ElectrifAi

Customer Engagement Models

Unlock the power of AI/ML to drive one-to-one marketing.

Use AI and ML to break through and grow your target customers.

Gaining customer's attention has become increasingly difficult in today's digital world. The dizzying array of touchpoints and rising consumer expectations have made life harder for marketers and CX leaders. But companies and brands must adapt to meet customer's needs and deliver value that builds loyalty and LTV.

The evolving complexity make it challenging for marketers to make timely decisions that best ensure long-term customer retention and profitability. Customer engagement models helps marketers solve this challenge in order to do their jobs more effectively and efficiently.

With a more unified view of their customer, marketers can make content, campaign and offer decisions that are optimally personalized, sequenced and messaged — yielding the most powerful and financially beneficial customer outcomes.

ElectrifAi's customer engagement models apply a unique set of practical and proven artificial intelligence and machine learning models. The robust set of predictive insights enable decision makers to capture, assess and make future decisions about their audience's behavior along critical pathways, channels and at key touchpoints. Clients can rapidly deploy and create value in weeks.

Artificial intelligence continues to play a larger role in the marketing toolkit.

Over half of marketers are now utilizing AI technologies for content personalization and generating customer insights using predictive analytics.

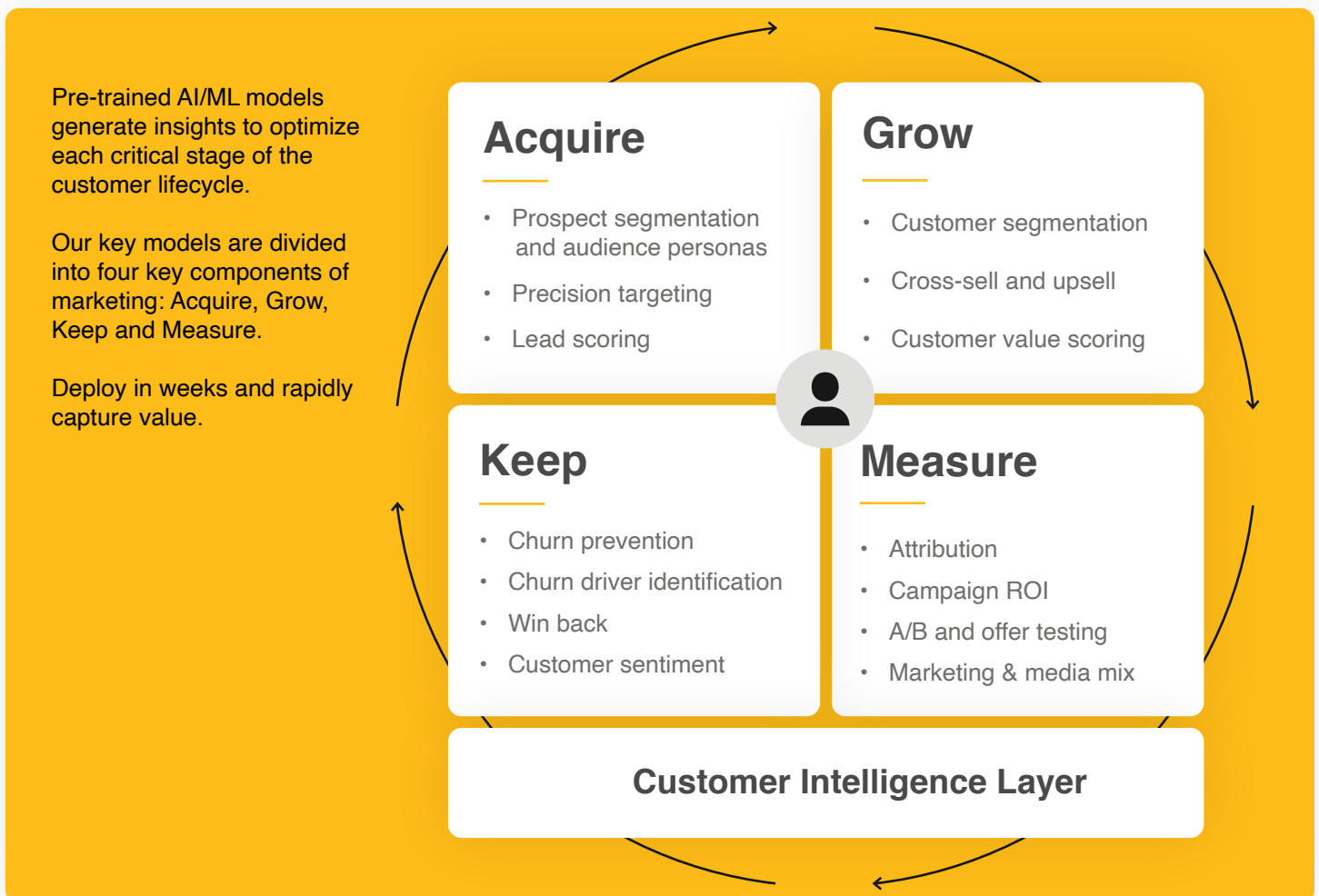*Source: Deloitte, CMO Survey 2019

27%

of AI and machine learning of Marketer usage higher in 2019 over 2018.

Resolve critical Marketing & CX Challenges

Apply AI/ML to acquire more customers, grow more profitable relationships, and reduce churn.

Our customer engagement models seamlessly integrates with your CRM and other marketing technologies, enabling your organization to:

- Identify your most valuable audiences and what's driving their behavior

- Optimize marketing campaigns & CX tactics with pre-trained AI/ ML models at the customer level

- See patterns from the data not easily detected by humans

- Engage customers on their terms. Know when to pivot across their customer journey stages

- Enhance your analytics and rapidly improve marketing performance

- Lower churn rate and improve customer loyalty

- Lower customer acquisition costs

- Improve the customer experience

- Properly address customer privacy concerns

Pre-trained AI/ML models generate insights to optimize each critical stage of the customer lifecycle.

Our key models are divided into four key components of marketing: Acquire, Grow, Keep and Measure.

Deploy in weeks and rapidly capture value.

Acquire

- Prospect segmentation and audience personas
- Precision targeting
- Lead scoring

Grow

- Customer segmentation
- Cross-sell and upsell
- Customer value scoring

Keep

- Churn prevention
- Churn driver identification
- Win back
- Customer sentiment

Measure

- Attribution
- Campaign ROI
- A/B and offer testing
- Marketing & media mix

Customer Intelligence Layer

Our Models

Acquire

- Consumer attention is harder than ever to capture, making customer acquisition challenging and costly.

- Acquire models helps targets identify the most attractive prospects, and precisely target them in the right place, at the right time.

Grow

- Broad product portfolios coupled with a diverse customer base, makes ongoing consumer engagement increasingly complex – how do you continue to develop your relationship as your customers needs change over time?

- That's where Grow models comes in to optimize your ongoing touchpoints over time with your the customer and capitalize on growth opportunities. Proactively tailor communications to address you customers need in the moment.

Keep

- Customers expect companies to understand them, learn more about them over time, and continue to provide them more personalized offers and content. Providing this elevated customer engagement experience is key to delivering value in the relationship. In addition we can identify early warning signs of churn risk and design interventions to address.

- Keep models helps marketers understand your customers in order to optimize the customer experience and drive brand loyalty.
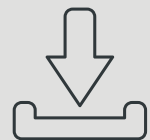
Measure

The marketing industry has continued to move toward data-driven science — and yet, only 40% of marketers report having quantitative tools to demonstrate the impact of marketing spend on company performance. Complexity in marketing tactics and channels have resulted in significantly more complex measurement across the customer journey.
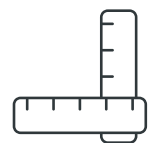
Case Study

Helping a Cruise Line Improve Booking Performance with AI/ML Marketing

CHALLENGE

Bringing together disparate technologies to target customers with precision

A cruise line needed to continuously enter new markets, increase booking conversion rates and secure a higher margin. Looking to identify and adopt a better solution, they reached out to ElectrifAi, who had successfully and consistently demonstrated industry authority in AI and ML, and provided value over the course of a six-year partnership with the client.

SOLUTION

ElectrifAi's dynamic AI and ML approach applied intelligence to the client's existing static multi-channel strategy, enabling them to rapidly capture, analyze and act on customer data to target and deliver more personalization to specific customers at scale.

- Customer engagement models eliminated the inconvenience of a rip-and-replace approach, seamlessly layering atop client's existing technology.

- Provided ability to predict customer acquisition from mailing lists and create more tailored marketing experiences across channels.

- Gained insights into customer behavior and preferences to enable tailored marketing around different destinations and align unique customers with specific campaign offerings, such as economy, high-end and luxury cruise packages.
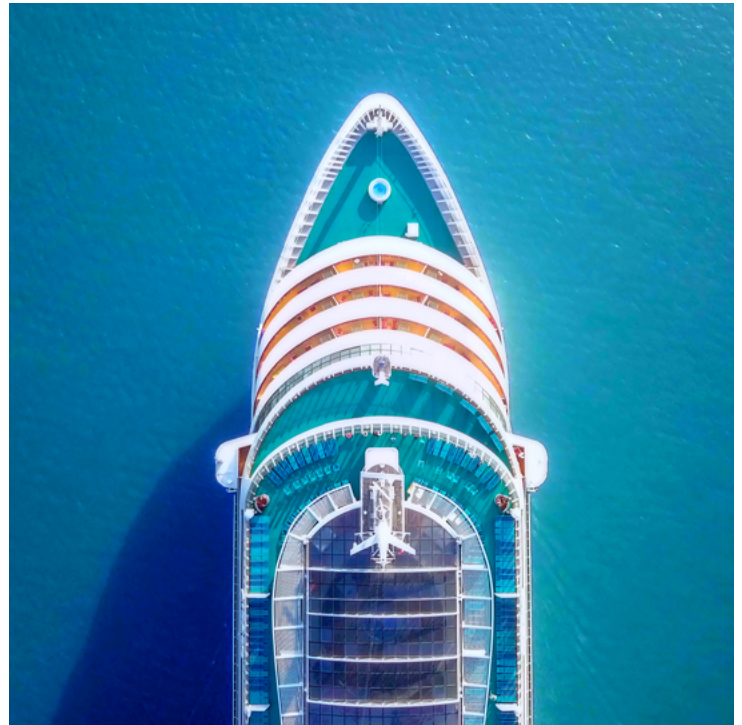
RESULTS

63%
Increase in bookings through email campaigns

55%
Increase in total website visits

8%
Reduces in total PG opt-outs

Precision marketing across channels and customer lifecycle

Maximized marketing ROI with robust, "always on" machine learning solution

Case Study

Launch a unified data-driven strategy to operationalize customer centric vision

Customer engagement proven, pre-built machine learning (ML) models integrates with your marketing technology to enable marketers to optimize the data you have. This results in more value from your campaign to plan the right marketing promotions and mix going forward.

CHALLENGE

A major airline struggled to gather timely insights for critical marketing and customer service activities due to their multiple and disparate datasets for customers, flights and other key categories. Their existing system was static and limited by rules-based targeting. Incompatibility across technologies, analytics methods and reporting processes made it more difficult to meet customer experience priorities and goals.

SOLUTION

ElectrifAi deployed and scaled an AI-driven solution to 90M+ of their customers within 6 months. Our team created a 360° demographic and behavioral customer view with algorithms to maximize accuracy across key parameters:

- Gained enhanced an understanding of of the total travel experience for travelers - before, during, and after
- Powered their trips by new intelligence layer and 25+ models, the airline was able to optimize a broad set of customer loyalty use cases that helped drive market performance and increased CLV
- Scaled production of dozens of use cases

RESULTS

30%
Less case handling time

$500
Lift per consumer

16%
More partnet transactions

25%
More consumer sentiment

+100
New SME customers