

Leading European Media Company

Identifying customers across devices and channels for better customer experiences.



BACKGROUND

A leading European media and entertainment company with over 22 million customers receives massive amounts of data on a daily basis from dozens of disparate online and offline channels. Data sources include digital analytics, on-demand TV, call centers, CRM, social media, and more.

The company had a pressing need to integrate this data and make it available across the organization in order to resolve customer identity, engage users, increase revenue, reduce churn, and more.

CHALLENGE

Prior to working with Syntasa, the company had attempted for years to architect a solution that would allow them to synthesize, process, and make use of their online and offline data. Some efforts had been successful, but all required significant technical resources. The company had vast amounts of untapped Adobe Analytics behavioral data, which is notoriously complex and difficult to process. Rather than waiting for their IT team to make the data available, the company's digital analytics team sought a way to quickly and easily bring this clickstream data into their enterprise big data environment.

The company's customers produce vast amounts of data each day, from multiple sources — upwards of 80 million rows of data a day during peak periods. The digital analytics team needed to produce an omnichannel view of events that could incorporate customer activity across all devices and touchpoints, including website, app, TV, customer service centers, and more. This need grew more pronounced after the company implemented Google Cloud Platform (they had previously used Hadoop). They were increasingly eager to maximize their return on investment with GCP and meaningfully leverage their data to achieve marketing and business goals.

SOLUTION

The company did not want to purchase another SaaS product that would require them to further silo their data. Instead, they turned to Syntasa because it could sit natively within their big data environment and help their analysts seamlessly evaluate behavioral and enterprise data at the individual level in order to understand customer behavior more fully and because Syntasa does not hold any of the company's data, it does not pose any security or GDPR-related concerns for the business.

Prior to Syntasa, the company had relied on sampling because their datasets were too large. With Syntasa, they are now able to bring their raw data into Big Query. They use Syntasa's Adobe Analytics Adapter to transform their behavioral data into an easily digestible format that anyone in the company can query using SQL. This system is easily extensible if and when the company wants to add new data sources.



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RESULTS

Like many organizations, the company had long struggled to build a cost-effective, efficient in-house system to integrate their Adobe and enterprise data and make this data accessible across the company. Prior to working with Syntasa, they had spent nearly two years trying to address this problem. With Syntasa, they set up a solution in a matter of weeks.

Syntasa allowed the company to join their enterprise data sources with vast amounts of previously underutilized behavioral data to inform marketing, service, sales, and product development initiatives. Anyone within the organization can query the data using SQL and produce multi-dimensional reports based on business needs.

The company can now recognize each customer across multiple channels to match each customer's needs to relevant experiences — improving both the customer experience and business outcomes. The majority of customers interact with the company across three or more channels every day. From the initial purchase to onboarding and daily usage, the company is constantly seeking new ways to tailor the customer experience and maximize serendipity.

FUTURE

Now that the company has ready access to their enterprise and clickstream data within GCP, they are ready to use Syntasa to extract and activate intelligence. Ongoing and upcoming initiatives include:



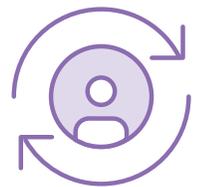
Personalized recommendations

The company can deliver personalized product recommendations to customers based on their online and offline data, using custom machine learning models activated across all their channels.



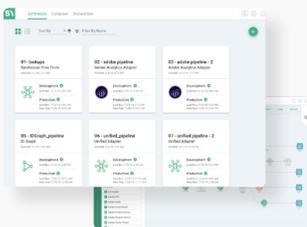
Call center deflection

The company currently spends upwards of £200 million each year on customer service calls. Now, they can use their understanding of each customer's current and historical activity to anticipate their needs and provide self-service opportunities as an alternative to calls.



Reducing churn

Syntasa can help the company track and address changes in customer activity which could be signs of churn (for example, a change in TV viewing habits may indicate they're using other streaming services) to help with efforts to increase retention and reduce churn.



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