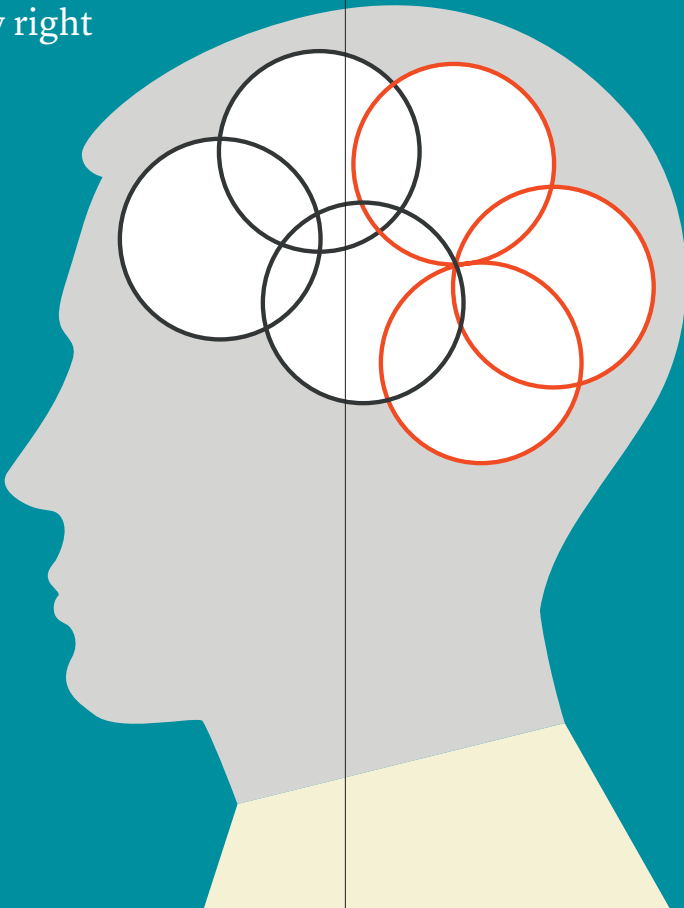


7 STEPS TO A SUCCESSFUL DECISIONING PROGRAMME

Step One

Getting the
strategy right



1

2

3

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5

6

7

STRATEGY



1:1 Customer Engagement provides agility, a business managed capability that can be changed in the moment, enabling speedy launch of new Customer Centric strategies across all customer touch points.

Consider the impact on every area of the business and develop a joined up vision and strategic goals – remember, every customer interaction, an opportunity to generate mutual value!

AI



AI is core to our delivery approach delivering AI powered **Next Best Actions**. Adqura have patterns to consume big data models on Hadoop, AWS, GCP (etc) for clients, as well as setup of Pega ML to complement existing modeling platforms.

We can advise how to leverage Pega's AI capabilities to tailor personalized customer experiences.

CHANNELS



We use **Pega CDH** as a central hub to deliver omni-channel strategies, creating a unified, aligned, effective and consistent experience for your customers.

Be clear about what **1:1 Customer Engagement** will do for your customers. What experience do you want them to have and why and most importantly, what role will your employees play in delivering this.

Today's customers have high expectations – media, device and financially savvy, they expect a mutual value exchange from brands.

On-demand **1:1 Customer Engagement** is a sophisticated breed of marketing capability enabling brands to take a gargantuan leap forward and position themselves at the cutting edge of customer engagement – personalized communications to a segment of one.

Get your strategy right and this unique capability will make a massive difference to your customers, their experience and their perception of your brand – it will bring significant financial return to your business as a consequence.

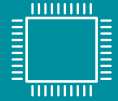


CUSTOMERS



Customers needs are complex, they continually evolve and the technologies and innovations that enable them to be satisfied proliferate. Stay ahead of the curve, using highly targeted actionable customer insights to talk to your customers as individuals. 'A sement of one' – a personal and tailored interaction, automated on a mass scale.

DATA



Do not be constrained by the data, tools and capabilities you think you need to start, consider what you can do with what you have got. Adqura are using innovative ways to access data natively for existing clients from MLPs to full implementations. Be clear about your customer strategy and we can help deliver your use cases and roadmap.

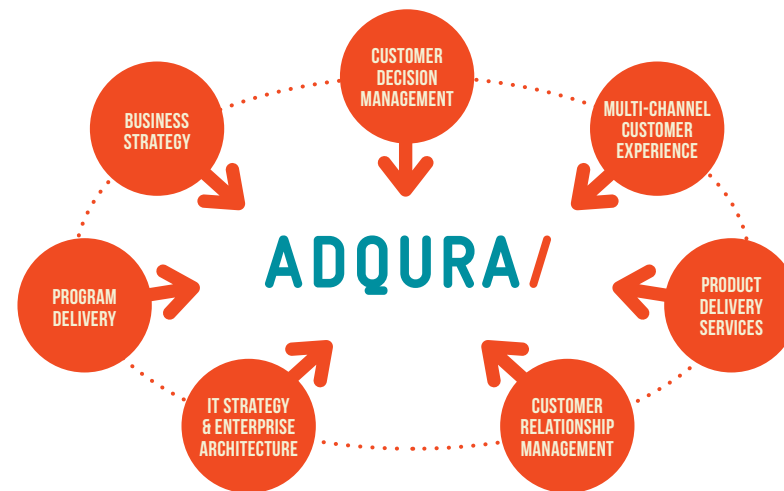
BENEFITS



With a clearly defines strategy and roadmap, we can devise a business case that can be used as a basis for investment and organizational alignment. The financial benefits of switching to **1:1 Customer Engagement approach** are vast, we can help you to navigate the journey in an agile and highly effective way and avoid the common pitfalls of delivering 1:1 Customer Engagement.

HOW CAN ADQURA HELP?

- Team of on-demand **1:1 Customer Engagement** experts with over 20 years' experience and knowledge gained across 30+ CDH projects.
- Unique blend of experience from working across business, channel and technical areas in projects and BAU mode.
- Case studies demonstrating significant financial returns and shared learnings.
- Assessment approach which will help you to identify what you need, the range of options that are relevant to you and to choose a capability that best meets your needs.
- Strategic development tools which will help you to define your strategy, business case, roadmap, delivery and ongoing support.
- Sophisticated toolkit with modules which will be tailored to your needs, enabling successful delivery of your own program.
- A consultative approach, helping businesses across a range of areas including decisioning and strategy consulting, architecture and delivery services.



To access a full white paper on 'Getting the Strategy Right', please email: whitepapers@adqura.com.

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