



5 Secrets of Blending Customer Data to Measure Program ROI



Keith Conley
Director of Analytics
Bunchball



Maimoona Block
Alliance Marketing Manager
Alteryx



Ross Perez
Sr Product Marketing Manager
Tableau



5 Secrets of Blending Customer Data to Measure Program ROI

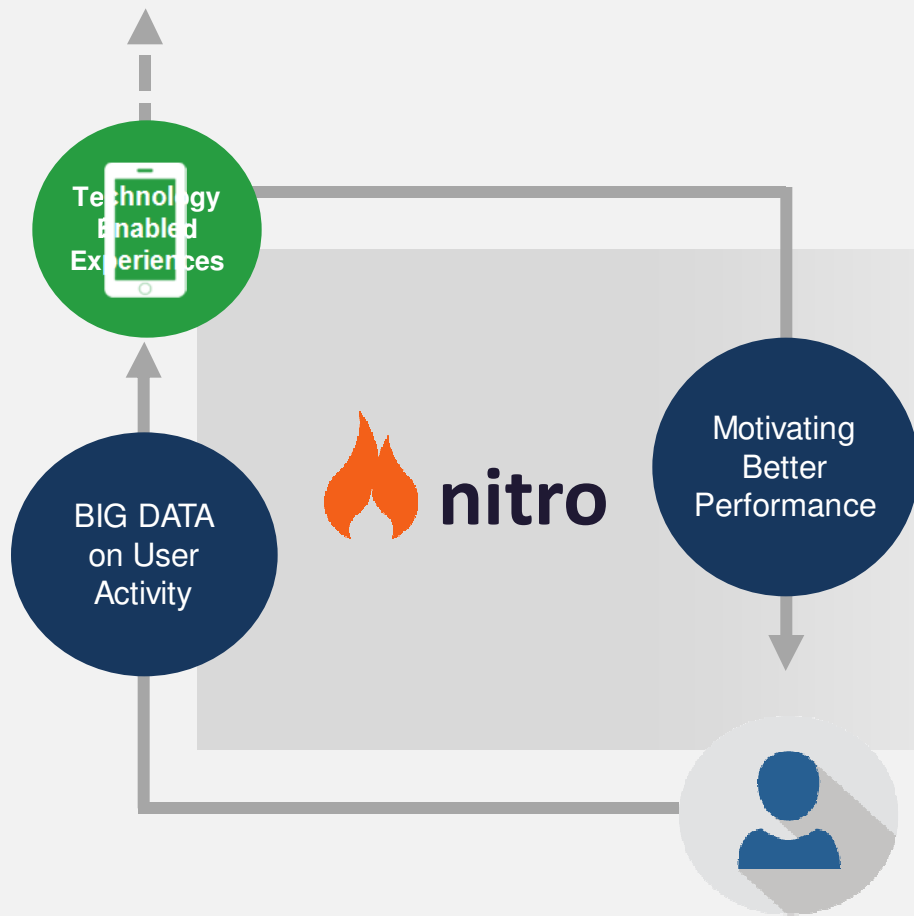
Agenda

- Introduction to Gamification
- 5 Secrets of Blending Customer Data to Measure Program ROI
- Q&A

*“If motivation and big data
had a **love child**, its name
would be **Gamification.**”*

*Rajat Paharia
Best-selling Author of Loyalty 3.0,
Founder & CPO at Bunchball*

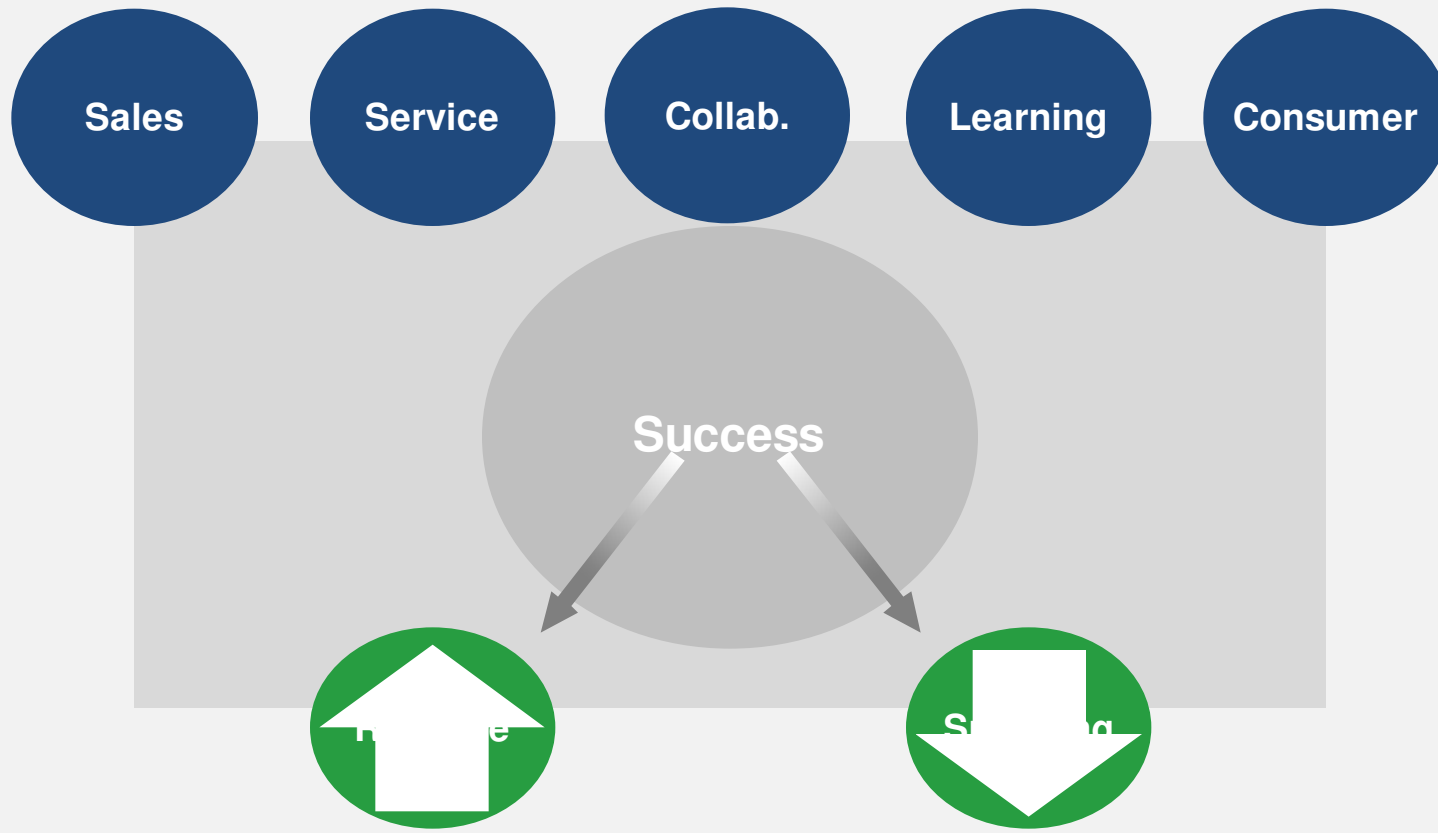


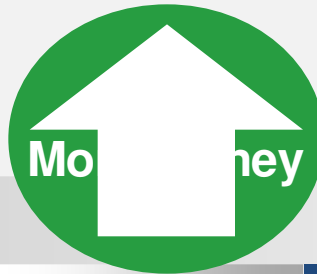


Bunchball's Nitro gamification engine captures the BIG DATA that: **Your customers, partners and employees** generate as they interact with online experiences, and uses that data to create a more engaging experience and drive:

- **Adoption and continuous engagement**
- **Desired behaviors**

MAKING BIG DATA ACTIONABLE





- Increase training efficacy
- Accelerate onboarding
- Increase self-driven learning
- Increase LMS utilization
- Drive collaboration
- Increase employee retention
- Increase revenue per employee
- Accelerate rollout of new products
- Drive process compliance



**Operational & Cost
Efficiency**



**Employee Engagement
& Retention**



Risk Mitigation



Our Approach



We needed a solution that allows us to manipulate large sets of various data quickly for analysis and visualization.

Hello ALTERYX.

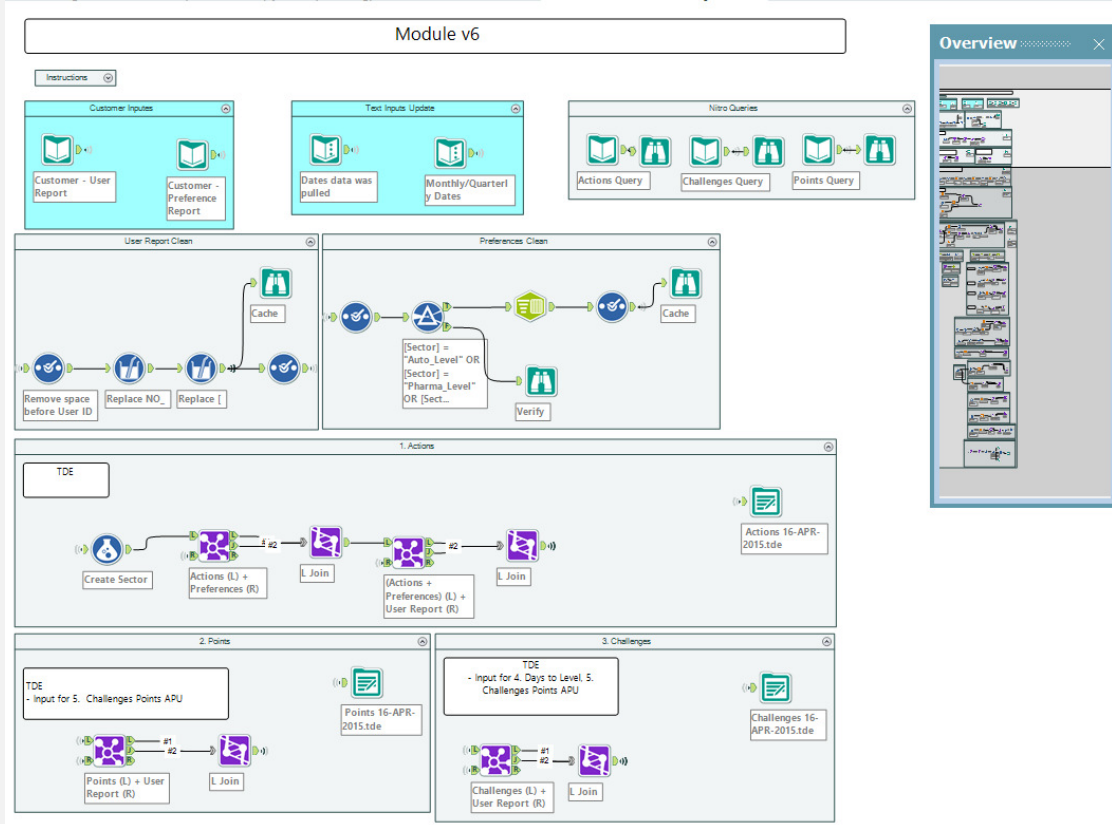
The 5 Secrets of Blending Customer Data to Measure Program ROI

1. Go in with aspirational intentions

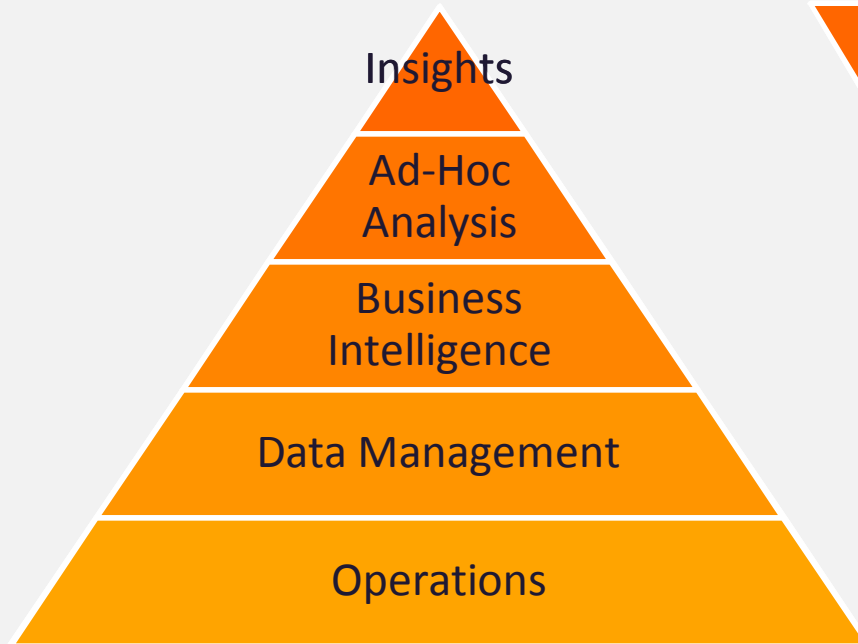
*Make no little plans: they have no magic
to stir men's blood*

- David Burnham

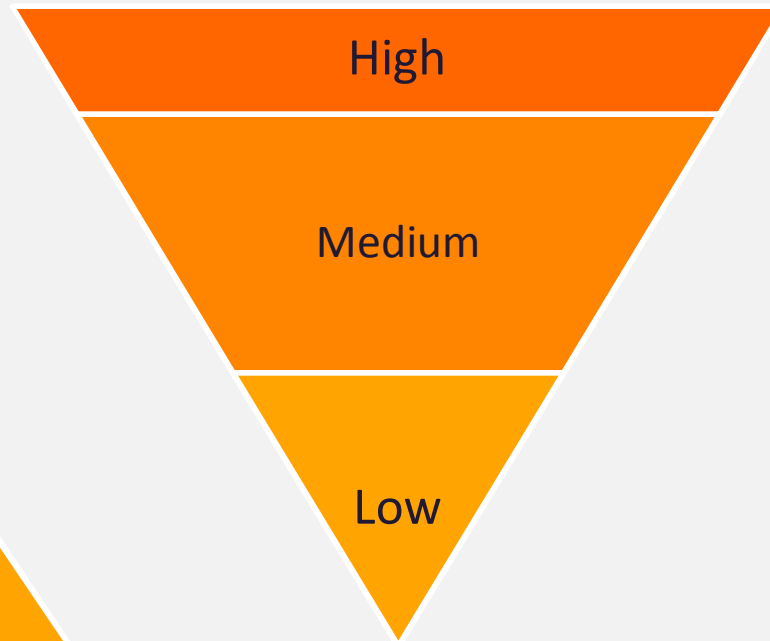
1. Go in with aspirational intentions



2. Build in a way that helps you scale



Data Analysis

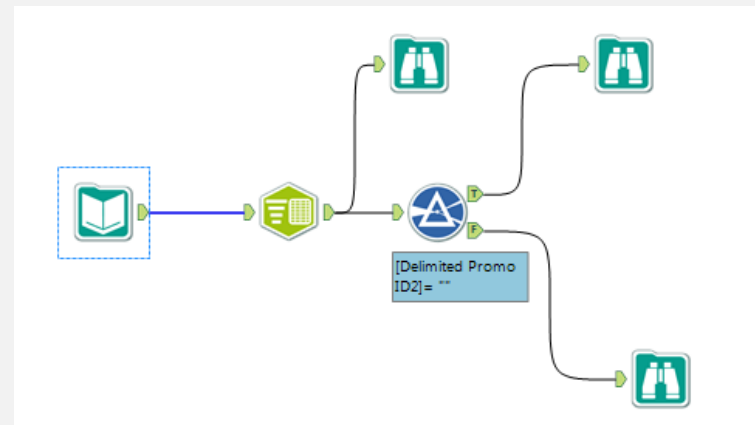


Value to Client

2. Build in a way that helps you scale

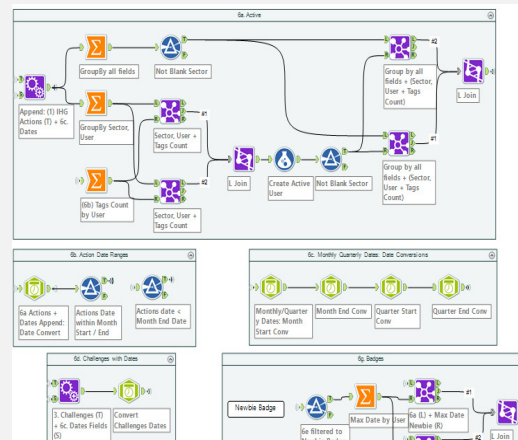
```
=IF(ISNUMBER(SEARCH("UserInfo",  
E4)),E4,IF(ISNUMBER(SEARCH("Tar  
get",F4)),F4,IF(ISNUMBER(SEARCH(  
"Type",G4)),G4,IF(ISNUMBER(SEAR  
CH("Feature",H4)),H4,"")))))
```

VS.



3. Communicate to All Audiences Within One Solution

- The danger of more than one source of truth
- The importance of clean communication with data
- Provide high-level understanding and drill down



3. Communicate to All Audiences Within One Solution

Apply Unique Business Rules

Provide Tabbed Views

Multi-Field Formula

Select: Text Fields:

- FIRST NAME
- LAST NAME
- user_name
- Email Address
- Holiday Code

Copy Output Fields and Add New_ as a Prefix

Change Output Type to V_WString Size: 255

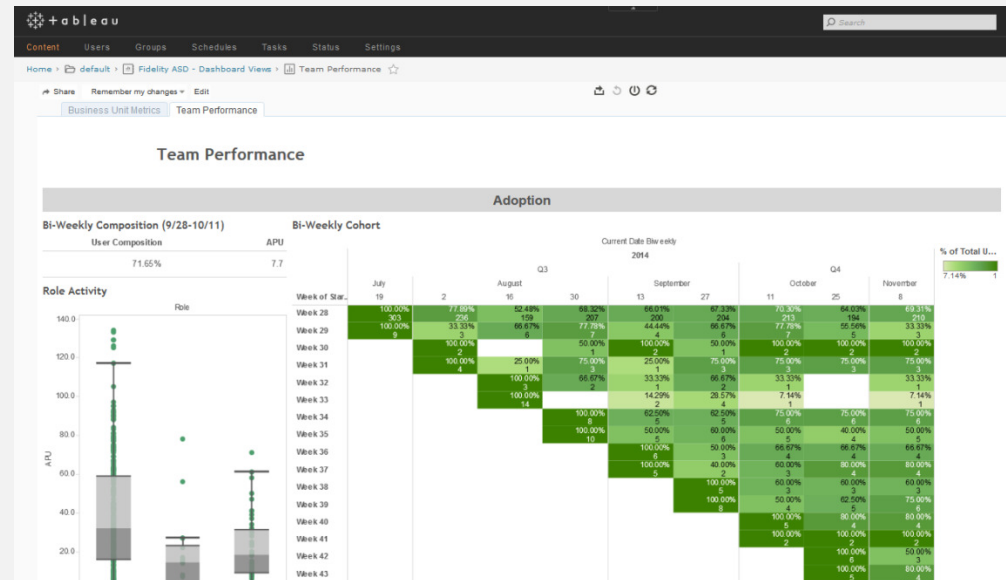
Variables: Functions: Saved Expressions

- Current Field
- Original Fields
- Constants

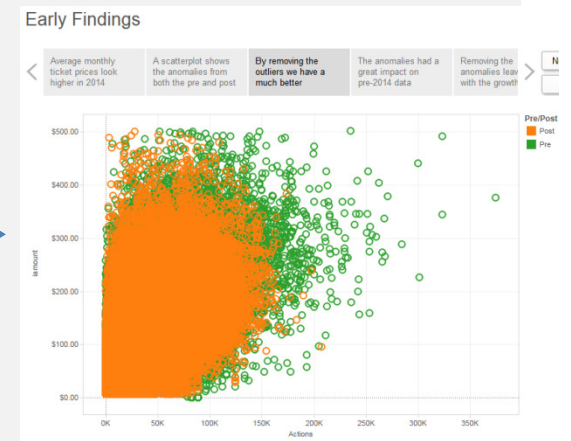
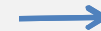
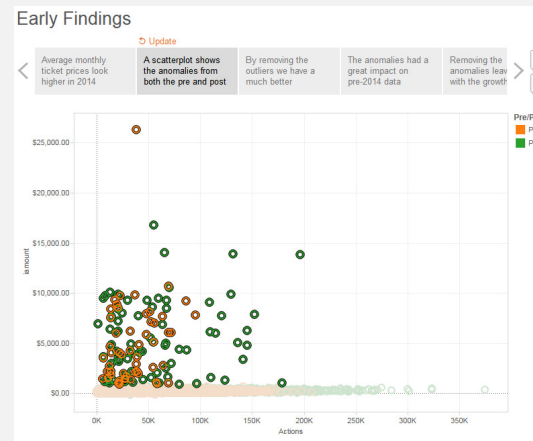
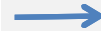
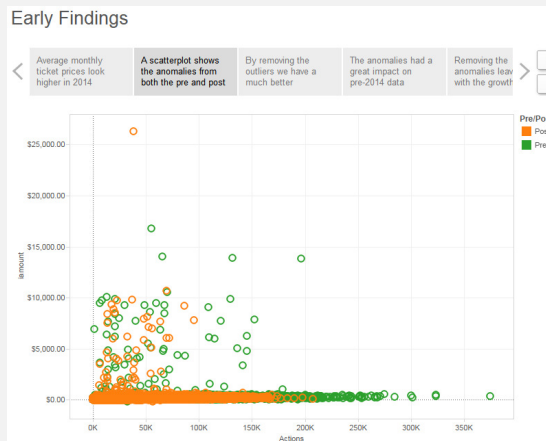
Expression:

```
IF findstring([_CurrentField_], "NO_") != -1 THEN ""
ELSE [_CurrentField_]
Endif
```

Workflow Diagram: Replace NO, Replace I, Cache, Create Sector, Actions (S) + Preferences (R), Points (S) + User Report (R), Join.



4. Make the data tell the story.



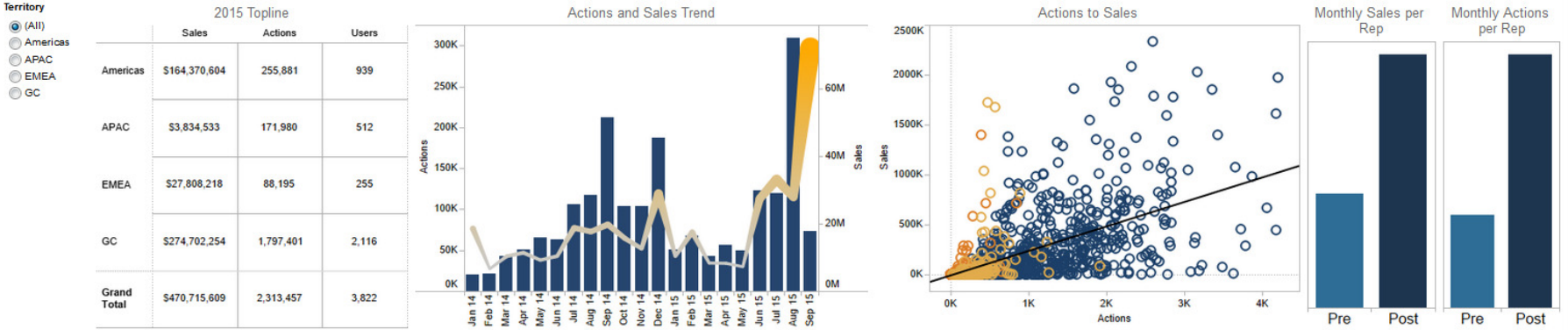
5. Aha! Moment



Sales Customer

Executive Summary

A number of promotion releases in the second half of the year drove record sales growth in the Greater China region in August. Since gamification implementation in September 2014, monthly sales per representative has grown by 123%. Additionally, overall engagement with the portal has shown consistent increases, with spikes during promotion periods. Level of activity (actions) appears to be a leading indicator for overall sales results.





Introducing Alteryx

Maimoona Block

Alliance Marketing Manager



Corporate Information

250+

Employees



Leader in Data Blending and Advanced Analytics

Customer Success

1000+

Customers across the world



KAISER PERMANENTE



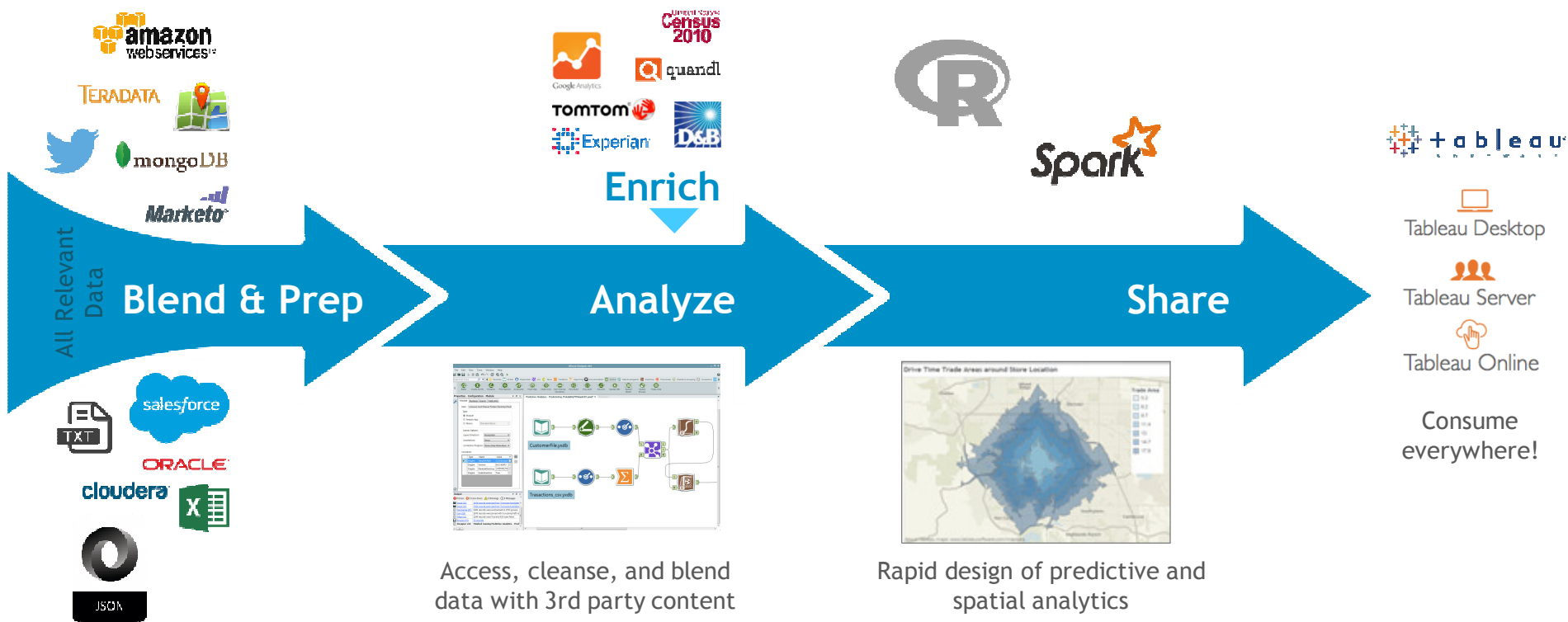
Strong Foundation

98%

Renewal rate with funds to drive innovation



The Alteryx Solution For Analyst Enablement





Tableau's Products



Tableau Desktop

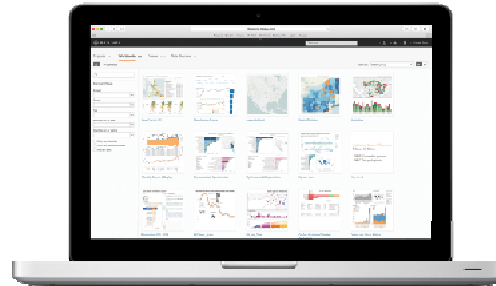


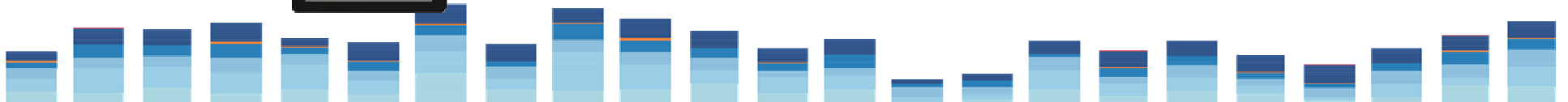
Tableau Public



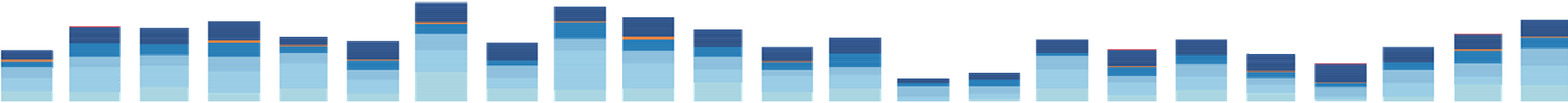
Tableau Server
Tableau Online



Vizable



Help people see and understand their data.



Q&A and Next Steps

alteryx

- Try a free trial of Alteryx
 - www.alteryx.com/trial
- Download the Visual Analytics Kit:
 - Sample analytics workflows
 - Corresponding Tableau Visualizations
 - www.alteryx.com/tableau kit



- Download a Free Trial of Tableau:
- www.tableau.com/products/trial



- Download the intro to “Loyalty 3.0”:
- <http://www.loyalty30.com/download-chapter-1>