

# Rethink Customer Engagement

Uncover customer insights, personalise customer experiences and drive business growth.



Customers are in the driving seat today. A successful marketing team needs to have data on their fingertips to respond to customer demands quickly or see them move on to the next company that can serve them better.

Customer Engagement Manager gives marketers the platform to unify all customer data and create one, accurate 360-degree view of the customer. Using the latest “data fabric” architecture weaves information from various applications – CRM systems and data warehouses together to provide a complete picture of each customer.

It empowers enterprises dealing with large volumes of customer data to action data driven insights and engages customers better, treating them with personalised offers based on their behaviours, driving loyalty and increasing revenue per customer.



**10x**

increase in revenue recognised from existing customers



**20%**

increase in customer loyalty measured as the increase in average life of a customer



Increase in customer satisfaction scores



- ✓ Built on state of the art **Kubertness platform**, the solution is easy to implement and scale as per business needs
- ✓ Offers flexibility of implementation – **install on premise or use on the cloud**
- ✓ Powered by AI provides insights into customer's behaviour and aids marketers in making decisions quickly and being **more responsive to customers**
- ✓ **Integrates with any existing applications**, data warehouses and systems, ensuring the best returns are achieved from existing investments

