



Coherent Path

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## Overview

### The need

Personalization pioneer Coherent Path wanted to help its retail clients leverage their customer data to deliver experiences and offers that are optimized for the entire customer journey, not just the next step.

### The solution

Using IBM InfoSphere® BigInsights®, Coherent Path developed a sophisticated solution that maps product and transactional environments and delivers personalized experiences that are tailored to each unique customer journey.

### The benefit

With a foundation of advanced customer insights, retailers can personalize customer engagement in a way that inspires long-term loyalty and value, in addition to near-term revenue.

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# Coherent Path

*Helping retailers increase customer engagement, revenue and lifetime value with science-driven personalization*

## Focusing on lifetime value of customers

Coherent Path wanted to differentiate itself from rival firms by moving beyond simplistic ‘you may also like’ recommendations to a position where it can help its retail clients maximize both near-term revenue as well as the lifetime value of their customers.

Jamie Watt, Sales and Marketing Vice President at Coherent Path says: “Consumers today have more information at their fingertips and more choice in terms of where and how they can shop. The extreme complexity in terms of the number of products and channels makes it hard for retailers to understand their customers’ behavior and preferences, particularly if they are only using nearest-neighbor statistical analysis.

“We aim to help retailers understand what the optimal consumer journey looks like, so that they can see where unique customers are currently heading and nurture them on an individual, tailored basis. Rather than focusing solely on driving the next sale, we help our clients to build meaningful, mutually-rewarding relationships with their customers.

“Furthermore, we want to pinpoint the value proposition that convinces consumers to choose one brand, product or store over another—because discovering and showcasing the value is the key to growing customer loyalty and boosting long-term revenue.”

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*Coherent Path took full advantage of the powerful IBM technology. “IBM InfoSphere BigInsights is now a core part of our stack, and provides a solid foundation for our loyalty analytics and personalization platform. With IBM tools, we were able to build a solution that matched our requirements exactly,” says Jamie Watt, Vice President, Sales and Marketing at Coherent Path.*

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## Solution components

### Software

- IBM® InfoSphere® BigInsights®
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## Mapping consumer journeys to loyalty

Coherent Path deployed IBM InfoSphere BigInsights software to support its revolutionary analytical approach—based on the use of advanced hyperbolic geometry to build multi-dimensional maps of retailers’ products and transactions.

IBM InfoSphere BigInsights is designed to manage and analyze huge volume, variety and velocity of structured and unstructured data that enterprises generate every day. Jamie Watt says: “IBM InfoSphere BigInsights provides the data analysis capabilities and enterprise stability we need for our growing business. We opted for a cloud deployment to benefit from excellent scalability and cost-effectiveness.”

Coherent Path collects at least two years of data on products, transactions and their customers. Taking advantage of the sophisticated query optimization, memory management and rich analytics functions of IBM InfoSphere BigInsights, the firm transforms this raw data into sophisticated maps that reveal the trajectories of individual customers on the path to loyalty. The distributed computation at the heart of InfoSphere BigInsights plays a critical role in enabling Coherent Path to perform highly complex geometric operations on vast quantities of retail data.

## In-depth understanding

Using Coherent Path’s state-of-the-art multi-dimensional mapping, retailers gain a complete view of their customers’ purchasing behavior and preferences over time. This insight enables the retailers to define their optimal customer journey, see how individual customers are moving relative to that, and then optimize their engagement tactics to steer customers closer to the optimal journey. Retailers can test a marketing tactic on a given set of customers, see the results on an updated version of the map, and then adjust the tactic accordingly.

“Each retailer can examine individuals or whole groups of consumers and work out how best to nurture their loyalty, by using personalized content and promotions,” says Jamie Watt.

He adds: “Our mapping help retailers understand why customers choose to shop with them rather than with other firms, so that they can maximize that value proposition in all their interactions, thereby attracting new business and fostering greater loyalty.”

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*“Our clients are able to leap to the forefront of personalized customer engagement and see immediate results in the form of increased customer engagement, more efficient cross-merchandising and increased revenue.”*

— Jamie Watt, Sales and Marketing Vice President, Coherent Path

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### Rapid insights

Automated data compilation, management and statistical analysis capabilities help Coherent Path to produce maps quickly and efficiently. “We provide maps to clients within 24 hours of receiving their data, and they are always amazed by how quickly we can uncover insights that they never knew before,” says Jamie Watt.

“Our clients are able to leap to the forefront of personalized customer engagement and see immediate results in the form of increased customer engagement, more efficient cross-merchandising and increased revenue. In addition, they are able to deploy campaigns that are proven to nurture long-term customer loyalty, by strengthening the 1:1 relationship with each customer. Through better targeting, personalization and strategically introducing shoppers to new parts of their product catalogs, Coherent Path-powered campaigns typically deliver between 15 and 30 percent lift in revenue and customer engagement versus the status quo.”

### About Coherent Path

Based in Boston, Massachusetts, Coherent Path specializes in providing cloud-based, personalization and predictive analytics solutions that help retailers better engage with customers. Unprecedented insight enables retailers to customize promotions that increase customer loyalty and lifetime value.

To learn more about Coherent Path, please visit [coherentpath.com](http://coherentpath.com)

### About IBM Analytics

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