

Unify Customer Profiles with Customer Hub

Consolidate Customer Data
In One Complete System



Introduction

Customer data fragmentation is an enormous issue for enterprise organizations. Information collected from multiple points of contact in different systems create isolated data silos. These disparate databases are what separates a business from a true understanding of their patrons.

Data fragmentation arises when collection takes place via different sign-up methods such as in-store kiosks, online, during special events, and other places. Each of these interaction points have their own incomplete (and overlapping) view of the consumer. With such partial customer knowledge across multiple databases, it is impossible to assemble a true view of clientele.



Why is this Important?

When customers sign up via different portals, such as at a website when they are at home or signing in through a guest WiFi when visiting a venue, a business is populating separate databases with different information on the same person. Gaining users online and offline, from websites, mobile apps, in-person sign-ups, guest WiFi, or many other sources will create many partial profiles of the same individual.

These siloed databases make it difficult to engage your consumers sometimes leading to duplicate sent messages (e.g., multiple emails of the same newsletter or offer being delivered to the same person). Customer Hub collects data from multiple sources and touch points and merges them into one central information repository. Gather contact information at the checkout or via in-store activations, and use one-click guest WiFi sign-in as the largest generator of contact and profile information. Customer Hub consolidates all partial data from multiple sources derived across all channels into a single location creating one complete unified profile for each and every one of your customers.

Customer Hub lets you upload files in many formats, including CSVs, providing an easy and intuitive way to import data that has previously been captured. It will automatically compare your imported data with the current database and combine any matches.

Besides providing unified profiles, Customer Hub also provides identity access management. Identity access management allows users to sign into their account to change their information and personalize their experience. A web-based, self-serve user interface provides customers with holistic and transparent access to their data.

How Customer Hub Works

Customer Hub combines the best of all worlds. It replaces multiple tools into a single complete customer identity, access management, and digital marketing platform.



The power of Customer Hub lies in creating the most robust image of your patrons to maximize your marketing efforts. The following example illustrates a scenario, with and without Customer Hub, in a retail environment which emphasizes how the Customer Hub platform assists in creating hyper-targeted advertising.

Without Customer Hub

At the beginning of the week, a customer signs up online through an ecommerce portal with their email via a web signup form. A quick survey is provided for them to fill out. On the survey, they reveal that their name is Sam and that they like leather jackets. That information is now stored in an email marketing database.

Later in the week, Sam visits the retailer's brick and mortar store and logs onto the guest WiFi with Facebook. Through their social media, you learn that Sam is a woman along with her social interests and age group. This data is saved in another completely separate database. This creates a fragmented data view of Sam with two incomplete profiles of the same person residing on different platforms.

Marketing creates a targeted email campaign on women's designer leather jackets. They need to create two campaigns, one for the email marketing database and one for the guest WiFi database. The promotion targets women who like leather jackets. Because neither platform knows Sam is a woman and likes leather jackets, both campaigns fail to market to her. To make matters worse, the analytical data that marketing receives is now also fragmented. The marketing team will need to manually check both campaigns and tediously cross reference data, which involves technical skills and is rarely ever implemented.

Without Customer Hub - Customer



With Customer Hub

With Customer Hub, Aislelabs can combat data fragmentation and merge customer data from multiple lists and platforms. This frees your data from these silos to provide more in-depth data on your consumers, allowing you to build more complete profiles which Aislelabs progressively enriches with actual in-store behaviour information of purchasers.

In this same scenario now using Customer Hub, Sam still signs up via the web form indicating she likes leather jackets. A few days later she visits the mall, signs into the guest WiFi which collects demographic and interests data. Customer Hub amalgamates that information into a single unified profile rather than having two incomplete, fragmented profiles. With Customer Hub we know that Sam's gender is female and that she likes leather jackets, along with a set array of other interests.

During the marketing event, marketing only needs to run a single centralized campaign regardless of where the information had originated from. They include Sam in promotion because marketing now has a far more complete profile. All the analytical data generated by the campaign is now accessible from a single consolidated platform.

With Customer Hub - Customer



Customer Hub Features

Customer Hub comes as part of the Aislelabs Connect platform. It's loaded with advanced features you won't find anywhere else.

Collect Data From Multiple Touchpoints

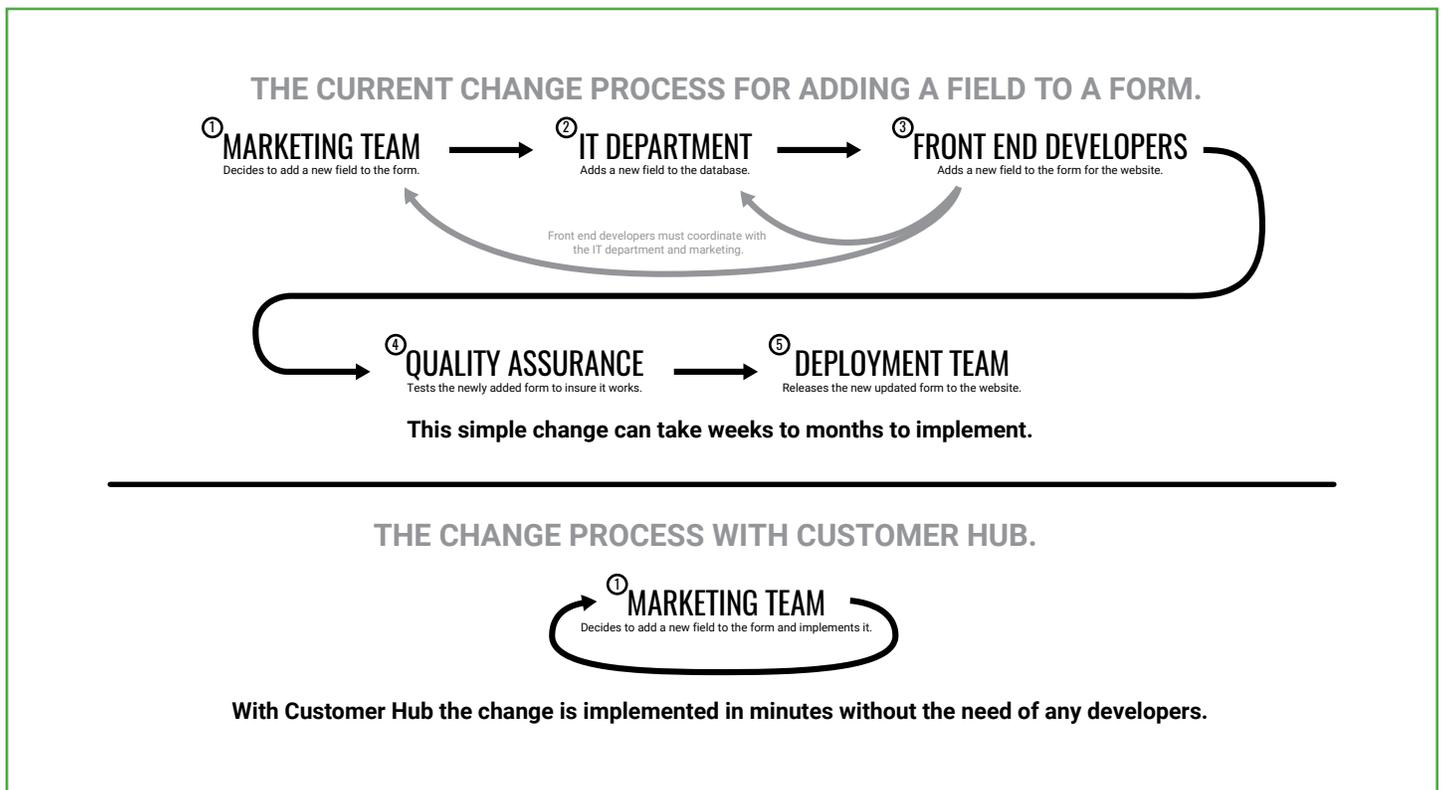
Different customers interact with your brand in distinctive ways. By having multiple contact points you increase the number of users in your database. Customer Hub brings them all together into one consolidated database, creating rich user profiles.



Customer Hub Features

Web sign up forms

Build beautiful web sign up forms through a self-serve editor built right into Customer Hub. Customize the look and feel of your sign up form and tailor it to your own branding and marketing guidelines. Manage schemas and create forms with custom profile fields to learn more about who your customers are and effortlessly adapt them to your unique informational needs. It's powerful enough to create any design and intuitive enough to be updated without the need for any developers.



The built in customizable sign-up forms are easily created with a native template creator. You can build them in minutes which will produce a small snippet of code you place on your website. This allows you to get Customer Hub running quickly and provides a new source to capture user data through newsletter sign-ups and loyalty program registrations into your consolidated database with ease.

Customer Hub Features

Guest WiFi with social login

Customer Hub integrates with our enterprise-grade and industry leading WiFi marketing platform. Guest WiFi sign-in is the largest generator of customer contact and profile information and can offer orders of magnitude more additional customer data.

Augment your database by the thousands by offering free WiFi through email, SMS, Facebook, Twitter, or other popular social networks. Gain actionable insights into who your customers are, including their age, gender, location, interests, and what they like.

In person sign-ups

Customer Hub goes beyond relying on a website and guest WiFi sign-ups. The flexibility of the platform allows the creation of in-store sign-ups. One-on-one, direct human interactions are one of the most effective ways to entice customers to sign up.

Gather contact information directly from in-store activations or right at the point-of-sale. You can have on-site staff capture customer contact information at the register or via events in an integrated customer hub.



Mobile app integration

Mobile apps also offer a specific avenue to collect customer data. If your business has a mobile app component you can easily capture user data from customers' smartphone apps and integrate it directly into Aislelabs Customer Hub.



Customer Hub Features



Upload your existing customer information

If you have accumulated customer information it can easily be added to Customer Hub. Such information can be easily uploaded in CSV files. This allows you to easily import previously acquired data existing in diverse platforms. Merge data and append profiles or create new ones right inside the platform.



Provide easy customer access and build more complete profiles

Customer Hub helps businesses create more robust user profiles. It makes it easy to comply with privacy laws around the world by enabling a simple streamlined approach to help customers access their data in a single portal and make changes.



Offer customers access to their data

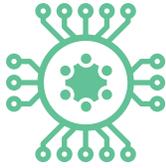
Allow guests and users to manage and change their customer profiles. All captured data can be manually edited by the consumer through a self-serve online interface providing them access to their data. Customer Hub is fully compliant with data ownership laws worldwide.



Passwordless identity management

Customers will never have to worry about forgetting their password. We give a streamlined user experience through magic link access to their profiles that are emailed directly to users. Users click a login link on a website, input their email address associated with their account, and are then informed that a magic link has been sent to their email address. No password is necessary, users just need to login to their email accounts and simply click a link.

Customer Hub Features



✓ Integrate via APIs

Import captured data by integrating Aislelabs Customer Hub via our APIs. Data from your other platforms and software can be automatically inputted to give you endless flexibility. This provides an easy and intuitive way to upload and compare your imported data with the current database, combining any matches Customer Hub finds.



✓ Progressive profiling

Create advanced detailed profiles of your users piece by piece. Since Customer Hub requires only an email address, a lack of lengthy sign-up forms for customers lowers the barrier to capture contact information.

Instead of inundating potential sign-ups with a long questionnaire, which most ignore anyway, Customer Hub is designed to roll out shorter surveys over a longer period to progressively build their profiles. This assures that your customers are not overburdened with questions upfront and are more likely to respond in the long run — all while continuously engaging with your brand.



✓ Behavioural analytics

Use the power of artificial intelligence to understand the hidden insights in your customer database culled from different sources.

The consolidated data, along with our deep learning platforms, creates complete singular profiles irrespective of how many customer touch-points you deploy. These profiles help illuminate hidden insights into your customer database that are impossible to uncover from any one single data capture service.

Execute Multi-Channel Digital Marketing Campaigns

A fully integrated multi-channel marketing solution is built right in. Target past visitors, interest groups, and specific demographics based on campaign parameters across all digital platforms to activate the right customers at the right time.



✓ Execute email campaigns

Seamlessly run advanced email campaigns regardless of where the contact information came from. Filter your audiences by source, demographic, and in-store behavioural information. Find exact audience groups and retarget customers via social networks. Accurately target precise customers and run advanced email campaigns to your customers that you can re-target on social media.



✓ Social media retargeting

Customer Hub's marketing platform helps deliver precise social media advertising. Aislelabs enables hyper-targeted social media campaigns using the data collected when guests and visitors opt-in via social platforms. The platform enables targeted campaigns across all social channels including Facebook, Instagram, and Google. That way you can target with high precision, delivering your messages as sponsored posts on their feeds and bring your brand to the centre of their attention.

The Aislelabs platform enables you to reach the right audience and increase returning customers. It optimizes advertising budgets. Most importantly, it delivers the ROI of each campaign you execute and precisely tallies how many customers visited your venue attributed to the campaign.



✓ Smart Promotions

Go beyond ads and newsletters to entice your customers. Create sophisticated promotions and one time use smart coupons that can be delivered directly to your customers. Customer Hub also supports surveys, SMS, paid advertising, and many more incentivizing options.

Aislelabs Customer Hub allows clients to easily collect and process data from a variety of different sources. This all-in-one platform solves data fragmentation and makes your digital marketing workflow several magnitudes faster by providing a one-stop-shop for list building and deep data analysis.

ABOUT AISLELABS

Aislelabs is a technology company offering the most advanced WiFi location marketing, advertising, and analytics platform in the market. We help our clients build relationships with their visitors and shoppers and market to them based on their behaviour inside their brick-and-mortar spaces. Our technology empowers our clients to target their audiences across all digital channels to create high impact campaigns with a measurable ROI.

We engineer a big data platform with deep learning capabilities to drive targeted social WiFi marketing campaigns. Our product suite builds audience profiles for visitors in physical brick-and-mortar venues, complete with their behaviour, interests, and demographics. This allows intelligent re-targeting and marketing to selected custom audience groups. As a result, the impact of each campaign can be precisely measured and its ROI can be evaluated by attributing in-store traffic footfalls to each of the campaigns.



✉ contact@aislelabs.com

☎ +1 888 765 3645

www.aislelabs.com



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