INVOCA | TEALIUM®

Tealium & Invoca

CONNECT ONLINE AND OFFLINE DATA TO ENHANCE THE CUSTOMER EXPERIENCE

Integrating Tealium with Invoca allows you to engage customers in the context of their entire relationship with your company. By combining Invoca's AI-powered conversation analytics with rich customer data from the Tealium Universal Data Hub, you can incorporate customer data to give call center agents the context they need to provide great service, while taking more informed digital actions after the call.

Key Benefits

Simple tag deployment and data management. The Invoca tag is available in Tealium iQ Tag Management for easy deployment and cross-channel management of associated Invoca data.

Enrich Customer Profiles with inbound call data. Get better visibility into your customer's journey to create complete customer profiles in Tealium.

Better inform call center interactions. Along with call data, the customer data available in Tealium helps customer service agents using Invoca by supplying helpful context to inform call center interactions.

Improve the caller experience. Behavioral data is collected prior to the call being placed, allowing Invoca to intelligently route the caller to the right agent.

Take informed actions with better data. From starting an email nurture to suppressing retargeting, Tealium customer profiles enriched with Invoca's post-call data allow you to trigger customer experience actions through any integrated system.

Get more accurate and complete customer insights. Combining Tealium and Invoca gives you more accurate insights into customer behavior both online and offline.

Tealium Capabilities:

The Tealium Universal Data Hub helps organizations manage customer data across its full lifecycle from collection, to enrichment, and then activation. Beginning with data collection, Tealium iQ Tag Management enables companies to manage the Invoca deployment and its associated data alongside all other integrated systems using a standardized, vendor-agnostic data layer.

The Tealium AudienceStream Customer Data Platform uses this rich data collection infrastructure as one data source among many to create comprehensive customer profiles. These customer profiles are configured with associated business rules to trigger actions in any integrated system using the cross-channel data flowing through the hub.

Invoca Capabilities:

With Invoca's call tracking and conversational analytics platform, marketers can get granular campaign attribution to understand why customers are calling, gain real-time intelligence about who's calling and analyze what's being said in conversations. Marketers can put this data to work directly in the platform by automating the ideal customer experience before, during and after each call. As a result, Invoca customers typically increase revenue generated by inbound calls by 40% in the first year.

Combined Solution:

Tealium and Invoca combine their capabilities to enable more accurate insights and better customer experiences through online and offline interactions.

Using a bi-directional integration, both tools benefit from an expanded data set. Tealium provides Invoca with customer data from a variety of sources enabling Invoca to capture a more robust view of a user, even before that user places a call to the call center. This allows Invoca to intelligently route the call for better customer experiences.

Additionally, Invoca's call data can be passed directly back to Tealium, further enriching the visitor profile to fuel the rest of the digital ecosystem. With this unified data, organizations gain a better understanding of their customers and have the ability to take meaningful action in real-time to optimize the customer experience, both online and offline, to optimize marketing ROI.

How to Get Started

To start sending custom data from Tealium to Invoca, simply locate and configure the Invoca tag in TiQ, add the mappings you'd like to pass along, save, and publish.
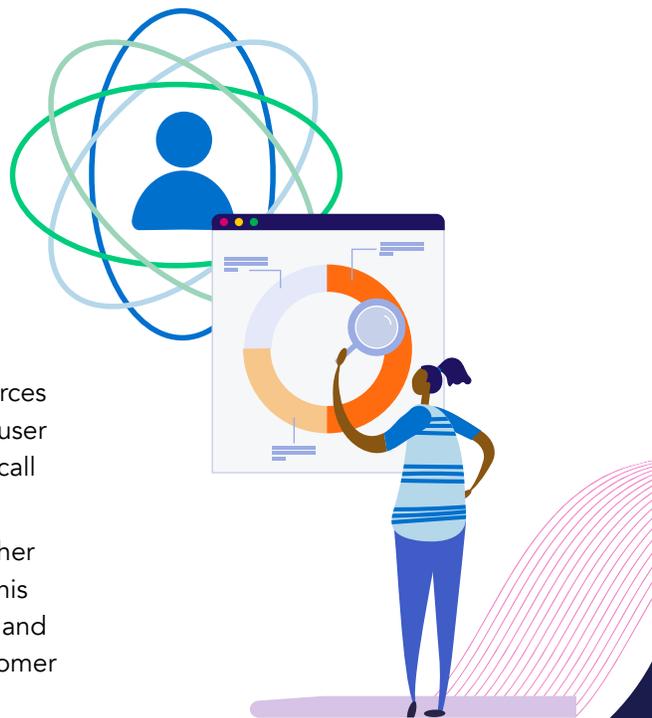
To start collecting custom data in Invoca, add your marketing attributes in your Invoca instance.

To start sending post-call data from Invoca to Tealium, leverage Invoca's webhook tool to send your desired data points to your Tealium account and profile.

For assistance with this integration, please contact your Tealium or Invoca representative.

To learn more go to

www.invoca.com/tealium

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