

EMPLOY CUSTOMER 360 PLATFORM TO LEAD THE MARKET

How our Customer 360 handle it?

Our vision is to help our customers become data-driven enterprises by utilizing their data, external data, (cloud/big) data platform, analytics, and automation. Get the otherwise-obscure insights and operation-grade analytics with our Customer 360 solution and gain these benefits:

Why do you need a Customer 360 Platform?

Customer 360 is a mean to connect customer's online and offline interaction via various sites. The captured data enable client to perform thorough customer journey analysis.

The outcome of these analysis can be used to provide better insight of client's customer to arrange better strategy in these areas



Avoid Churning

Lean into your best customers by knowing their behaviour towards your business and give attention to them.



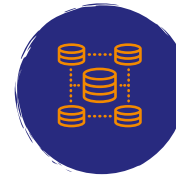
Co-sell & Up-sell

Increase sales by predict and prioritise customer needs and trends. Identify key engagement and experience drivers and use these information to offer best suited products for your customer.



Potential Loyal Customer

Examine market activities across diverse segmentations to look for certain patterns in order to capture wider market.



Integrated Customer Data Management



Integrated Customer Analytic Platform

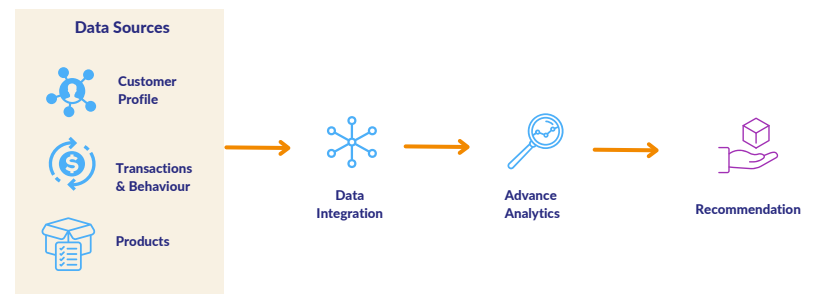


Personalization



Integrated CRM Activity

Orchestrated in Azure Data Factory and modelled through Azure advance analytics resources, our Customer 360 resulting in a comprehensive customer profiling which make it possible to initiate social intelligence, design customer segmentation and generate scoring strategies around customer interests, rather than simply relying on historical transaction data.



XAI Customer 360 Methodology

Connect with us to discuss further: marketing@xquisite.ai