

# Engage Customers in Personalized Manner with 360 Degree View

A holistic 360 degree view of customer pops up on the user screen whenever customer call/email/chat/text/tweets

DATASHEET



## OMNI - CHANNEL

- Holistic profile and issue anticipation
- NBAs with personalization

Analytical Insights

Use Case driven workflows

## Insights from 360 degrees

**Spending Pattern**  
Avg Revenue-\$27

**Last viewing History**  
Apple Macbook

**Browse FAQ**  
Unable to stream

**Next Best Action**  
The associate gives customer promotional offer exactly according to his preferences i.e. "Macbook" on the preferred channel i.e. Web Chat with preview and rating mailer

## Reduced efforts

- IVR - Integration - Based on the Mobile No/Account number,
- Single Login for all applications
- Issue anticipation to understand customer context
- Respond back to the customer via NBAs with personalization & Process automation