CUSTOMER SUCCESS STORY

RAC

Activating data for
a flagship customer
experience project

CACI | DO AMAZING
THINGS WITH DATA

Highlights

- Self-sufficient campaign delivery

- Real-time data refresh and access

- Award-winning campaigns

- GDPR compliant

- Future-proof Snowflake and Adobe martech

- DBT and Azure Functions

About RAC

The RAC provides complete peace of mind to more than 12.7 million UK personal and business members, whatever their driving needs. They're famous for breakdown assistance, but they also provide motor insurance and a range of other services, including buying a new or used car, vehicle inspections and checks, legal services and traffic and travel information.

The challenge

Stepping up from outdated campaign tools and data

The RAC had outgrown its relatively basic campaign tool. They needed something more flexible and efficient to transform the existing manual and time-intensive process for campaign delivery. Their on-premise SQL solution was hosted by a third-party agency. Poor access to the data constrained the RAC marketing team, which needed to be more self-sufficient in campaign operations.

The RAC's Data and CRM Strategy Leader, Ian Ruffle, says: "Because the legacy technology wasn't efficient, it took over 48 hours to refresh the data. If it fell over, as it often did, because we were at the limits of the solution's capability, it could take up to ten days from a customer being acquired to reflect that in the marketing solution. This was becoming a real problem."

With the advent of new GDPR rules, the RAC needed to overhaul its data retention policies and provide more transparency about permission processing and handling. Ian Ruffle confirms:

> We were in a position where implementing the necessary changes was going to be expensive, and potentially impossible, within the existing solution. We really needed to make a change.

The solution

Blending powerful, future-proof martech with a flexible data platform

Ian Ruffle and his team explored options for replacement technologies and tools. "We were very interested in Snowflake, and we talked to Adobe about their martech. They advised us to select a consulting and services partner and recommended CACI. After a tender process, we appointed CACI, because they were talking about solutions that felt like the right fit for us."

The RAC and CACI worked together to implement a suite of tools to transform the RAC's marketing capabilities and to create the efficiencies and flexibility they needed. The first step was to build a single customer view (SCV) database using Snowflake. The pay-by-consumption processing function made it scalable and cost effective as well as future-proof. This gave the RAC direct access and control over their own data, which was a key requirement. Within Snowflake, CACI built a secure, accurate and compliant dataset, in line with the new GDPR requirements.

The database is hosted in the MS Azure cloud, and is refreshed and managed using Azure Functions, event triggers and DBT models. CACI's resolution identity product, ResolvID also plays a part in the solution. It's hosted in Amazon Web Services (AWS) and consumed in real time as event-triggered files are added into the database. This gives the RAC a complete view of each customer across multiple datasets and sources, allowing them to engage their customers in a more holistic way.

> **Teamwork and collaboration between a wide range of people in the CACI and RAC teams was excellent. CACI is a trusted partner with a realistic approach – I'm proud that the data activation project was delivered on time and on budget.**
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> **Ian Ruffle, RAC**

CACI implemented Adobe Campaign, Target and Analytics. For the Campaign implementation, the team created 42 different tables and two different data structures – one for the B2C side of RAC's business and one for the B2B side. Then, the RAC and CACI worked together to migrate all their existing campaigns from their legacy solution into the new Adobe Campaign instance, automating everywhere that was possible.

Adobe Triggers means that web-based events from the customer can feed through into Adobe Campaign in real time. The RAC is using this for their enhanced abandoned baskets campaign - communication can be triggered instantly, catching customers at a key point in the purchase lifecycle.

With Adobe Target, customer journeys can be personalised throughout the RAC's website. Now, when a customer lands on the home page, they see personalised content based on interaction they've had with the brand before and products that they have or have not purchased.

The benefits

Self-sufficiency and elevated customer experiences

> **This year we really have been enabled by the data activation project. We're now self-sufficient to deliver campaigns and communications that meet the needs of our key business programmes. The solution has greatly reduced the time-consuming and manual tasks that the CRM team used to have to do, freeing them to work on more innovative projects. We've seen great results and are proud to have won the Data IQ Transformation with Data award a couple of months ago.**
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> **Ian Ruffle, RAC**

CACI's team worked closely with the RAC design team to create them an on-brand template within the CACI Email Studio application. This reduced their previous dependency on third party creative agencies. Now, the RAC team is empowered to control and to create their own emails, without needing an HTML skillset. Email Studio delivers confidence in the usability and the rendering of emails when they land in the customer's inbox, making sure it's a positive experience throughout.

Ian Ruffle quantifies the value of the transformation: "Our marketing activation project has delivered a seven-fold improvement in data latency. We're getting a reliable daily build of the core tables, plus many tables maintained in real time or via hourly batch processes, to meet the various trigger needs of the business.

"75% of the campaigns in the new solution are fully automated. We're in the process of embedding this for newer campaigns. This gives our teams a huge amount more time to think about how to optimise the campaign and get the best ROI.

"At the roadside, when customers aren't sure where their patrol was, they phone us. We've seen a 6% reduction in these calls, which is huge for us. It's a massive cost saving and a much better customer experience, to be kept fully informed."

"Our vision is that when a customer comes to our website they are recognised and have a personalised, meaningful experience. We respond to abandoned baskets in a timely and relevant way. We present offers dynamically and consistently across all channels. When a customer breaks down at the roadside, we can access the right data fast to send communications and updates. We're well on the way to achieving this vision, and we're excited about the further, future potential of our new martech stack through our partnership with CACI.

Ian Ruffle, RAC Data and CRM Strategy Leader, RAC

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