ActionIQ ✕ Albertsons

Case Study

How Albertsons Uses ActionIQ to Provide Personalized, Real-Time Customer Experiences

Summary

Albertsons Companies wanted to enhance customer experiences for both online and in-store shoppers

It implemented ActionIQ to unify its customer data and empower business users to take action on it

With the help of ActionIQ, Albertsons delivered personalized and impactful CX in real time and developed customized, cross-channel customer journeys

Background

Albertsons Companies — comprised of more than 20 well-known brands, including Safeway, Vons and Jewel-Osco — is a leading American grocery company with over 2,200 supermarkets in 34 states and the District of Columbia.

Challenge

The COVID-19 pandemic forced Albertsons to transform its business strategy to cater to the sudden surge in digital shoppers. In addition to targeting customers with flexible curbside and delivery options, the company wanted to retain both its online and brick-and-mortar shoppers via loyalty-building initiatives, such as subscription offers.

Albertsons knew high-quality customer data was essential, but making sense of its data was complicated and time-consuming. The company needed an easy way to combine its first-party data with third-party signals to create a comprehensive, 360-degree view of its customers.

"Previously, our loyalty teams wrote a lot of pages of SQL queries, just for audience extraction, for offers and also for email targeting," said Sankett Deshpande, Director of Product Management, Digital Marketing at Albertsons Companies. "And they also spent a lot of time on QA of the audience files and who is getting allocated for what emails and offers we have within our app."

> "If we go back two years, we were writing SQL queries —
> hundreds of pages of SQL queries."

Sankett Deshpande
Director of Product Management, Digital Marketing

Solution

Albertsons set about selecting a customer data platform (CDP) to help it make its customer data more accurate, accessible and actionable.

"For us, data collection, profile unification, segmentation, signalization, activation, attribution and platform architecture were of extreme importance, and ActionIQ fits the bill across all of these seven criteria....," Deshpande said.


The ActionIQ CX Hub, built on top of AWS — featuring a proprietary data infrastructure that offers unlimited computation power — enabled Albertsons to unify both online and offline customer data across all its channels and systems, empower its business users to self-serve customer insights and orchestrate customer experiences across all touchpoints.

"With ActionIQ, we are now able to have a unified customer profile platform that combines traditional transaction data and behaviors, all focused on the customer at the center," Deshpande said. "We can now truly get deep understanding of customer behavior intent to make every interaction the most meaningful experience for our customers where

> We can now truly get a deep understanding of customer behavior intent to make every interaction the most meaningful experience for our customers where they are.
>
> – SANKETT DESHPANDE

ActionIQ CX Hub
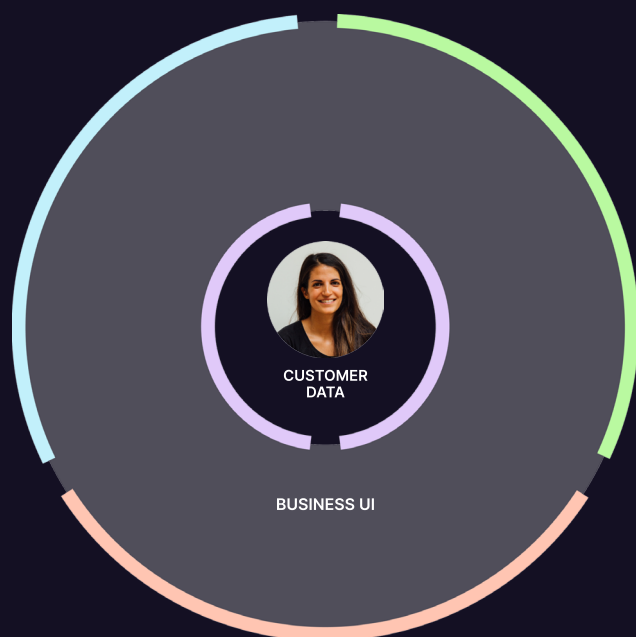
CUSTOMER DATA PLATFORM		AUDIENCE CENTER
HybridCompute		Audiences
Pipelines		Models
Attributes		Activations

IDENTITY		JOURNEY MANAGEMENT
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IdentityConnect		Journeys
IdentityEdge		Offer Codes

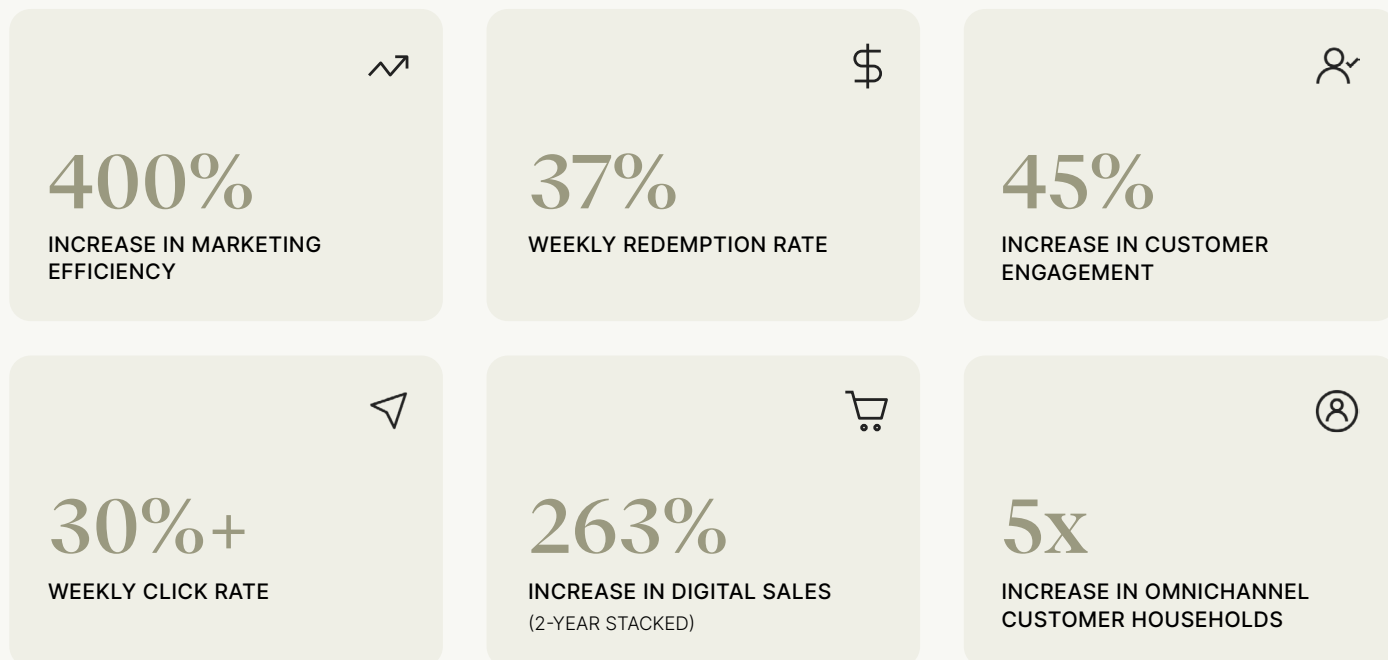|		REAL-TIME CX
		Tag
		Profile API
		Triggers

Strategy

Working with ActionIQ and customer experience management company Merkle, Albertsons quickly started putting its data to work. First it used ActionIQ's machine learning-powered identity resolution to unify siloed and incomplete customer records and define new customer attributes.

Next, the company took advantage of its real-time customer experience capabilities, transforming and enriching contextual data with historical information to deliver highly personalized communications based on the full customer profile.

"We were able to send out real-time communications to our customers as they sign up within the store to our FreshPass initiative or even to any of our subscription initiatives that we have with Albertsons," Deshpande said.

Real-time customer experiences were especially helpful for cart abandonment — a "huge revenue opportunity for a grocery chain," according to Deshpande. The company is able to convert high-intent shoppers who added products to their online carts but left before completing a purchase by utilizing ActionIQ's triggers functionality, which allows Albertsons to automatically remind customers of items in their digital carts on their preferred communication channels.

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Proof Points

400% INCREASE IN MARKETING EFFICIENCY	**37%** WEEKLY REDEMPTION RATE	**45%** INCREASE IN CUSTOMER ENGAGEMENT
30%+ WEEKLY CLICK RATE	**263%** INCREASE IN DIGITAL SALES (2-YEAR STACKED)	**5x** INCREASE IN OMNICHANNEL CUSTOMER HOUSEHOLDS

And with a single source of customer intelligence for different teams to collaborate around, it's easier for Albertsons to leverage historical and real-time data to develop multi-channel customer journeys. Business users can leverage ActionIQ's drag-and-drop dashboard to analyze behaviors, visualize trends and identify anomalies, then use this data to orchestrate multi-step customer journeys or schedule planned customer experiences.

By integrating ActionIQ with preferred execution systems, companies such as Albertsons are able to activate batch and real-time experiences across any channel, all from a single platform.

"It basically gives our loyalty and marketing business teams an insight-driven journey approach using the journey orchestration tool within ActionIQ to retarget customers in alternate channels, such as push, SMS or paid media," Deshpande said. "If we go back two years, we were writing SQL queries — hundreds of pages of SQL queries — and now we are enabling our marketing and loyalty business teams to activate campaigns where the customers are in literally the span of a week."

aws

Albertsons leverages AWS EC2 infrastructure which powers ActionIQ's petabyte-scale elastic compute platform, InfiniteCompute to enable them to engage with their customers in a more authentic way, driving sustainable business growth.

Results

With pandemic-related changes requiring Albertsons to fast-track many new initiatives, ActionIQ's impact on marketing efficiency was a clear benefit.

"We were able to get to the audience ASAP with the help of ActionIQ…," Deshpande said. "What it took our teams to come up with a campaign use case, let's say a month for one use case, we were now able to get out approximately four to five use cases within a month."

Meanwhile, improved personalization has contributed to significant boosts in clicks and offer redemptions, with ActionIQ driving approximately 30% of weekly click rate and 37% of weekly redemption rate resulting in a 45% increase in customer engagement and 263% increase in digital sales (2-year stacked).

"The redemption rate is highly increasing because the campaigns that we're running are extremely engaged to the customer — what they want and in what channel they're expecting that offer to be at," Deshpande said.

Albertsons continues to move up the maturity curve — diving deeper into customer insights such as dietary preferences, channel behaviors and loyalty to different banners within its brand family. All of these insights are helping the company develop a more efficient, effective approach to customer engagement.

" We are truly enabling omnichannel personalization capabilities across the user journey where the users are."

Sankett Deshpande
Director of Product Management, Digital Marketing

Contact ActionIQ for a consultation with one of our expert team members and discover how our industry-leading CX Hub gives all teams controlled self-service access to customer data to discover audiences and orchestrate experiences at scale.
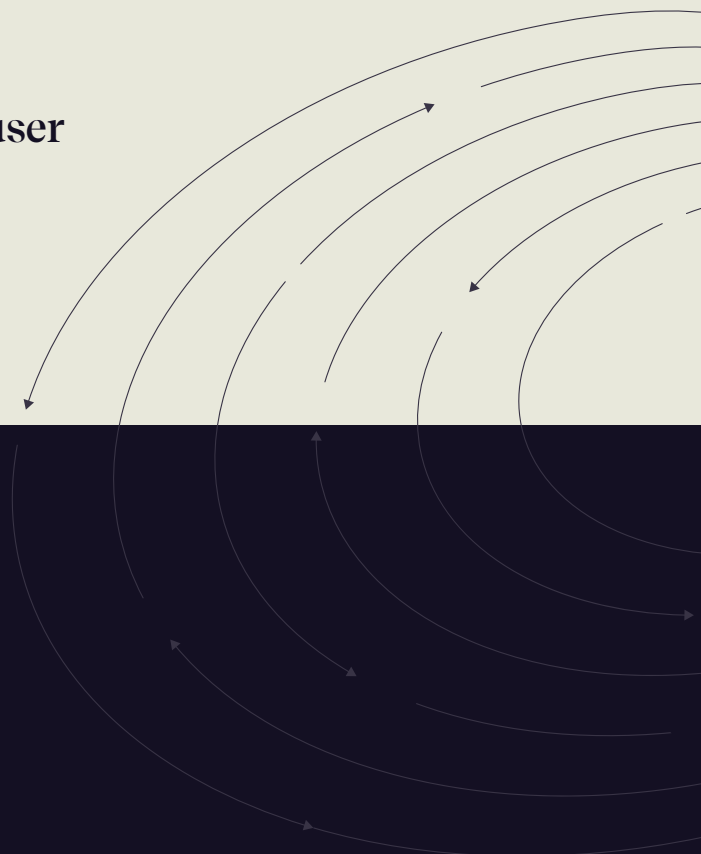
✧ ActionIQ

AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

Get in touch with our experts to learn more.