



Infor Interaction Advisor

Improve retention, drive sales

Businesses today are under pressure to drive incremental revenue and improve customer retention. But doing so requires you to be more proactive about your customers' needs and preferences, while keeping a close eye on the bottom line. At the same time you must also send fewer targeted offers to help eliminate marketing fatigue and ultimately drive retention. That's why forward-thinking companies understand the importance of finding the right solution that combines real-time functionality, personalization, and data science to support cross-sell and retention efforts.

Unlock your customer base's potential

Infor® Interaction Advisor is a proven, easy-to-deploy, easy-to-use packaged solution designed to meet the toughest demands of today's marketing and IT departments. Leading enterprises use it to unlock the potential of their existing customer base at every customer touch point.

Interaction Advisor uses Infor's fast, flexible, highly effective inbound marketing technology to help you accelerate your customer touch decisions. It provides interoperability, innovation, and evolution, so you can quickly align your campaigns with changing business, customer, and environmental requirements. You get an enterprise-level interaction management application proven to drive ongoing business benefits offering with unmatched stability, responsiveness, and scalability.

With Infor Interaction Advisor, you can increase your email click-through rates by up to 50%.

Deliver the highest impact offers at the right time

Infor Interaction Advisor is a real-time solution that uses a combination of historical, demographic, and contextual data to instantly create customer profiles, and then applies an optimum combination of predictive analytics and cross-channel business rules to deliver the highest-impact offers at the moment of interaction between businesses and customers. Using closed-loop response tracking, the application measures each result and adapts to improve effectiveness for every visit that follows.



Support your unique needs

With Infor Interaction Advisor, you can:

Increase cross-sell revenue—Analyzing all available information to determine the optimal offer for driving incremental cross-sell revenue, Infor Interaction Advisor selects the offer that will deliver the most impact for a particular customer, so you can significantly increase your offer-acceptance rates and cross-sell revenue.

Reduce churn and improve retention—Retain your most valuable customers by balancing the cost of a retention offer against the value a customer brings to the enterprise. Since the solution works in real time, you can use it as part of an ongoing loyalty campaign or recommend immediate action to retain a defecting customer.

Improve customer interactions across multiple channels—Manage the complexities of synchronizing cross-sell and retention programs across a growing number of touch points and platforms. With Infor Interaction Advisor's simple interface, you can design cross-channel campaigns and offers, create business rules, and determine each offer's constraints.

Benefit from automatic, continuous

learning—Based on the customer's response to each offer, Infor Interaction Advisor's self-learning engine determines which characteristics are most predictive of customer acceptance. It then automatically adjusts offers on all subsequent interactions, extending offers more likely to be accepted. You get actionable campaign results reported in plain language. With these insights, you can identify the ideal customers for each offer and execute outbound campaigns within hours.

Deploy easily—The solution's self-learning engine can be seamlessly overlaid onto any website, contact center system, interactive voice response, point of sale system, or other proprietary or purchased application. With custom interfaces, you can spend more time marketing offers, not integrating software.

Scale reliably—The system provides near-linear scalability on symmetric multiprocessor systems, and you can deploy it across multiple, distributed servers for maximum scalability and reliability.

Optimize every customer interaction

Competition for customers' attention has never been greater. More than ever, you need a modern, sophisticated solution that helps you react quickly, intelligently, and personally to every customer interaction. Not only can you get a better response to the offers you make, you'll be able to increase sales and improve customer loyalty.

Solve your interaction challenges

Whatever your industry, you can optimize customer interactions across multiple business units and channels with Infor Interaction Advisor. Transform how you approach:

Email—Traditional emails are static and predefined by marketers. But, marketers can get better response rates with dynamic, intelligent emails that take advantage of customer information and behavior patterns. A number of studies have confirmed that customers respond more often to emails containing content that is relevant to them. With Infor Interaction Advisor, you can increase your email click-through rates by up to 50%. Our solution determines the customer attributes that are most predictive of offer acceptance, and then automatically adjusts targeting for all subsequent emails. You'll be able to send intelligent, highly personalized emails that take advantage of the most up-to-date content.

Document management—Historically, companies have blindly inserted static content—that is, predefined marketing messages—into documents such as monthly statements that they already send to customers. Just as you can increase your email click-through rates by up to 50% with Infor Interaction Advisor, you can also increase your document response rates by up to 50% with our document management features. Infor Interaction Advisor determines the customer attributes that best predict offer acceptance, and then automatically adjusts targeting for all subsequent documents. You can include the most up-to-date content in dynamic, personalized documents.

Shopping—Whether you're a retailer managing your own e-commerce site or an e-commerce service provider managing multiple sites for many clients, you must be able to increase the number of items customers place in their shopping carts with targeted marketing and personalized customer interactions. With Infor Interaction Advisor, you can make the most of your existing online customer base and offer personalized website content and recommendations. Unlike competing solutions, the solution instantly accesses and analyzes customer data gathered from all your customer channels to provide the most relevant recommendations.

Ads—Extend intelligent marketing communications on your corporate website to both known and unknown customers with Infor Interaction Advisor. This solution lets you take it one step further by displaying dynamic, intelligent messages on external websites where your banner ads run. You can take advantage of real-time, intelligent analytics—such as engagement and behavioral data, demographic data, referring web pages, and social data—to produce highly targeted, optimized ad impressions. You'll be able to get the greatest value for your advertising investment on third-party websites and target the right banner ads to the right audience.

Data—When you know more about your customers, you can better serve them. But your customers are often wary about revealing too much information. If you interrogate them too aggressively, you'll scare them away. With Infor Interaction Advisor, you can create a consistent, methodical process for gathering customer information over time. That way, you end up knowing how to give your customers what they want. You'll be able to refine and expand your database appropriately and unobtrusively.

Take your business to the next level

Increase your click-through rates and take your email personalization to the next level with Infor Interaction Advisor. You'll be able to optimize every customer touch point across multiple business units and channels.



Improve your marketing efforts

With Infor Interaction Advisor, you can generate a fast return through:

- Optimized cross-sell and retention
- Intelligent, self-learning analytics
- Multi-channel offer execution
- Enterprise scalability
- Unprecedented campaign velocity

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Infor Interaction Advisor >

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INF-1512102-en-US-0616-1