

Project Portfolio (Use Cases)

Business Pillar:

Digital Marketing Strategy / Customer Lifecycle Design

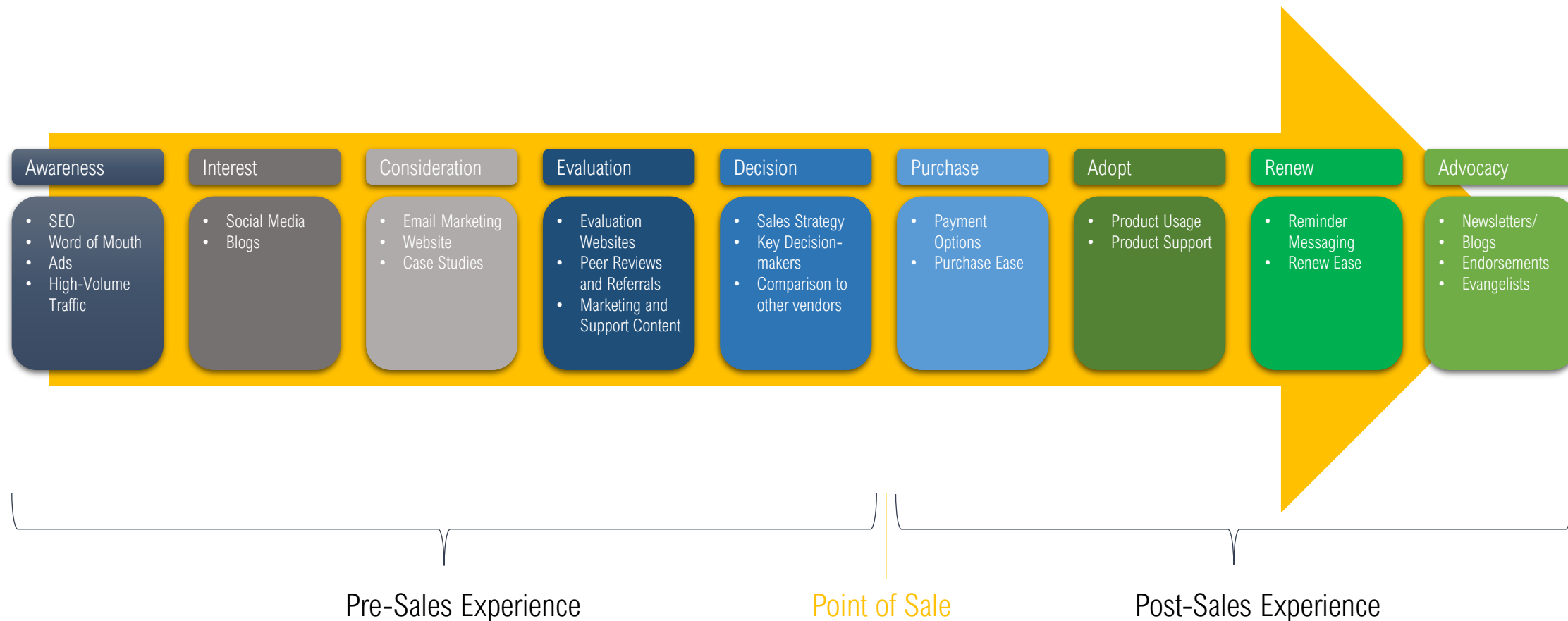
Goal:

Develop end-to-end customer lifecycle journeys (high-level readouts for leadership, then directly in the Marketing Automation and Sales Technology).

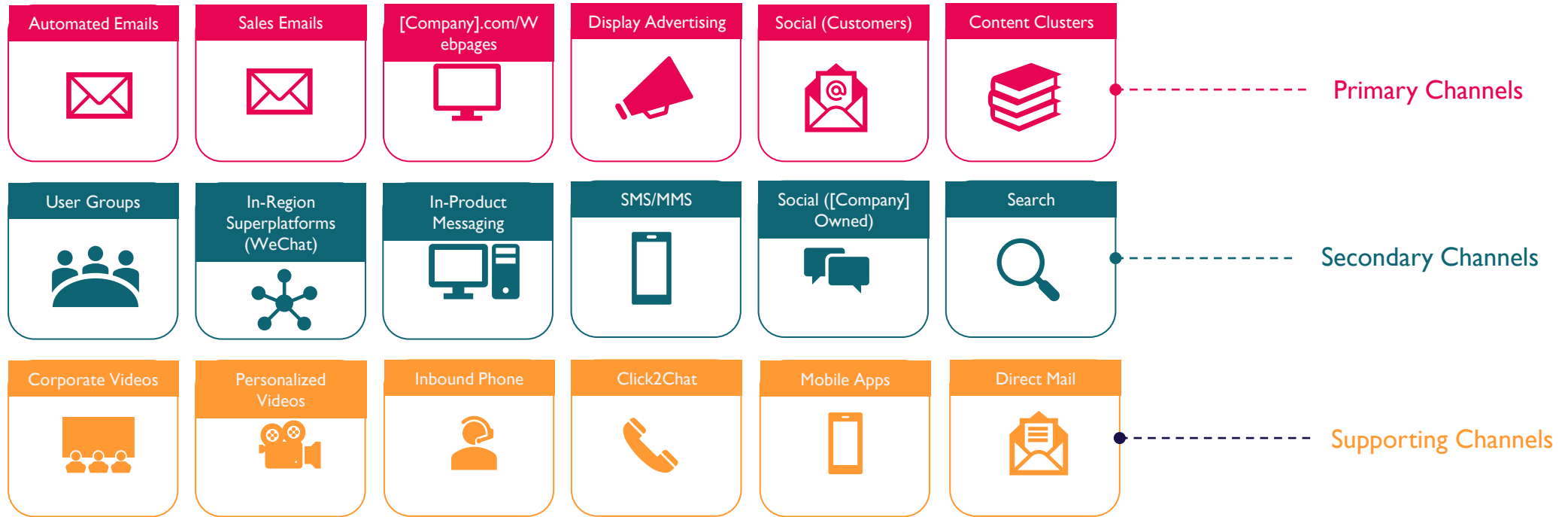


The Customer Experience Journey

What does yours look like?



RECOMMENDED: Customer Platforms – By Channel



High level:

- This is our DNA Center Static Journey in Eloqua. We have a separate journey canvas for our previous DNA webinar invites.
- Every canvas is a hybrid design between **Hadoop** (our brain/data engine for “decisioning”) and **Eloqua** (our “actioning” and orchestration through-channel engine). We do this in order to build the most intelligent and real-time campaigns we can.

- The different “workflow streams” (each chunk of assets that look similar) represent the multiple touches (send touch 1, send email, create notification to seller if we wanted, etc) throughout the journey.

The green icon is the start of the journey; it’s a **segment** that is regularly refreshed by our external Hadoop environment (which sources from multiple data sources and uses data science models), and adds contacts based on them qualifying for this journey; for example, if they engage on our website or there are changes to their telemetry data. We can make the refresh window as small as ~5-8 minutes.

At the beginning of **each** touch, there are these red “star” icons, which are **the decision rules** we put before **every** single touch before reaching out to the contact (email, SMS, Direct Mail, etc). The contact hits that decision rule, and the canvas chooses the “next best action” by checking the data we have on that contact (using the multiple data sources and data science models we have in Hadoop) during that **specific** point in time.

For all of our touches, including emails (these blue envelope icons), when a contact hits this step, **the content is personalized based on machine learning engine (WordCraft) in Hadoop and their telemetry data.** For Partner Supplied Contacts, we also apply cobranding and partner value statement at point of deployment.

NOTE: *This decision rule checks the contact’s telemetry data before to choosing the next workflow.* Specifically, it checks if Install Base has shipped to the customer yet.

Between touches, we do not rely on just using static cadences (for example, a generic 2 weeks between sends) to move a contact through their DNA journey. **Using data hierarchy, we first check for digital data** (telemetry, or digital body language in absence of telemetry).

NOTE: *This specific funnel icon is a filter rule that checks if the contact has already engaged with a previous DNA onboard email, OR has engaged with our DNA onboard content via our other channels (cisco.com, PathFactory, etc). If they have, we send them down an accelerated track, bypassing this early stage content (I call it “skip the line” criteria). For example, they could skip the “Purchase Welcome” touch and go directly to “Use Topology” (the last touch in this journey, and the email Maria will be getting in the demo).*

However, if they **don’t** qualify for acceleration, they continue with the standard nurture journey. For **all** decision and filter rules, there is a yes path (green line) or no path (red line). The blue lines just represent the contact moving to the next workflow (touch 1, touch 2, touch3).

NOTE: This is a global canvas so these decision rules split workflows based on the **contact’s region and language;** some other decision rules may split based on our A/B testing models from DSX.

The purple “list” icons are how we continually monitor where that contact is in the DNA journey; **Hadoop can check these lists and add/remove/monitor as needed,** based on the qualification criteria and intelligence we have on that contact during that moment in time. We can also hold onto that contact in the journey **until** they qualify.

For example, if a contact no longer qualifies for this journey (if they’ve already completed the CTA for that touch or the campaign), at any point they can be exited entirely or be sent to a later stage DNA campaign (also what I consider “skipping the line”).

