



Connecting Data | Empowering Decisions

Creating a dynamic customer view

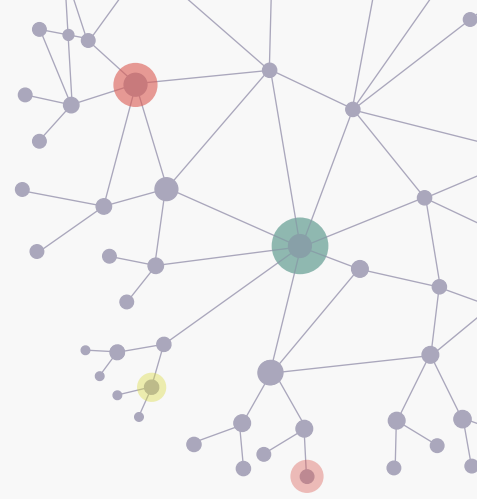
Dynamic Customer View | Solution Brief

Organisations are inundated with complex amounts of data and, with many plagued with time-consuming and manual process, they fail to understand their customers, the wider context and make automated decisions.

The business need

CRM systems are the lifeblood to any business- yet many struggle to utilise the data and unlock powerful insights, resulting in unidentified risks, missed opportunities and lost sales revenue.

- Poor data quality – unconnected data causes poor visibility to a customer or entity;
- Context – no sense of interactions or relationships between people, businesses and households;
- Inefficient – data is often missing or outdated, leading to manual efforts, inaccurate reports and missed opportunities



Overview

Business needs

Organisations are inundated with data and struggle to leverage this information to drive meaningful insights

Solution

An open platform that can leverage and enrich your data to create a contextual, dynamic customer view

Benefits

A dynamic customer view to enable:

- Real-time intelligence and decision making
- Reward your best customers
- Identify and avoid high risk customers
- Improve campaign performance
- Hit targets and increase sales performance



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The Solution

Leveraging your CRM data, and integrating valuable third party sources, Quantexa empowers your team to enrich, analyse and discover connections.

Quantexa generates a dynamic, contextual view of an organisation's customers, behaviours, and connections to provide:

- 360° customer view - resolves entities using artificial intelligence (AI) to produce an unrivalled match rate;
- Context - networks representing real world relationships, providing context and increasing accuracy of automated decisioning;
- Automated decisioning - leverage AI to prioritise the customers you want to market to, new prospects you want to sell to, or to identify customers or applicants you no longer want to do business with.

The Benefits To Your Business

Harnessing automated AI decision making, Quantexa technology empowers your business to unlock the value of data assets and reveal powerful insights.

- Find and reward your best customers - quickly identify new opportunities, target your perfect customer, and focus on personalisation to your existing customers
- Choose who not to do business with – quickly identify high risk customers and applications, allowing you to focus on your best, profitable customers
- Reduce costs - augment human decisions and accelerate your productivity
- Leverage existing investments – integrate and utilise data within CRM systems

360°

customer
view

AI

automated
decisioning

Unlock

actionable
intelligence

