SCI Drives Efficiency, Growth, and ROI in First Year with CDP

A Year 1 CDP Roadmap took SCI through web personalization, intelligent sales routing, and beyond

Service Corporation International

Executive Summary

Service Corporation International (SCI) is the largest player in the deathcare market serving over 700,000 families a year. An expansion strategy of acquiring mom-and-pop funeral businesses enables the company to serve the unique needs and preferences of families across a larger geographic footprint.

It also inherited data from those businesses to inform that differentiation. However, not all of the data was reliable, leaving the team susceptible to data gaps that could potentially result in irreparable damage to customer relationships. By implementing the Customer Data Cloud, SCI was able to:

Use website personalization to increase conversions by 43%

Generate 2x more contacts from form fills with educational content

Apply intelligent lead routing to 4,000 salespeople across 100 markets

> *"We're continuing to grow, evolve, and learn. We're stepping into taking the CDP out of marketing and into the operations space, into the sales space. And trust me, word has gotten out at SCI about the CDP."*
>
> **Elizabeth Wright**
> SCI's Director of Marketing Intelligence

Challenges

- Gaps in customer information due to unreliable data from disparate data sources
- More personalized digital experiences to better serve customers
- Refine the lead routing process to efficiently manage a greater quantity of leads

Use Cases

- Website personalization
- Customer growth and engagement
- Conversion optimization

Business Impact

- Viewers of personalized content such as cemetery messaging and images converted 24-43% more on website interest forms
- Educational content focused on pre-planning a celebration of life led to 2x more contacts
- Custom routing models set up in Treasure Data facilitate routing leads to the right person in Salesforce, based on interests and needs

Why Treasure Data

With the determination that data failures would not be tolerated at SCI, the team sought a customer data platform (CDP) to reduce friction along the customer journey while creating more personalized digital experiences to better serve families.

After an extensive RFP process, SCI selected Treasure Data's CDP because:

- It is customizable to SCI's unique market environment
- It is flexible enough for a team of 3 marketers to manage millions of customer profiles
- It supports seamless integration with its martech stack (Salesforce CRM and Microsoft SQL Server for database management)

Improved Website Conversions with Personalization

One of the first CDP use cases deployed was website personalization.

A visitor to the Dignity Memorial website who has indicated cemetery preference is served cemetery messaging and images. Viewers of this personalized content are 25-43% more likely to convert. Website visitors who indicate an interest in celebration of life planning are presented with educational content on the options. This educated audience is generating 2x more contacts from form fills than comparable visitors who don't receive personalized content.

Intelligent Lead Routing to 4,000 Salespeople

Generating a greater quantity of leads required SCI to refine its lead routing processes. Custom routing models were set up in Treasure Data to facilitate moving leads to the right person in Salesforce. If someone indicated an interest in celebration of life services on the website, the SCI team configured their CDP to coordinate directly with that lead to schedule a digital appointment.

The Results

43%
increase in website conversions

2x
more contact form submissions

4000
salespeople across 100 markets were supported with intelligent routing

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TREASURE DATA

Treasure Data empowers the world's largest and most innovative companies to drive connected customer experiences that increase revenue and reduce costs. Built on a big data foundation of trust and scale, Treasure Data is a customer data platform (CDP) pioneer and continues to reinvent the CDP by putting AI and real-time experiences at the center of the customer journey. Our CDP gives customer-centric teams across Fortune 500 and Global 2000 companies – marketing, sales, service, and more – the power to turn customer data into their greatest treasure. Visit www.treasuredata.com to learn more. Join Treasure Data's global CDP community at CDP World, its annual summit for marketing and data leaders.