Deliver the best CX with open source

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Modernize your customer engagement

It's all about engaging with your customers.

- The **right offer at the right time, and the right level of service** to both give your customer a great experience and maximize the business value of the engagement

- Improving the customer journey is the **#1 way to differentiate a brand**

- There is a **need to modernize**. Today data is siloed within organizations or by channels – and do not incorporate real-time data streams or AI models for hyper–personalized engagement

- Red Hat provides a modular, flexible customer engagement solution that **can evolve** as fast as your business

Modernize your customer engagement

▌ Why does it matter?

- Customer Experience is **#1 IT initiative** post–COVID (IDC, 451 Research, Gartner)

  May, 2020- IDC survey, 49% of technology decision makers IDC surveyed indicated that shifting and expanding their customer engagement and interaction models to focus on more digital channels and self-service will be a top priority going forward.

- **Retaining customers, improving experience**
  - Logistics, Relevant offers, Staffing, Self–service, Touchless CX

- **Improved Customer Experience Drives Revenue**. Gartner, real-time offers can be up to 10 times more effective than traditional outbound campaigns, while event-triggered campaigns can be up to 5 times more effective than non-personalized campaigns." This leads to happy, increasingly loyal customers.

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CX and resilience have become C-Suite priorities

Priority	9 Future Enterprise Agenda Elements
1	Digital Trust Programs
2	Digital Infrastructure Resiliency
3	Data Programs (for insight into business operations, products, ecosystems)
4	Workplace Transformation
5	Software development capabilities to drive product/experience innovation
6	New Industry Ecosystems
7	**Resilient Business Operations**
8	**Customer Experience Programs**
9	Connectivity Programs

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IDC ANALYZE THE FUTURE

What is a "customer engagement hub"?

Gartner Definition:
A "customer engagement hub (CEH) is an architectural framework that ties multiple systems together to optimally engage the customer..."

Red Hat Solution:
Integrated architecture, methodology, and practices to create intelligent, targeted, real time responses for customers, vendors, or partners

Data / Event Streams		AI, business rules, policies		Targeted Response
Realtime train location; Upstream ticket sales	+	Predicted 30-min delay + Cater to key customers		Send "free coffee" offer to season ticket holders
Vendor order status; Weather & route alerts	+	Predicted delay on blue parts + Keep assembly lines moving		Shift to red assemblies only; Blue customers get a gift

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Financial Services
Engage and Optimize for:

- Customer Experience

- Retail Banking

- Brokerage Services

- Credit Card Payment

- Fraud

- Customer Loyalty

- Field Service

- Customer Service

Healthcare
Engage and Optimize for:

- Patient Experience

- Pre-authorization

- Clinical Decisioning Support

- Improving Clinical Workflow

- Preventing Hospital

  Readmissions

- Sepsis Prevention

- Claims Fraud Protection
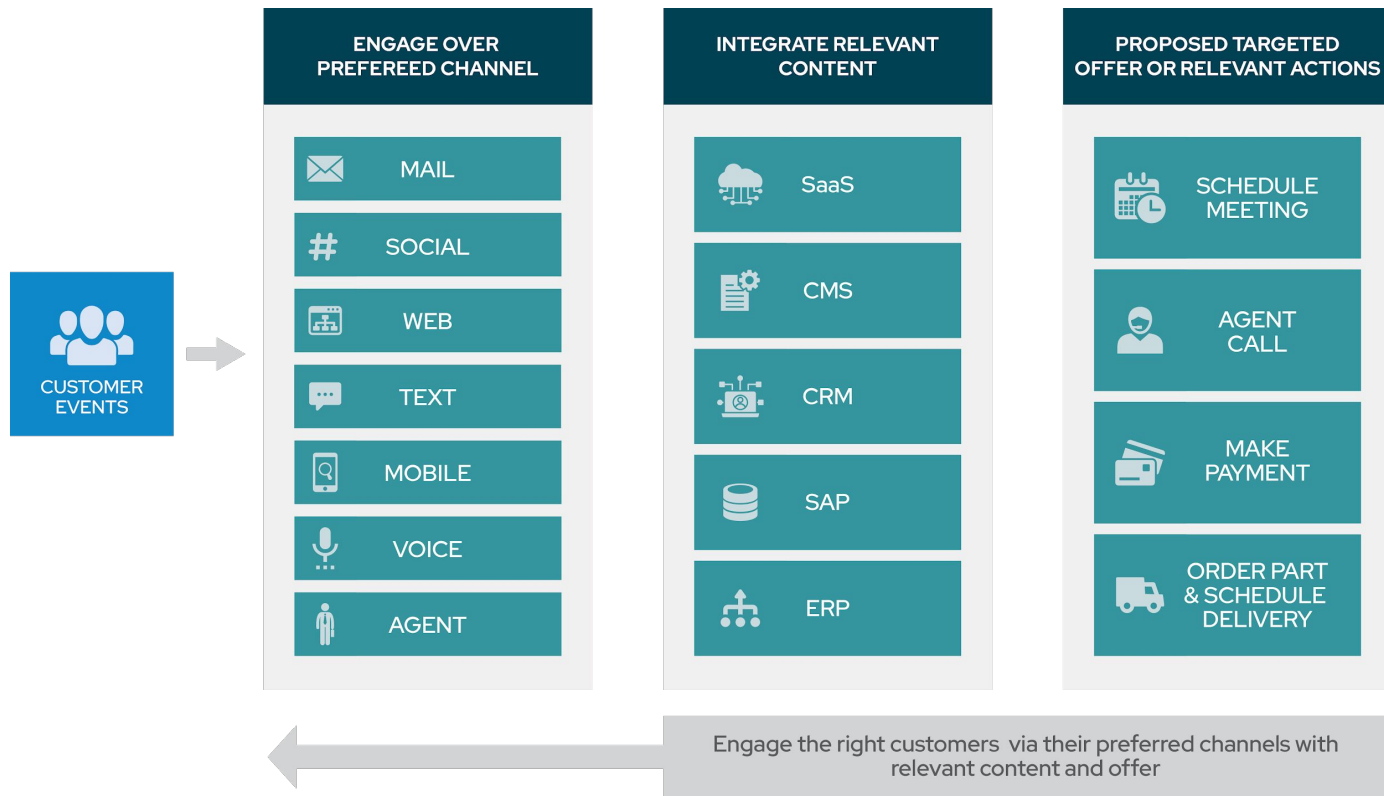
Automotive & Manufacturing
Engage and Optimize for:

- Customer Experience

- Supply Chain Management

- Predictive and Preventive
  Maintenance

- Customer Churn

- Customer Loyalty

- IoT- Intelligent Factory
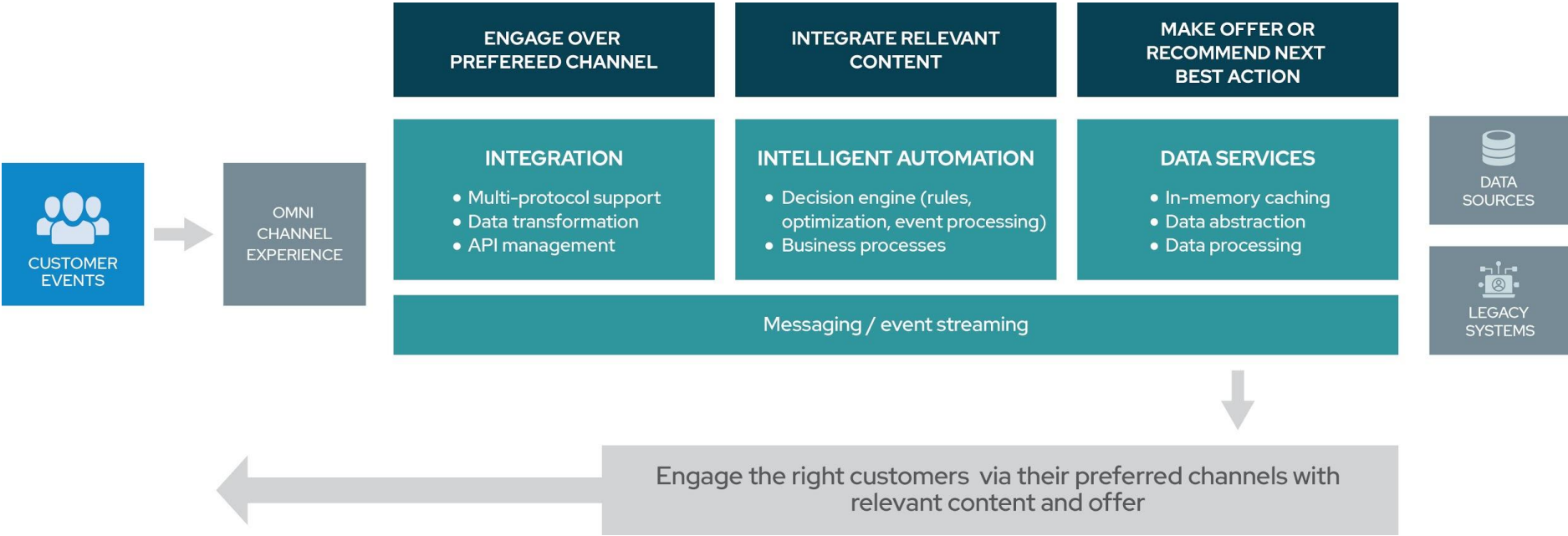
- Field Service

- Customer Service

Red Hat Customer Engagement

CUSTOMER
EVENTS

**ENGAGE OVER
PREFEREED CHANNEL**

MAIL

SOCIAL

WEB

TEXT

MOBILE

VOICE

AGENT

**INTEGRATE RELEVANT
CONTENT**

SaaS

CMS

CRM

SAP

ERP

**PROPOSED TARGETED
OFFER OR RELEVANT ACTIONS**

SCHEDULE
MEETING

AGENT
CALL

MAKE
PAYMENT

ORDER PART
& SCHEDULE
DELIVERY

Engage the right customers via their preferred channels with relevant content and offer

Red Hat Customer Engagement

CUSTOMER EVENTS

OMNI CHANNEL EXPERIENCE

ENGAGE OVER PREFEREED CHANNEL	INTEGRATE RELEVANT CONTENT	MAKE OFFER OR RECOMMEND NEXT BEST ACTION
INTEGRATION • Multi-protocol support • Data transformation • API management	**INTELLIGENT AUTOMATION** • Decision engine (rules, optimization, event processing) • Business processes	**DATA SERVICES** • In-memory caching • Data abstraction • Data processing

Messaging / event streaming

DATA SOURCES

LEGACY SYSTEMS

Engage the right customers via their preferred channels with relevant content and offer
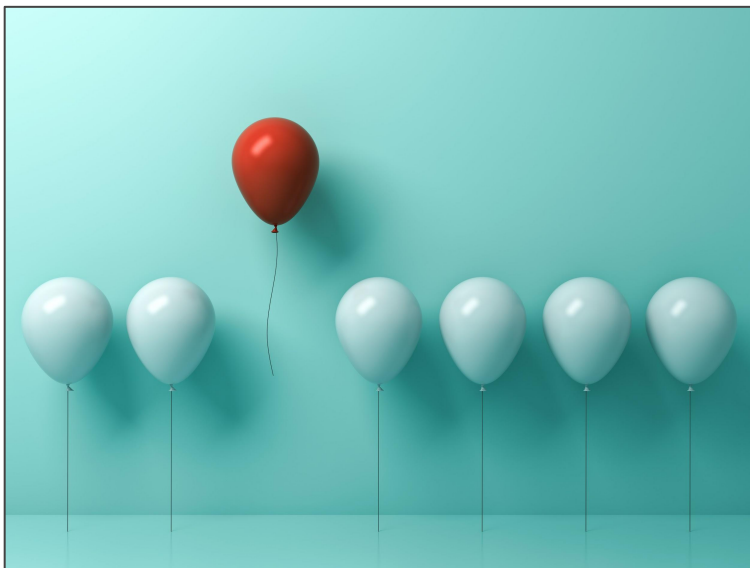
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Initial Deployment & Delivery Architecture
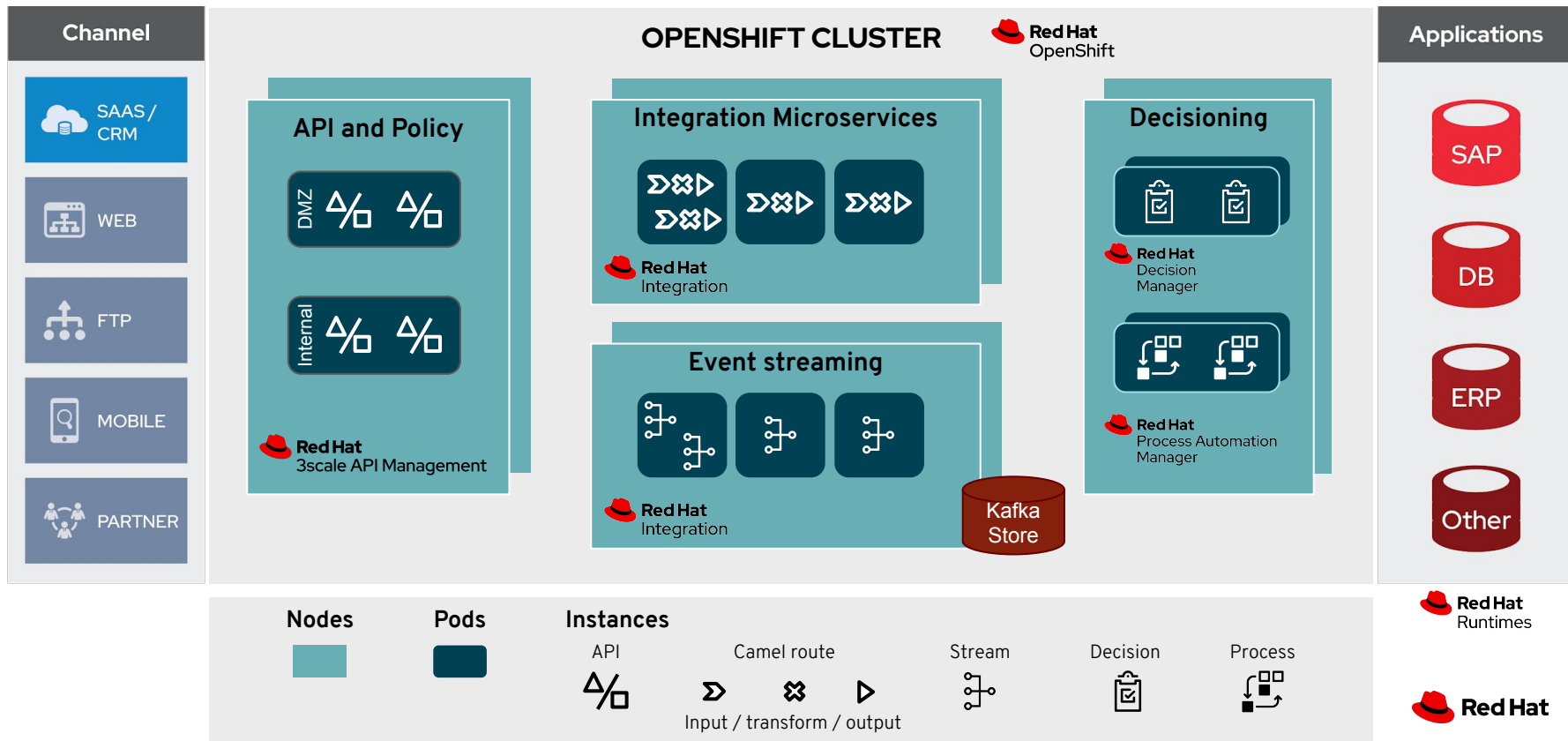
What makes Red Hat customer engagement compelling?

Open source & Innovation

CX is not a proprietary, monolithic solution

Eco-system

CX is about connecting existing and new capabilities

Integration

CX is not constrained by silos of data

Real-time

CX is not an after-the-fact system

Scale

CX scales with your business

Red Hat Customer Engagement is a solution that builds unique customer engagement capabilities using Red Hat's open source innovation and best practices for faster time-to-value.

Repeatable framework

Built based on proven Red Hat Best Practices for engagement success.
Free Discovery Session for qualified opportunities.
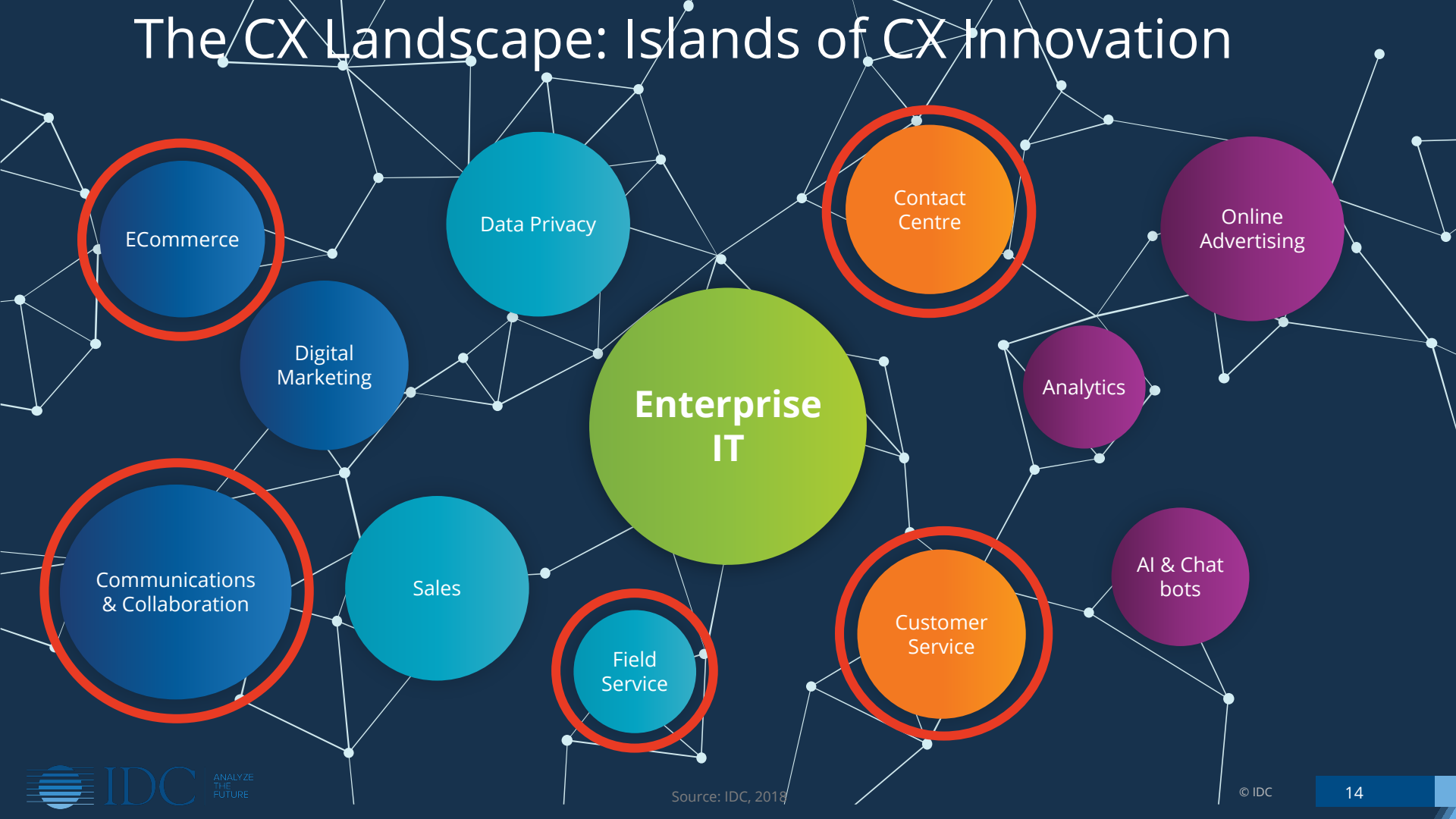
Prescriptive approach

Optimized approach to bridge IT and business to build optimized customer experiences.
Starts with a prescriptive approach to realize a business use case.

Faster time-to-value

Most business use cases are built and production-ready in less than 12 weeks.
Training and engagement for continuous innovation.

The CX Landscape: Islands of CX Innovation

ECommerce

Data Privacy

Contact Centre

Online Advertising

Digital Marketing

Enterprise IT

Analytics

Communications & Collaboration

Sales

Field Service

Customer Service

AI & Chat bots

IDC ANALYZE THE FUTURE

Customer Experience Use Cases

Banking

Know your customer (KYC)
Loan origination
Credit decision
Sales advisory
Payments

Insurance

Claims processing
Underwriting
Quoting
Rating
Commissioning

Capital markets

Automated trading
Trade order management
Accounting
Compliance KYC and
Anti-money laundering
On-boarding

Public sector

Claims processing
Entitlement calculation
Benefit calculation
Fraud detection
Screening

Telecom

Offer configuration
Order management
Fraud detection
Loyalty programs
Network monitoring

Transportation

Workforce management
Promotions management
Loyalty programs
Customer service
Billing

Retail

Recommendation
Campaign management
Order management
Pricing
Self-service

Manufacturing

Order management
Billing
Contract management

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Now for the demo!

Get started with a discovery session

Review

existing environment details and capture business requirements for decisioning and offers.

Translate

captured requirements to define integration architecture, targeted decisioning, and expected outcomes.

Generate

a strategy for design, development, delivery, and operationalization of the solution.

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#KickstartInnovation

Thank you

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open source software solutions. Award-winning

support, training, and consulting services make Red

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