



Real-time Customer Journey Enablement with Salesforce Journey Builder and Unica Interact

Leverage Salesforce Marketing
Cloud capabilities in the fintech
and health insurance provider



30% decrease in
end-to-end campaign
operations



15% increase in
customer acquisition
through real-time
conversion strategies



30% reduction in churn
with omni-channel
strategies and consistency
of messaging

Munvo assisted a Canadian multinational fintech and health insurance provider

that provides personal and business banking, investment services, and more. This organization holds customers at the center of their business strategy and are the driving force of this project.



This organization's goal

was to implement SFMC on top of their Unica Interact to leverage the customer journey capabilities of Salesforce. To do so, Munvo had to determine how to implement customer journey capabilities with the Unica Interact real-time decisioning engine without compromising downstream processes and data integrity.

Munvo leveraged a hybrid approach

with SFMC and Unica Interact to implement a real-time omni-channel solution. SFMC was used as a channel delivery tool to maintain consistency of delivery management and lead source management. Unica Interact was used as the decisioning tool to maintain the data models used for centralized and simplified reporting.





Munvo enhanced the experience for the customers

with omni-channel enablement from enabled messaging and consistency across channels. Additionally, the solution enabled real-time personalization for email campaigns with engagement across channels to ensure omni-channel marketing presence.



Results

Munvo's solution allowed the channel delivery process to be brought in-house. The implementation of a hybrid solution allowed for the disbursement of functionalities from the legacy system onto more modern technologies.

40%

reduction in channel execution costs



INCREASED

ownership and flexibility of channel strategies



DECREASED

dependencies



DECREASED

cost of technology and data



INCREASED

flexibility of technology management