

# CUSTOMER SUCCESS

Bringing together the right team to accelerate and support your success.

Getting off to and maintaining a fast start is crucial to quickly proving the value of your new personalization program. RichRelevance is with you every step of the way. From the outset, you'll be individually matched with a dedicated Customer Success Manager (CSM) and Experience Team, who will serve as your central point of contact, champion, and go-to resource for questions and support. Your success is our chief priority, and each team of business, personalization, and product experts has been specifically selected to serve your business and provide you with the exact education, best practices and services needed to meet your digital goals and maximize your investment.

## Get the most out of your RichRelevance investment

### Leverage Deep Expertise

Ecommerce is in our DNA; we have honed our best practices using a proprietary test and learn methodology and an understanding of vertical-specific nuances gained through 1000s of hours of integrations, optimizations and custom projects.

### Focus on Success

We help you get the most out of your RichRelevance investment by ensuring outstanding personalized experiences across your digital channels and meeting your personalization business objectives.

### Accelerate Innovation

Personalization has many levels of maturity, and we can help you accelerate yours by: prioritizing the right projects to reduce dev cycles, leveraging your data to customize strategies and collaborating to inform and Beta test new features.

# The World's Leading Personalization Platform

## Trusted

- ▶ Used by **200+** of the world's largest brands and retailers

## Deep Expertise

- ▶ **10+ years** of commerce and personalization expertise

## ROI

- ▶ **367%** average return on investment

## Our Approach to Customer Success

Every business has its own unique idea of success. Our proven 3-point approach helps to ground every plan and initiative with your business goals so you can quickly achieve your vision for the program, no matter how you picture it.

### 1. Understand Your Objectives

We work with you to capture your company and business unit goals and how you measure performance and success. Then we outline specific areas of focus and or short- and long-term projects to ensure the right opportunities are prioritized.

### 2. Personalize Your Approach

We perform an assessment of your digital touchpoints and channels to identify personalization opportunities across the customer journey. We'll also define the metrics used to measure and improve performance.

### 3. Execute Your Outcome

We then take the findings and develop a joint 6-12 month project plan of initiatives with built-in QBRs, executive sponsorships, and weekly meetings to ensure you stay on track. We also schedule a yearly CPO workshop to keep you in sync with our latest roadmap and innovations.

## Expert Services Support Your Objectives



### Advisory Services:

Develop your strategy. Align your initiatives to company strategy using industry best practices and expertise.



### Education Services:

Get more from your platform. Increase adoption, productivity, and business value from your solutions.



### Implementation Services:

Deploy quickly with less risk. Ensure your implementations are done right, the first time.



### Transformation Services:

Deliver breakthrough value. Transform your business through innovation.



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