

THE NGDATA CDP THROUGHOUT THE CUSTOMER JOURNEY



Keep customers and prospects on the path to advocacy by applying our CDP's predictive analytics to analyzing satisfaction, engagement and the effectiveness of all personalized experiences being delivered throughout the customer journey.

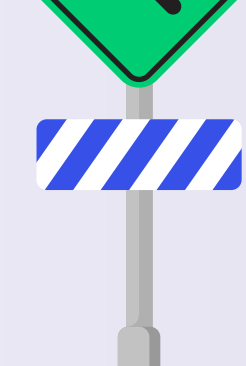
Acquisition



A typical customer acquisition strategy consists of two major activities: attracting more prospects and converting those prospects into customers. Investment in both areas go hand in hand. When investing in outbound marketing activities, it's essential to use tools that allow you the ability to track and understand the behavior of customers to best optimize your well-defined marketing blueprint.

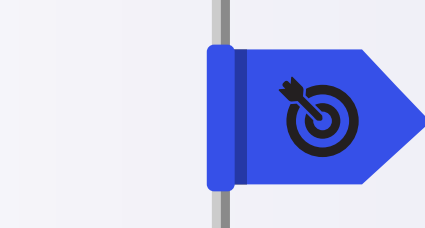
1

The requirements for effective customer acquisition demands insight beyond basic business intelligence. NGDATA's CDP can help your organization **identify, understand and precisely target** individuals by integrating data silos to analyze and learn from each prospect's activities and behaviors.



2

This enables you to **offer the most appropriate and relevant experiences** while being delivered over your marketing execution systems. NGDATA's CDP integrates with all your channels to deliver consistent interactions across the entire customer journey.

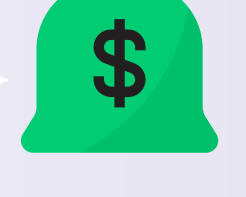


3

With the NGDATA CDP, you can increase your targeting precision by intelligently **determining the next best action** based on your interactions with each customer at each touch point, both online and offline.

4

This in-depth understanding of each prospect, across all channels, also allows you to identify, target and attract new **high value customers** while achieving a higher ROI on your acquisition marketing spend.



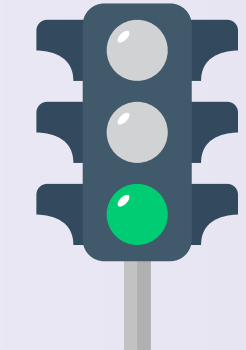
Growth



Customer growth is at the forefront of every customer-facing business, and as competition increases, it has become even more important to delight your customers, otherwise they'll go elsewhere. Understanding your customers is the foundation to keeping your competitive advantage, because today's consumers are more informed about their options when it comes to their favorite brands.

1

With all the layers of information known about customers today, it's surprising that so much of the communications happening between brands and customers are irrelevant to an individual's wants and needs. Customers know you have their information, which means that they have **high expectations for you to use that information** to enhance their customer experience with relevancy and convenience.



2

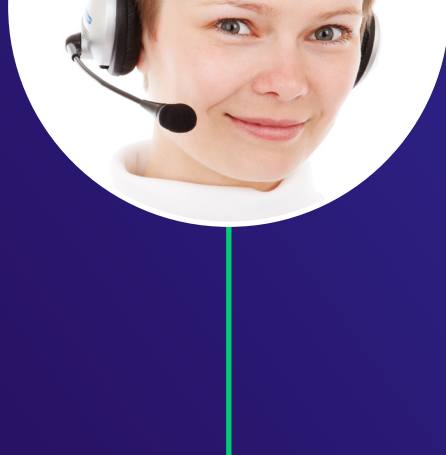
NGDATA's CDP enables you to gain deep insights into your customers by integrating data silos to create a single real-time customer view. It allows you to **track a prospects' first interaction** and to enhance the entire onboarding and retention process.



3

With the NGDATA CDP, you can increase your cross-sell and upsell rates with NGDATA's CDP's Next Best Experience capabilities, which uses **Customer DNA** to predict and deliver always-relevant personalized experiences.

Onboarding & Servicing



The onboarding period is crucial when setting the tone for the kind of relationship customers can expect when dealing with your brand in the future. A well-executed onboarding period of curated hand-holding is vital to ensuring the customers experience around your products and services is seamless, convenient and connected. This means you must be available to provide any and all resources and support around your offerings throughout the customer lifecycle.

1

With the NGDATA CDP's **omni-channel orchestration capabilities**, you can be wherever your customers are. This means supporting whichever channel customers prefer with a consistent experience across all your engagement platforms – your website or mobile app, through phone calls, emails, texts, and via social media and chat.



2

With NGDATA's CDP, you can improve customer satisfaction and increase efficiency by providing personalized and pro-active servicing across **digital and assisted channels**.



3

These kinds of interactions take less time than an in-person visit, but they happen far more frequently and are most likely the **first place a customer will go** when looking for help.

4

Retention



Delivering excellent customer experiences and personalized services is the best way to retain your customers. Brand loyalty is a natural side effect of improving the customer experience, which today's customers have come to expect. The only way to deliver truly personalized experiences is to completely understand your customers.

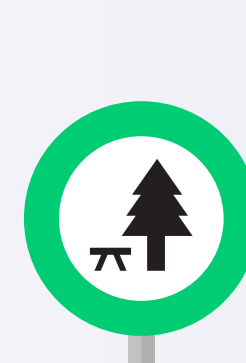
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The only way to extract customer understanding is to apply a holistic approach to the data generated by all your customer interaction points, but harnessing that data is nearly impossible without utilizing **data-driven technologies**.



2

The NGDATA CDP builds this customer understanding with real-time Customer DNA profiles, which automatically and intelligently power **more personalized and relevant customer experiences**.

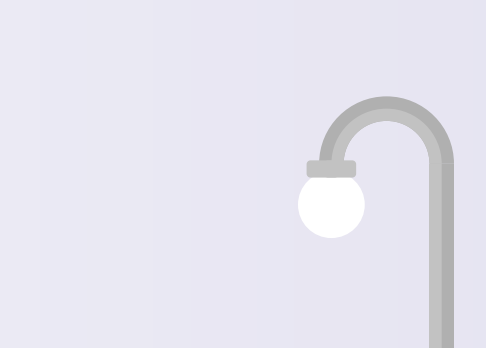


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NGDATA's CDP **connects all of your data sources** required to achieve a comprehensive, individual customer view, enabling better engagement with more effective marketing programs that result in greater customer lifetime value.

4

The NGDATA CDP can also identify, in real-time, changes in customer behavior to automatically predict if a customer is at risk of leaving. By analyzing changes in trends and acceleration of your customer data, NGDATA's CDP will deliver the Next Best Experience predicted to **solve whatever pain points at-risk customers are having**. All while delivering that experience over the most convenient channel for each individual.



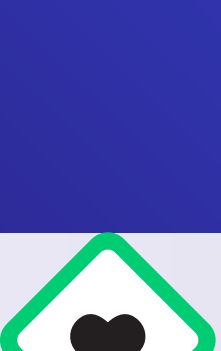
Loyalty & Advocacy



Enterprise companies today have access to more customer data than ever before. Leveraging all that data and intelligence to influence business strategy and growth has become the holy grail of today's technology-driven brands. Business growth can be directly influenced by happy customers who act as advocates on your company's behalf. Customers' brand influence has increased over the years thanks to, in part, customer reviews and social media activities.

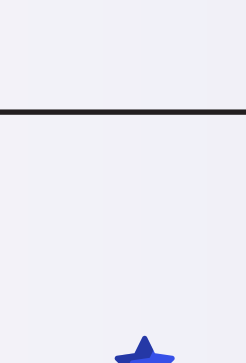
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This evolution means that your organization needs to go one step further than just driving customer satisfaction and customer loyalty. You need to drive customer advocacy, as this might become **the most effective form of brand marketing**.



2

To achieve this level of customer advocacy, businesses must deliver **stellar customer experiences** at every step along the customer journey. Miss a step, and it becomes exponentially more difficult to turn a customer into an advocate. Today, it has become clear that the kind of experiences customers expect must always be relevant, convenient, personalized and tailored to their specific needs.



3

With the NGDATA CDP, brands gain valuable **real-time insights into customer behavior and activity** to automatically determine the right experience for each individual. Using the NGDATA CDP's machine learning and advanced intelligence, businesses can ensure that each experience is conveniently delivered over a customer's preferred channel, and begin steering them towards the path to advocacy.



NGDATA helps brands achieve data-driven customer centricity. Our AI-powered Customer Data Platform (CDP) and its Customer DNA, and our Digital Transformation services and solutions enable our clients to deliver relevant, connected and timely customer experiences. We partner with our clients to help them capitalize on emerging opportunities, drive profitable customer experiences and supercharge analytics and campaign ROI. NGDATA partners with companies around the world to drive digital transformations.

Visit www.NGDATA.com for more information.

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