based on their specific need.

A big tick all round, and yet there was still a need for further lessons from ONE.

With ‘service’ being a huge part of SSAT’s strategy, ONE allowed the business to connect their digital and outbound channels, helping combine insight to better equip their SSAT employees. And for an organization that thrives on fully understanding their members, this was a learning curve of paramount importance. Because it meant that when interacting with their members, either in person, over the phone or by email, they were doing so with a rich understanding of that particular individual’s behaviour and need. Coupled with the insight they already had on the individual’s journey, SSAT could now go on to have a relevant conversation with them. So high-volume generic outbound emails became low-volume, ongoing and personalized conversations. Without an awkward pause in sight.
MEMBER INTERACTION CHANNELS

- EMAIL SOLUTION
- AUTOMATED WORKFLOWS
- MEMBER DATA
- CRM ONE WIDGETS

- BUSINESS RULES
- LISTENING / OPTIMIZATION
- MEMBERS PROFILE
- REAL-TIME DATA PUSH
- REAL-TIME DECISIONING

SSAT
Like any diligent student it’s always good to show how you got to the answer, so let’s take a look at how ONE helped SSAT build a much needed relationship with one of its member’s; David, a Deputy Head of a school in Essex.

Before ONE came onboard, David was just an anonymous web visitor who SSAT knew nothing about. But now David is someone whom they have formed a good relationship with, thanks to understanding his needs and being able to have relevant conversations with him. This has allowed SSAT to offer David a much more personal service, from his interest in leadership courses to his school’s specific requirements. SSAT can now give him what he needs (and not a jot of what he doesn’t).

Like any successful relationship, it’s pretty obvious that to work it needs to go way beyond the first date. So when ONE automatically emailed David, after the first course he attended in Colchester, about a discount on two more courses, this cemented the burgeoning relationship between David and SSAT even further.

When we achieve the desired result of creating value for the member, it means we create value for the brand. Win-win. So what really is the value for SSAT? Julian Elve, the Director of Information Services, put it best when he said:

“To provide the best service to all our members, we want everything we do with them to be informed by everything we have ever done with them – ONE provides the essential joining-up across every interaction we have.”

So as you can see, choosing ONE to help define your member (or customer) needs is a no brainer when achieving the A+ success your business deserves.

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 AI-driven ONE platform, it’s now possible for brands to deliver exceptional engagement for every customer throughout every journey. Across every industry, ONE is driving topline 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.


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