



# Mindtree

A Larsen & Toubro Group Company



## How did Mindtree help one of the largest **automobile enterprises** in the US unlock smarter lead nurturing with **Salesforce's Einstein AI predictions**

### Why AI is crucial for marketers

Digital innovations in the customer experience and engagement space are driving massive shifts in customer preferences and purchasing patterns in the new normal. It is more important than ever to identify and engage the right audience with the right messaging. Towards this end, marketing thrives on segmentation, targeting, and positioning, and every business, irrespective of size, geo-spread, and offerings, must strive to get them right.

For instance, smart personalization alone can deliver more than 5X marketing ROI and increase sales revenue by more than 10%. However, most enterprises struggle to make sense of big data collected from various devices, channels, and touchpoints. Traditional data analytics alone fails to provide actionable insights and identify trends. This is where harnessing AI and predictive models are the keys to unlocking the power of these huge volumes of customer data.

*Welcome to possible*

Customers who have strategically invested in Salesforce technologies can harness Einstein Analytics and Discovery, an ethically designed AI engine for the Salesforce ecosystem. It is the first comprehensive AI for CRM and is available through Sales Cloud, Service Cloud, Marketing Cloud, App Cloud, Analytics Cloud, and Community Cloud.

## Customer overview: - Einstein to the rescue. How Mindtree helped a customer in the automobile sector

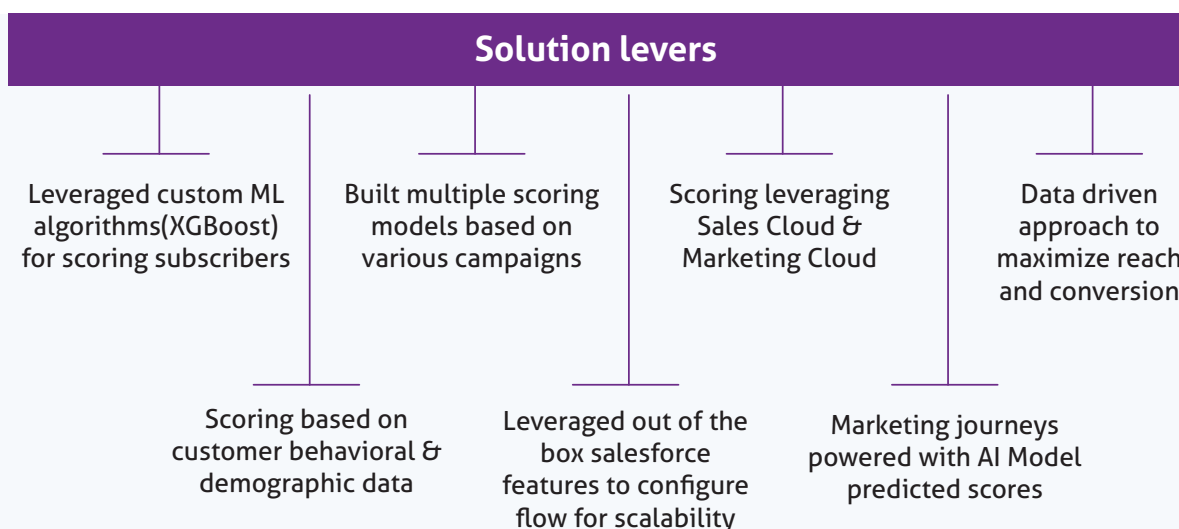
Mindtree recently helped one of the largest motorcycle companies in the US to embark on a journey to create personalized customer experiences powered by integrated data and insights collected across digital touchpoints. Mindtree helped customers transition to a centralized Marketing Orchestration platform providing agility and scalability toward creating exceptional customer experiences.

An AI solution helped activate customer segments across channels and enabled smart lead nurturing. The goal was to engage customers with relevant, timely communications and drive conversions to their eCommerce platform. The solution leveraged smart profiling, engagement tracking, and multi-point validation of customer interests across platforms.

### Business problem:

The customer needed to improve their CX through a mix of tactics and strategies.

- They needed help to **reduce customer cannibalization** and revenue shrinkage due to targeting via competing campaign initiatives.
- They also required the ability to identify customers' **intent/interest and measure their engagements** across website, eCommerce purchase, email, and mobile app.
- They also needed to **orchestrate customer engagement** in specific products/categories through meaningful intent/interest detection and AI predictions.



## Solution details:

- **Analysis:** Our team performed a deep analysis of 180+ customer data points across several platforms, including web analytics, SF-CRM, eCommerce platform, and SF-Marketing cloud. We shortlisted 60 critical attributes that had a higher correlation to intent/ interest display and prioritized them for building the AI predictive model.
- **AI model and simulation:** Leveraging the Salesforce Einstein Discovery platform, we engineered a predictive model that could calculate product-wise engagement scores. Multiple models were simulated using selected data points to determine the best AUC (area under the ROC curve)

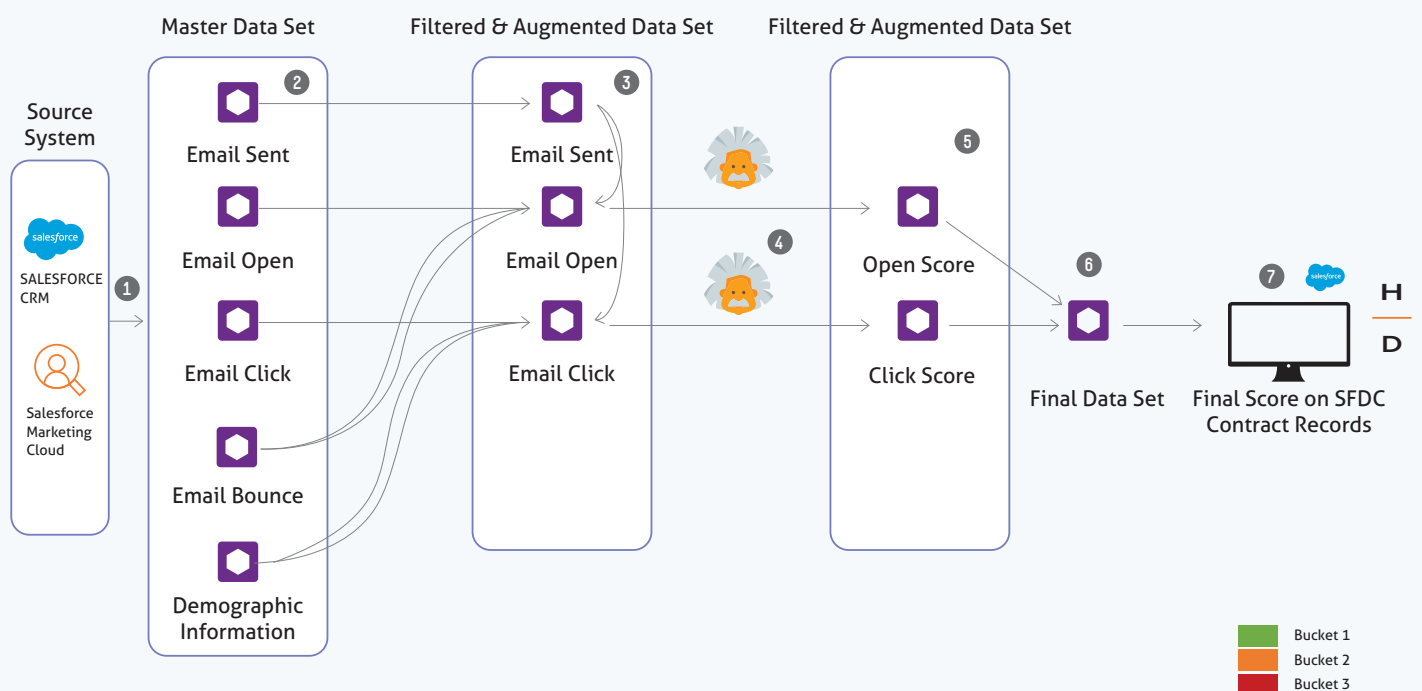


Figure 1: Dataflow feed and AI modelling

- **Prediction score:** The prediction score derived was a numerical representation of a **consumer's likelihood to purchase a product** based on a series of past engagements displayed across a range of platforms. The prediction scores were grouped into range buckets to be used for segmentation and customer cohort creation.



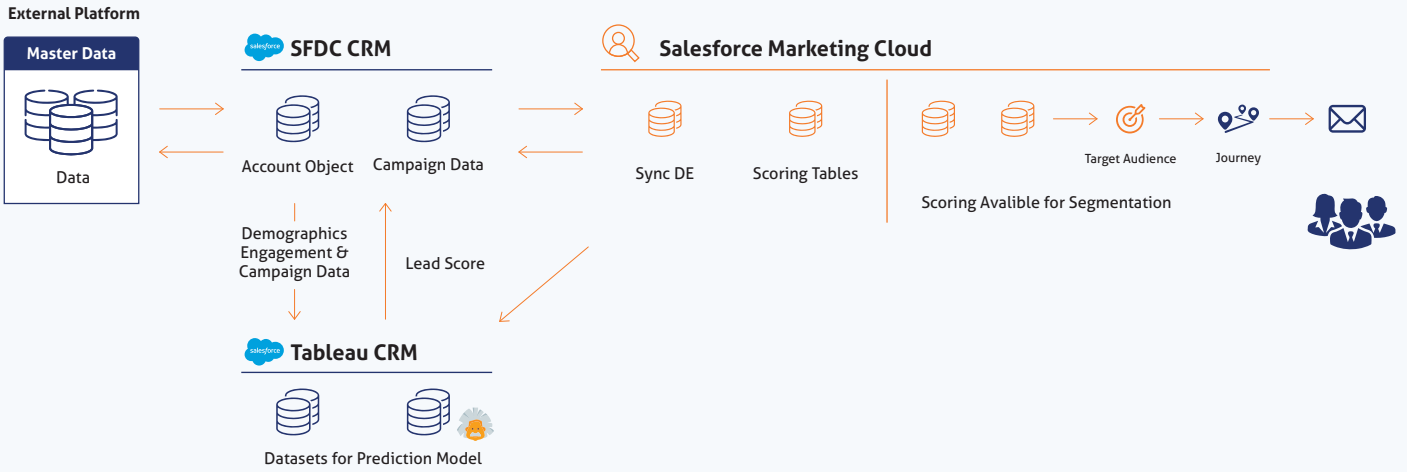


Figure 2: AI Predictive Scoring and Journey Activation

- **Orchestration:** Marketers gained the flexibility to easily target consumers based on the recency or frequency of a specific type of product interaction. Further, we leveraged Einstein for marketing to optimize and craft email sends.

**Salesforce tech-stack:** Einstein Discovery, Marketing Cloud, CRM Analytics, and Sales Cloud

### Key benefits



A unified data model aggregating customer attributes from varied sources.



Prioritized customer outreach and engagement metrics.



A time-decaying lead scoring model with dynamic weightage.



**Faster time to market** with go-live in 6-7 weeks



Improved customer segmentation honoring the customer intent/interest across platforms and channels.



**Reduced cost** on tooling & feature enablement.



Increased eCommerce purchase conversion metrics.



**Quicker campaign** launch timelines

Improved **email engagement rate**

## In a nutshell:

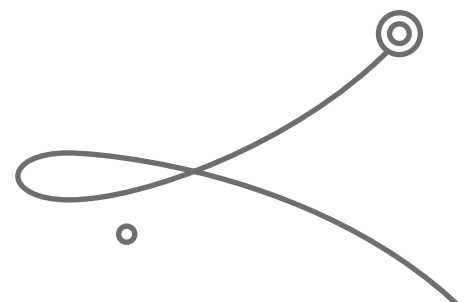
This Salesforce-native solution by Mindtree can be easily customized to help organizations move towards engaging with their customers based on intent/interest signals processed from several channels and platforms. The prediction scoring is much more mature than traditional linear lead scoring solutions that ignore key considerations like recency and time decay.

## INDUSTRIES



To learn more about how Mindtree's Salesforce marketing offering can help your business get to the future, faster, please reach out to our Salesforce Marketing experts at [info@mindtree.com](mailto:info@mindtree.com)

## Our partnership



## About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to approximately 275 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 37,400 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.