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Unified Customer Data

Unified customer data is the foundation for modern organizations to gather and build custom profiles of data while eliminating silos and integrating with digital applications, touchpoints and other sources such as email and social media. It is a continuous and continuously increasing custom profile with a variety of engagement data and more.

Unified Customer Data

Customers today expect personalized experiences. It is possible to interact with customers in a seamless and contextual way throughout their journey from awareness to retention. Unified customer data allows organizations to adapt to different channels based on their latest actions, preferences, and anonymous visits. So you can personalize your customer profiles and in a much better position to engage with your customers with targeted messaging including personalized segments increasing your conversion at

Unified Customer Data

Customer data is often managed in silos that is, of miscommunication increases. It is possible for your organization to manage customer data and comply with regulations within a single system integrated with your front-line applications. Unified collects initially first-party data guaranteeing that data is accurate and obtained through consent.

Unified Customer Data

Unified customer data allows you to deal with an increasing volume of data and to eliminate silos that make it difficult to access data in a cohesive and useful manner. A unified solution makes personalization at scale easy to get moving from your marketing efforts to integration with email and social media will help you reach your customers in a more efficient way.

While many unified platform solutions focus on customer acquisition, not all offer solutions to convert new customers. The quality of the unified data must maintain a very high standard to foster loyalty and retention. Unified integration with solutions such as email and social media tools as well as social integration allows a truly seamless omnichannel unified data to be used by customers. Unified platform universally brings together best of breed elements to build and extend customer-centric applications from the initial contact to ongoing customer service and support.

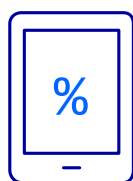
Unified Customer Data



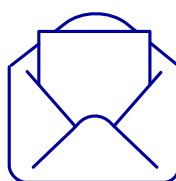
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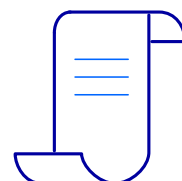
Low Interest
Rate Offer



Loan
Details



Appointment
Time



Transaction
History

