

A close-up photograph of a person's hands interacting with a laptop. One hand holds a blue pen, pointing at the screen, while the other hand is on the keyboard. The background is blurred, showing a window and another person's arm.

# Customer Omnichannel Experience

2 days workshop

A Data Driven Company makes decisions based on information extracted from data and not based on personal interpretations

BitBang helps you collect, analyze and understand data based on user purchasing behavior

# Get Instant Recommendations and Insights

We will also cover a number of solutions developed by our data experts, that enable you to feed your retail assistant mobile app with instant recommendations and personalisation insights.



**Preparing your data** for advanced analytics and machine learning algorithms



**The automation** of the importation and transformation of clickstream and online behaviour data **from Analytics to Microsoft Azure**



How data can be processed to **combine with CRM or ERP data within the Microsoft Azure data lake** through the 'Customer Identity Resolution' solution



**The integration of all customer data sources**, both offline and online, in order to create a 360 view of the customer experience in real-time within the Customer Data Platform