



CUSTOMER360 – FUTURISTIC CDP PLATFORM

CUSTOMER 360 OVERVIEW

A holistic approach that consolidates and analyzes customer data from various touchpoints to create a comprehensive, 360-degree view of each customer.

Importance of Customer360:

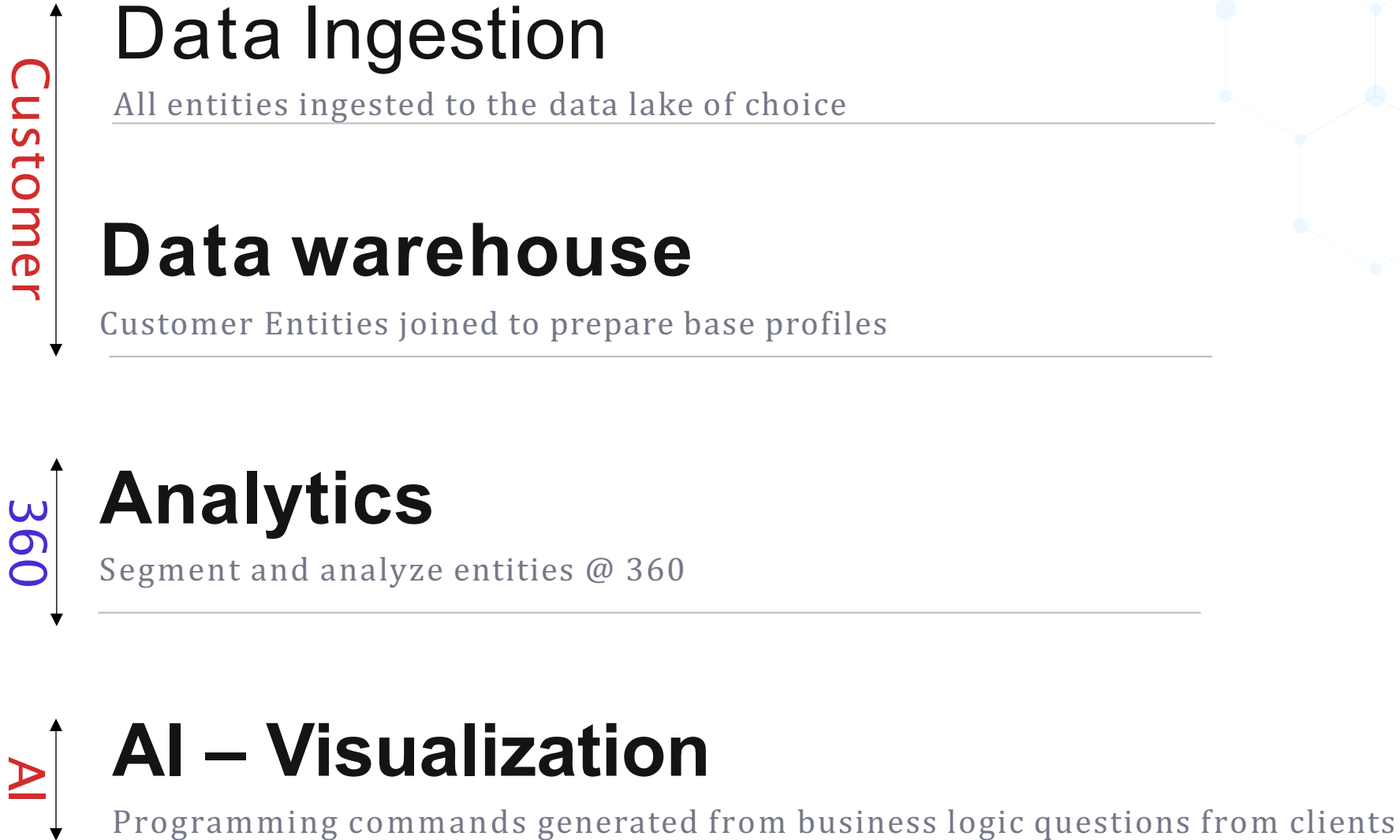
Customer Understanding

Improve the Customer Experience

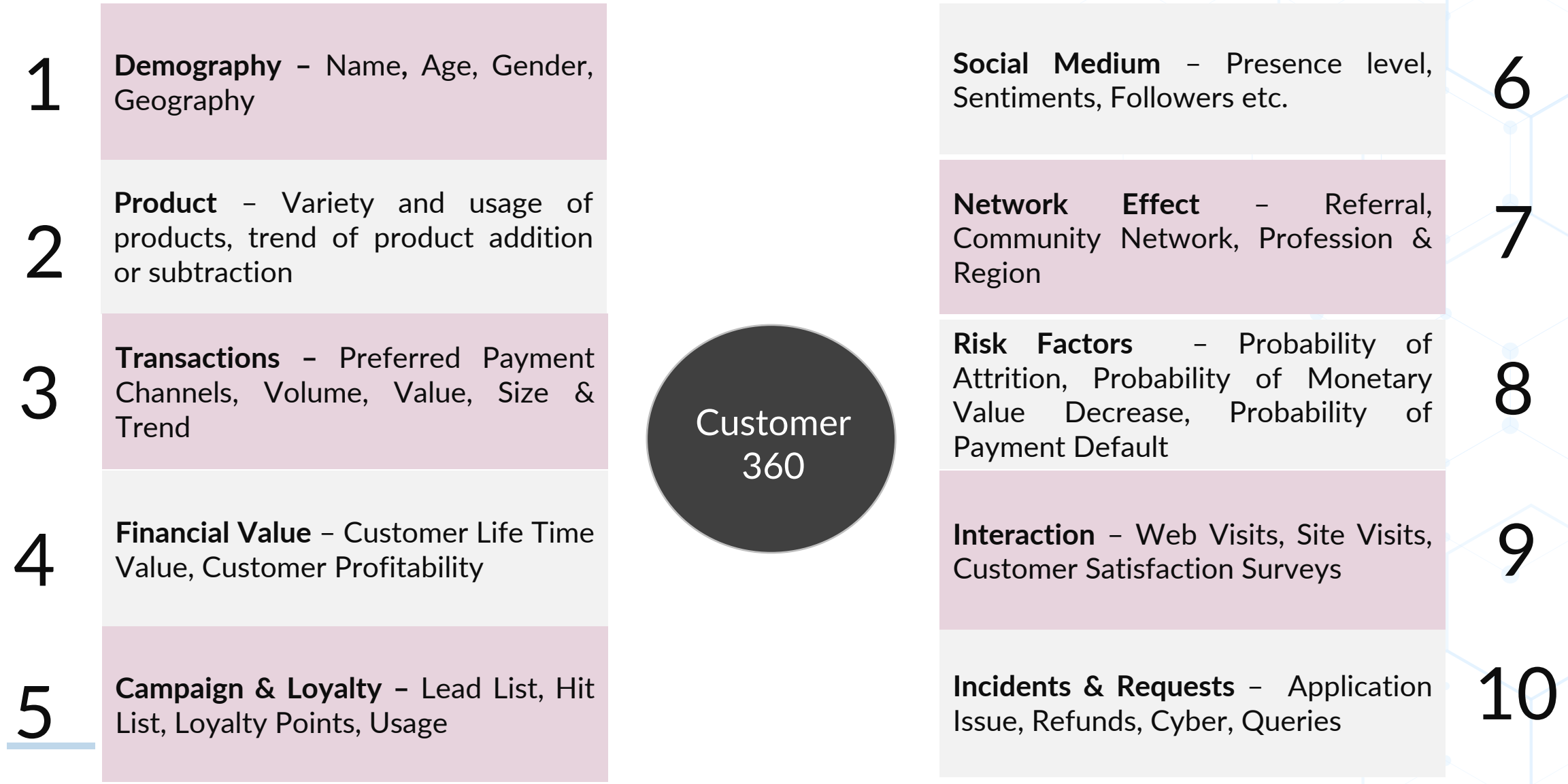
Driving Personalization

Boosting Customer Loyalty

KEY COMPONENTS OF CUSTOMER360



CUSTOMER 360 – 10D APPROACH

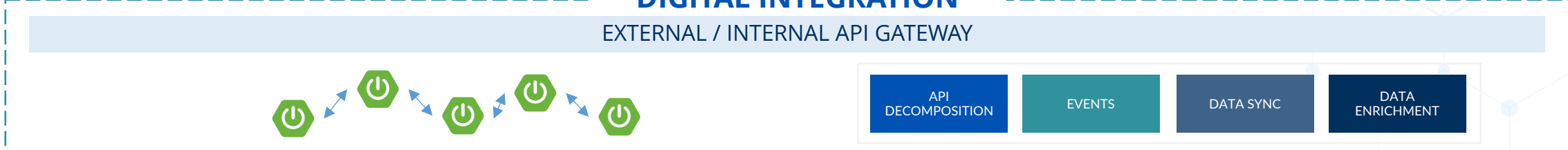


CUSTOMER 360 ARCHITECTURE

ENGAGEMENT CHANNELS



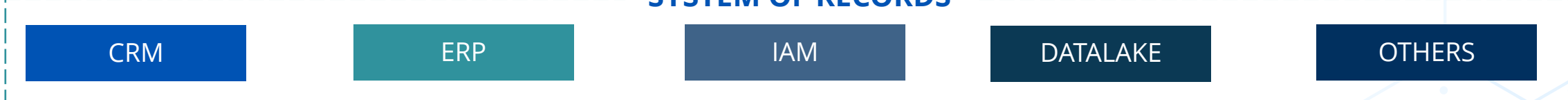
DIGITAL INTEGRATION



Customer 360.ci



SYSTEM OF RECORDS



CUSTOMER360- SNAPSHOTS

Customer 360
Vikram vikram@customer360.com

Cockpit View

Service

Total Cases
↑ 18,75,231

Avg MTTR(Hours)
↓ 6.75 Hours

Case volume by status

Open cases by priority

Use Cases

Queue 360

Technician 360

Sales

Total Revenue
↑ 1,23,48,103 \$

Total Customers
1,23,46,213

Sales Cycle Steps

Top Customer Revenue

| Customers | Revenue |
|--------------|-----------|
| John Brown | 152454 \$ |
| Steve Rogers | 143143 \$ |
| Harry Kane | 122343 \$ |
| Ashley Jane | 113243 \$ |

Use Cases

Sales 360

Customer Portfolio

Market

Customer Acquisition Cost
↓ 205 \$

Campaign Amount Invested
78,345 \$

Revenue Comparison

Marketing Expense

Top Campaigns

Use Cases

Marketing 360

Campaign Details

Open cases by case age

Incoming cases by channel

Top Data Sources










FUTURISTIC CDP – GENERATIVE AI

Service

Total Cases

↑ 18,75,231

Avg MTTR(Hours)

↓ 6.75 Hours

Case volume by status

- Resolved
- Active
- Cancelled

Incoming cases by channel

- Phone
- Web
- Email
- Twitter

Open cases by priority

- Normal
- High
- Low

Sales

Total Revenue

↑ 1,23,48,103 \$

Total Customers

1,23,46,213

Sales Cycle Steps

- 949 Leads
- 754 Sales Call
- 584 Follow-Up
- 395 Conversion
- 250 Sales

Revenue Comparison

Top Customer Revenue

| Customers | Revenue |
|--------------|-----------|
| John Brown | 152454 \$ |
| Steve Rogers | 143143 \$ |
| Harry Kane | 122343 \$ |

Market

Customer Acquisition Cost

↓ 205 \$

Marketing Expense

Top Campaigns

CUSTOMER360 AI CHAT

V Vikram: Hi

AI: Hi Vikram how I can help you with Customer360?

V Vikram: What is the case count of August?

AI: Total queue count of August was: 2134

Type a message... ➤



Thanks for watching!