



Customer Link

A PwC Product



Turn your customer data into smarter action in real-time

The challenge

76%

Of organizations say they lack the ability to turn data into insights enabling real-time analytics to optimize for an enhanced customer experience

Source: Turn Data Into Insights With Customer Analytics, February, 2019

Our solution

What if you could build trust in your data, know your customers, and drive meaningful customer engagement?

Customer Link is a customer data platform built to provide a holistic consumer profile. Combining disparate data with PwC's AI and Machine Learning models, the platform creates a robust and integrated view of individuals, households, and segments of consumers. Customer Link further allows you to build and activate personalized, real-time, omni-channel customer engagement.

Four Core Modules

Data Manager

Integrate your first, second, and third-party data into a "Golden Record". Get a real-time view of your customer data and better understand your customer's needs, so you can engage exactly where and when it's needed.

Orchestration Manager

Build personalized engagement by activating tailored and optimized omni-channel journeys.

Insights Manager

Differentiate insights and audiences with new data and faster analytics by using an integrated, end-to-end workbench. Enable efficient, advanced analytics and insights to drive strategic decisions and tactical execution.

Privacy Manager

Manage your data strategy and governance, policy management, data lifecycle management, individual rights processing, and information security.

The **Customer Link** difference

An industry leading platform to help monetize your data, understand your customer, empower your customer strategy and optimize your spend



Know your customer

Insights and audience development with new data, holistic customer understanding, and faster analytics.



Scale with technology

Orchestrated and integrated marketing tools and data to create seamless, relevant and personalized customer experiences.



Measurable ROI

A data-driven approach providing more transparency into spend, channel and customer engagement performance.



How can Customer Link help you deepen your understanding of your customer, drive real-time data-powered decisions, and deliver always-on, omni-channel engagement?

Customer data management

Get rapid connections to common 1st party customer data systems (CRM, Web, PoS, Call Center, etc.). Ingest real-time and batch data across your organization.

Advanced audience analytics

Create custom data driven audiences against business needs and view seamless integration of insight from advanced AI and ML analytics.

Response measurement

Assemble seamless resolution of response data back to customer identifiers. View response visualization in near real-time and in-campaign journey modification.

Profile unification

Easy resolution of your customer data. Unify your customer IDs from multiple data sources. Visualize individual and person level data – the “Golden Record”.

Omni-channel orchestration

Gain rapid resolution of identity match rates against all available channels and assembly of sequenced, stage-gated, omni-channel marketing journeys and execution.

Point and click user experience

Enjoy simplified user experience to help reduce coding requirements and lessen dependence on technical specialists. Enable users to bridge the gap from idea to execution.

“With Customer Link we are changing how we identify and approach customers and prospects with all that we have to offer as a bank. We are doing this through a combination of technology and marketing tactics to meet our customers’ very specific needs.”

CMO
Financial Services Company

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