

Personalized customer experiences through a single customer view

Signify is the world leader in lighting for professionals, consumers, and the Internet of Things. They turn light sources into data collection points to connect devices, places and people through light, contributing to a safer and smarter world.

With 2021 sales of EUR 6.9 billion, around 37,000 employees, and a presence in over 70 countries, Signify unlocks the extraordinary potential of light for brighter lives and a better world.

Their professional B2B products, systems, and services are used in multiple market segments such as offices, commercial buildings, shops, hospitality, industry, and outdoor environments (e.g., smart cities).

Challenges

Signify wants to digitalize and improve the customer experience to be more customer-centric. Providing personalization on their online channels has always been important because it leads to a better online customer experience. But treating every online visitor as a person is difficult when you operate on a global scale. Two main challenges arose with regards to improving the online customer experience:

1. There is no single view of the customer because data is fragmented and sometimes stored in disconnected technologies used within the organization.
2. 37.500 online inquiries per year are manually classified, routed, and followed up in 70 country -language combinations. This results in long lead times and a potential negative impact on customer satisfaction.

Solutions

GX implemented the Customer Data Platform BlueConic and built a smart AI solution to solve these challenges:

1. With BlueConic, data is collected to create rich profiles and build a single customer view. Insights derived from profiles are used to expand email marketing reach and offer personalized product recommendations. Furthermore, profiles are matched against Signify's existing account master data benefiting Account Based Marketing.
2. With Artificial Intelligence, online inquiries are automatically classified and routed.

Approach & Results

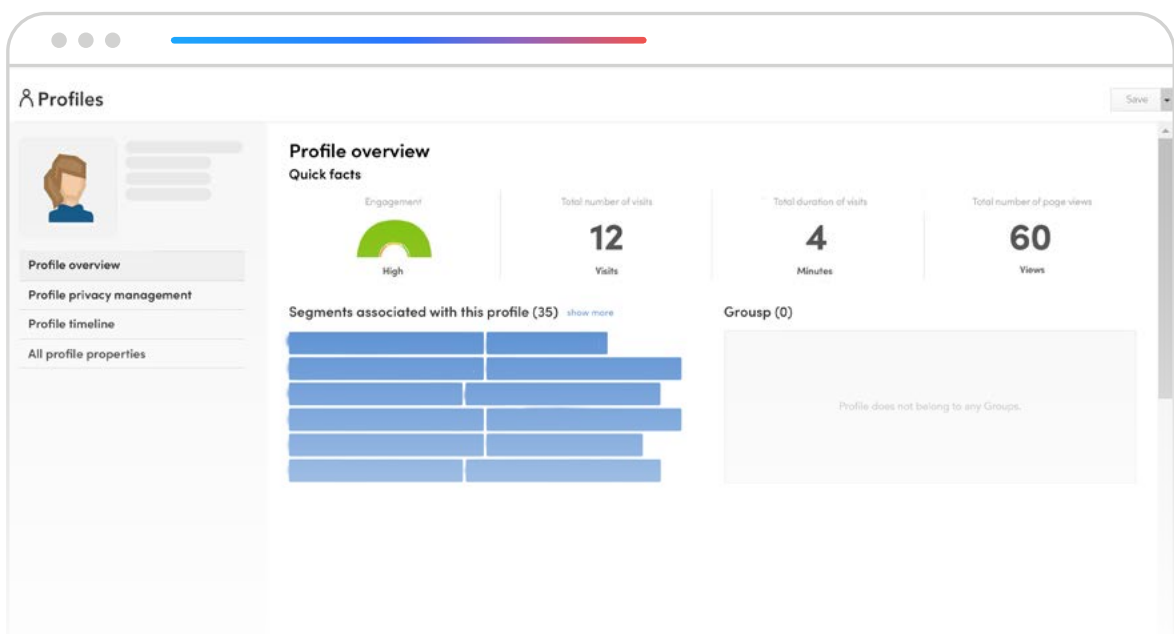
Rich profiles create a single customer view

Implementing BlueConic means Signify can collect data from online visitors and build rich profiles based on first-party data. A connection with Eloqua enabled importing data from this ESP based on the availability of email addresses contributing to a 360-degree customer view.

Profiles in BlueConic, based on 255 data attributes, are currently the richest source of customer data available. Today, 50 countries have insights into customer segments' behavior and interests, resulting in outstanding customer-centric targeting.

"BlueConic is a very mature CDP, has easy integrations with many other out-of-the-box applications, and is powerful in building customer profiles on a global scale. In addition, the tool is stable and delivers 24/7."

Rob Velders E2E Business Product Owner Marketing Automation & CDP



Behavioral insights

expand email marketing reach

Behavioral insights from BlueConic enrich Eloqua's target audiences. This results in much better personalized messaging, and automated campaign flows are developed for specific target audiences.

By using BlueConic segments in Eloqua, email marketing reach expanded to +142% in Portugal and +230% in Spain.

Personalized product recommendations increase buyer intent

Using a single customer view, Signify moved from insight to action by showing real-time personalized product recommendations in the product catalog at three levels: landing page, product page, and product category page.

Currently, 16 countries implemented the product recommendations. As a result, they've seen a significant uplift in conversion rates of 11% compared to the control group not seeing personalized product recommendations.

Profile account matching contributes to Account Based Marketing

All BlueConic profiles are matched against Signify's existing account master data. As of today, more than 160K profiles are matched against an account, delivering a wealth of insights. Signify can even map lead or engagement scores per account. As Signify can now map contact-to-account across

their marketing automation landscape, show customer interactions and content for account-related profiles, and identify and aggregate new promising prospects on a company level.

GX developed a Custom Account Matching Service for this to succeed. Based on account hierarchy, it links anonymous and known visitors, email, and CRM contacts to the proper account.

Using NLP to automate online inquiries

GX used natural language processing (NLP) to develop the 'Inquiry Classification Service.' Integrated with Eloqua, online inquiries are automatically classified and routed to the correct department.

Automating the online inquiries process and simplifying the forms allowing for more free text, led to a highly improved user experience; lead time went down from 48 hours to 60 minutes.

The Inquiry Classification Service resulted in;

- Operational efficiency
- Reduced cost
- Less manual errors

With BlueConic in place and smart solutions developed by GX, Signify is now able to generate that missing single customer view and improve the online customer experience.

Signify & GX

Signify has partnered with GX since 2018, working with BlueConic as their CDP. Our business consultants, technical consultants, scrum masters, and data scientists created and reinforced Signify's data skills and know-how through practical support and training. With our help and solutions, Signify didn't just achieve their goals, but sometimes even surpassed them.

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My experience with GX and its consultants is excellent! Whenever you need support, GX delivers. Plus, they are professionals and very experienced in working with and advising on BlueConic & Account matcher.



Rob Velders
E2E Business Product Owner
Marketing Automation & CDP

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As the only Platinum BlueConic partner in the EMEA region for more than a decade, we have optimized and personalized digital channels for many organizations. Our agile way of working makes us adaptable to new situations, enabling us to achieve positive results within a brief timeframe.

**Want to know
more about GX
and our services?**

Get in touch or visit [our website](#)



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