RELAY

Smart Actions

Automated journeys for personalized, responsive Relay Feeds.

See higher conversions and more personalized customer journeys that automatically adapt as customers interact with their Relay Feeds.

1 Personalized

With Smart Actions, every Relay Feed is not only unique to every customer, it's unique to what they do within it, greatly improving the likelihood of them converting on your messages.

2 Responsive

As a customer clicks actions or completes forms within their Relay Feed, the experiences sent to them change to match their interactions.

3 Automated

With no reliance on orchestration tools or coding skills, configure Relay Feeds to adapt the customer journey within CX Builder's simple UI.

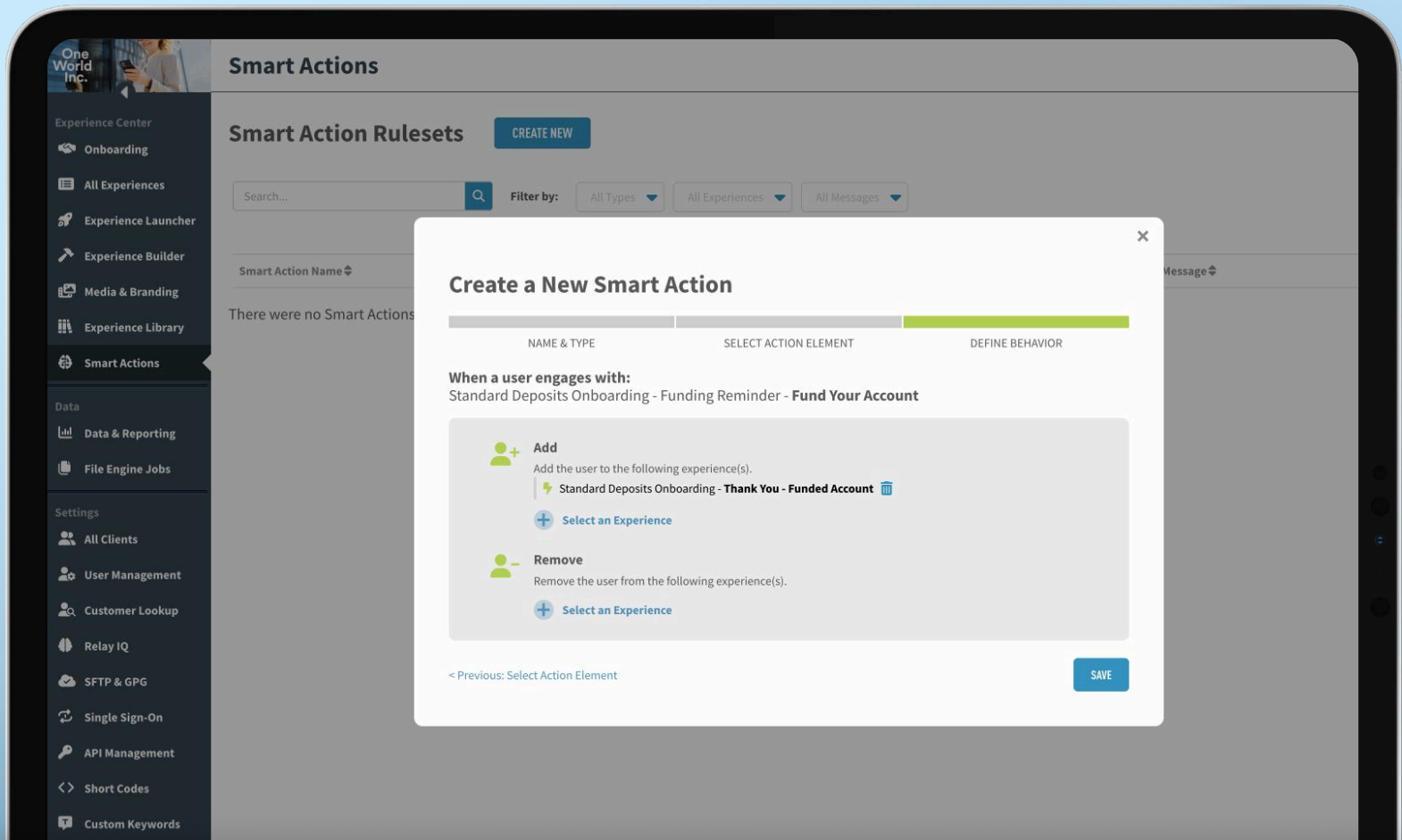## What does it do?

Message Flow Logic

Define the customer behavior, such as clicks and inputs, that you would like to have automatically trigger specific experience within Relay Feeds, no coding required.

Escape Hatch Feature

Set logic that dynamically adds customers to or removes customers from receiving specific experiences according to how they have previously interacted with the Feed.

Configure your Smart Action flows using Relay's simple and intuitive UI, no coding skills or orchestration tools required.

Define the Triggering Behavior

Within a chosen Relay experience, define the behavior, such as a click or data input, that you would like to trigger the Smart Action.

Click to Add or Remove Experiences

Select from your existing list of experiences which ones to trigger or remove from a customer's Feed based on the defined action.

See Personalization Happen in Real-Time

See your customers' journeys within their Relay Feeds automatically adapt to their behavior, further personalizing the experience.

Relay clients have seen the following success with their programs:

80%
Increase in digital engagement in 60 days

24%
Reduction in call volume

5x
Improvement in member reach with Relay

30%
Reduction in paper mail

21%
Lift in customer satisfaction when using Feeds

Interested in learning more?   sales@relaynetwork.com   (484) 249-0935