

# From Transaction to Recognition:

The Power of Right-Now Context

**slalom**



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CONSIDER

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**Brands spend millions earning a customer's  
attention.**

**The moment they have it... *they're not ready.***

# Agenda

- *Why the Contact Center Matters*
- *Where the Opportunity Lies*
- *Making it Real: Cruising with Maria*
- *Personalization Impact*

# Contact center moments are where experiences are won or lost

## *Why contact center moments are different:*

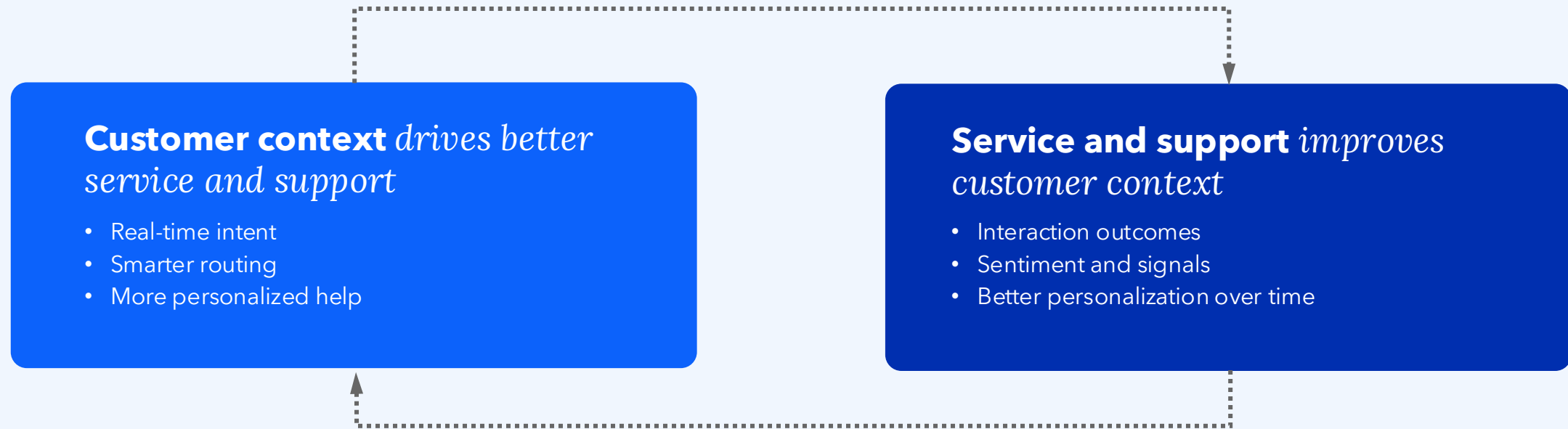
- 1 Contact center interactions often occur at moments of greatest urgency, confusion, or need
- 2 They are often treated as operational touchpoints instead of critical journey moments
- 3 Because of that, the contact center can become the point where the experience is won or lost

## *What better experiences depend on:*

- 1 Customers expect to be recognized and understood
- 2 Agents need clarity and confidence in seconds
- 3 AI and automation are only as good as the signals behind them

# Better customer context. Better support.

Customer understanding should not stop when someone opens chat or calls support.



*Every interaction makes the next one smarter*

# How customer context drives action

When customer, agent, and operational signals are connected, organizations can do more than respond in the moment



## Personalization guidance



Identify repeat intents and friction points early so digital channels can resolve more before customers need an agent



## Proactive readiness

Spot emerging issues sooner and equip teams to handle recurring scenarios before volume spikes hit



## Operational intelligence

Understand which intents, routes, and experience gaps drive the most effort so teams can prioritize the right improvements

THE PROBLEM | MEET MARIA

# Maria just wants to go on a cruise.



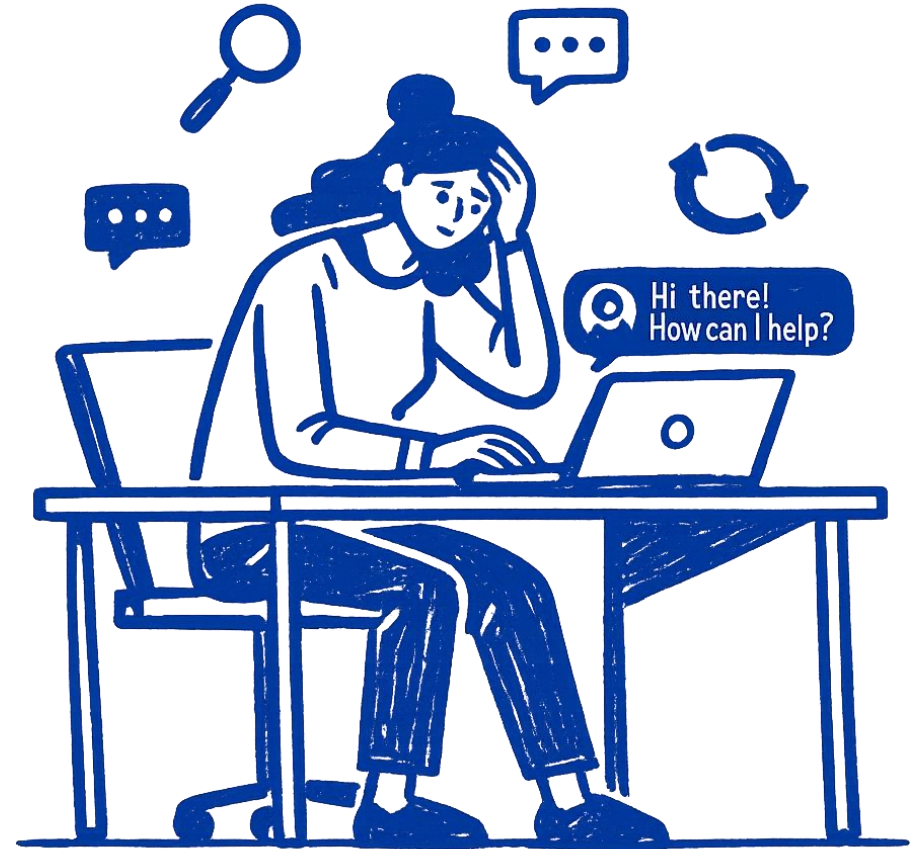
She researches across visits.  
Comparing cruise packages, pricing, and features for her family.



She opens chat for help.  
Maria is a returning customer who knows what she wants.



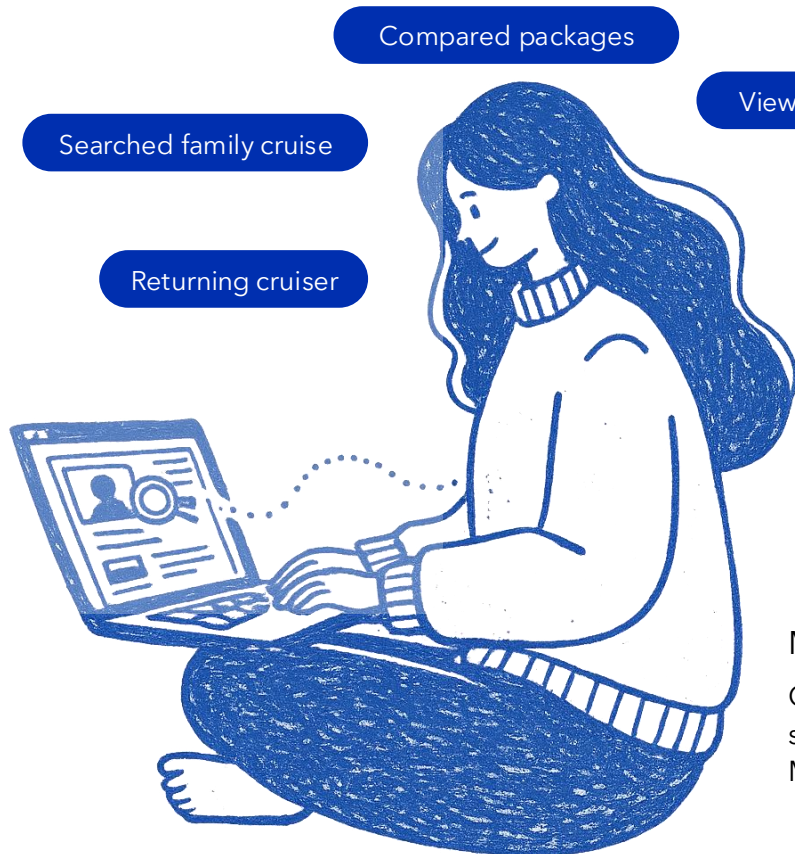
“Hi! How can I help you today?”  
Maria gets a blank slate experience. No memory of her browsing, history, or intent.



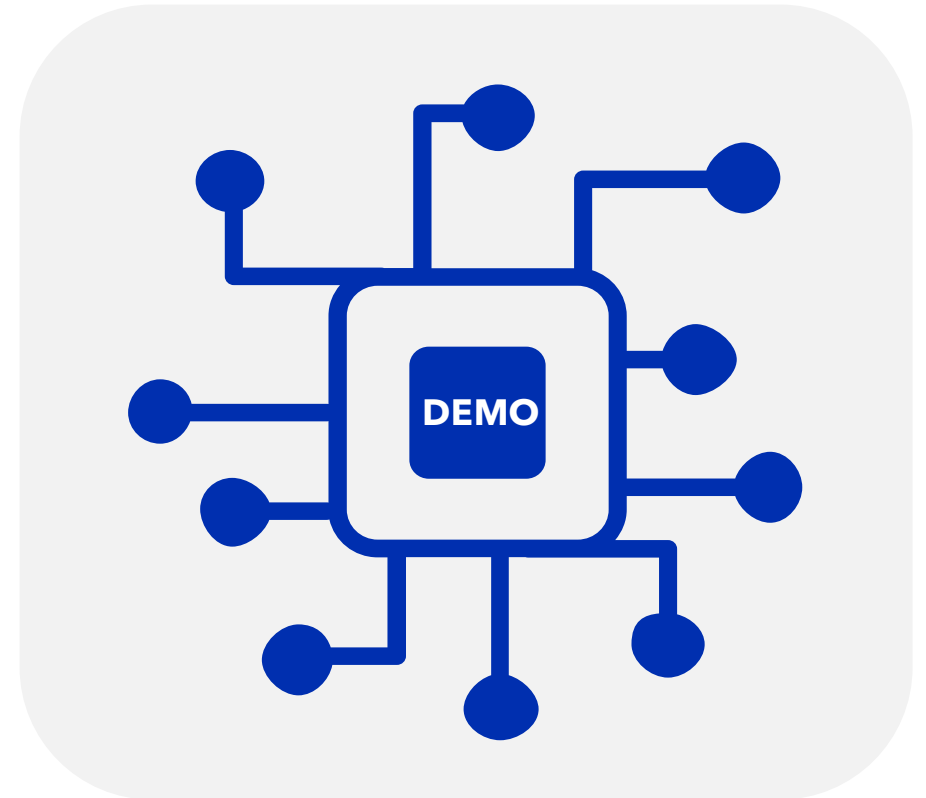
THE POSSIBILITY

# What if the experience already knew?


Same Maria. Same moment. But this time context travels with her.







Maria browses  
Cruise pages, pricing views, and  
searches are real time views into  
Maria's intent



# Understanding what makes this work: Leveraging Tealium to improve customer interactions

 - **Maria** -

<b>Identity :</b> <ul style="list-style-type: none"><li>- Returning Customer</li><li>- 3 Prior Cruises</li><li>- Family of 4</li></ul> 	<b>Current Goal :</b> <ul style="list-style-type: none"><li>- Planning a Family Cruise</li><li>- Comparing Alaska vs Caribbean</li></ul> 
<b>Signal :</b> <ul style="list-style-type: none"><li>- High Intent</li><li>- Overwhelmed by Choice</li><li>- Not Price-Led</li></ul>	<b>Recent Behavior :</b> <ul style="list-style-type: none"><li>- 6 Sessions / 2 Weeks</li><li>- 11 Product Views / 3 Packages</li><li>- Repeated Pricing Visits</li><li>- No Booking Started</li></ul> 
<b>Next Steps :</b> <ul style="list-style-type: none"><li>- Help Narrow Options</li><li>- Recommend Best-Fit Family Package</li><li>- Continue Conversation with Context</li></ul> 	

● Tealium captures and streams real-time digital signals  
Digital behavior is collected via Tealium iQ and processed through EventStream for immediate use.

● Customer profiles are unified and enriched  
Events are stitched to known customers in AudienceStream, building persistent profiles with identity, behavior, and intent

● Tealium activates profiles into Amazon Connect  
Key attributes, audiences, and intent signals are passed to Amazon Connect so interactions begin with relevant context already attached

● Amazon Connect drives routing, guidance, next-best-action  
Customer context informs contact flows, agent experience, and recommendations to deliver more relevant and efficient interactions.

demo

# Why it matters.

What improves the customer experience also strengthens operational and business performance.



## For the customer



## For the business



Less effort

No re-explaining, no starting over.



Reduced contact volume

More resolved in self-service.



Faster resolution

The experience respects her time.



Smarter routing & agent efficiency

Profiles inform routing, prioritization, and context



Feels understood

Right answer, first interaction.



Continuous journey personalization

Improves experiences across channels

# Let's Connect

## Interested in learning more?

Reach out to us to determine how we can make this real for your organization.

We can set up workshops, POCs, and pilot implementations to get you started.



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# Thank You!

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