Enhancing Customer Experiences in Tobacco Industry

Business Challenges and Objectives

- The client aimed to monitor the journey of individual consumers based on their actions and activities.
- They sought to implement this monitoring system within their Consumer Experience Office, primarily focusing on promoting the less harmful products from the brand portfolio.
- The ultimate objective was to create a solution to assess consumers' journey progress and then direct relevant content, campaigns, and activations through various marketing channels.

Client

- Our customer is a prominent American manufacturer and ranks among the world's major players in producing and marketing tobacco products, particularly cigarettes. A wide-reaching distribution network supports Their extensive global presence, significantly contributing to their business operations.

Industry

- Manufacturing

Function

- Marketing

Technology

- Azure

The Solution

- The primary objective of the solution was to establish the capability to trace the consumer journey based on their activities.
- The solution encompassed the following distinct stages, aiding in the process:
  - **Event Stage Mapping Table:** This table functioned as a reference for linking events to their respective stages, containing details such as event descriptions, stages, brand, and product category.
  - **Event Activity Log Table:** This table recorded consumer activities and included columns such as CCN (Individual ID), event name (Activity Type Code), event date, and supplementary attributes associated with the event. While this table might have been made accessible within the Enterprise Data Model (EDM), its primary retention was likely in Refined for computational purposes.
  - **Consumer Stage History Table:** As a fact table integrated into EDM, this component tracked the historical progression of consumers through various stages, featuring columns for consumer ID, stage status, start date, and end date for each stage.

Outcomes and Benefits

- The client can effectively track the customer journey, enabling effective cross-selling and upselling at the appropriate stages.
- Furthermore, they can leverage data analysis to inform strategic decisions promoting business growth.
- The included predictive analytics feature serves as a guiding force, suggesting new and less harmful products to consumers on behalf of the brand.
- This solution represents a significant milestone in the client's journey toward transitioning from a tobacco-centered company to a non-tobacco entity.