



# Your customers expect great experiences. Now, you can deliver.

Create more authentic, relevant interactions, improve customer loyalty, and accelerate business value by reimagining your customer data platform.

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# 32% of customers will walk away from a brand they love after one bad experience

Today's customers expect relevant, seamless experiences at every stage of their journey with brands.

And they're willing to walk away from companies that don't deliver.

Organizations that can consistently create highly tailored, meaningful customer experiences (CX) will be positioned to rapidly strengthen customer loyalty and maximize business value.

Source: XM Institute

## 73%

Of customers expect companies to understand their needs and preferences

Source: Salesforce

## Up to 10%

Increase in revenue from brands that create personalized CX

Source: BCG

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# But businesses must bridge data and analytics gaps to create best-in-class customer experiences

Siloed customer data and disparate CX platforms prevent companies from:

- **Delivering** frictionless customer experiences across all digital channels and customer touchpoints
- Instantaneously responding to and **resolving** customer issues and inquiries
- **Identifying** new opportunities in real-time for revenue growth, like upsells and cross-promotions
- Providing highly **personalized** in-app and online experiences with tailored offers and messaging
- **Strengthening** customer relationships and engagement

**61%**

Of leading companies don't have a clear 360° view of their customers, limiting their ability to resolve identities and deliver a great customer experience

Source: Forrester Snapshot February 2021

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# Too often, CX solutions make customer interactions feel impersonal and inadequate

**35%** Of executives said their data analytics only somewhat or don't at all deliver on CX business outcomes

Current customer data platform solutions pose several key challenges for enterprises:

Disparate customer data platforms limit the timely delivery of **deep individual customer insights**.

Systems are unable to accommodate consumer demands for **highly personalized experiences** that can instantly anticipate their needs.

**Increasingly complex** data privacy and security regulations are putting a growing strain on marketing organizations that must comply with them.

Marketing organizations struggle to manage **end-to-end customer journeys** as customers seek out consistent, seamless brand encounters.



# Harness the power of a connected customer insights foundation

Teradata VantageCloud provides you with a single source of all customer data and best-in-class analytics capabilities. So you can unlock breakthrough insights to deliver a seamless, personalized, and scalable customer experience at every touchpoint on the customer journey.



Identify areas of friction and analyze customer interactions to heighten conversion and limit abandonment and churn.



Use advanced data models to capture digital information across sessions and improve customer insights.



Connect multiple sources of customer data to unlock a deeper understanding of customer identity and interactions across channels.



Track and analyze multiple channel ROI with integrated data on everything from advertising spend to customer segmentation.



Improve customer experience and marketing response rates with real-time personalization based on browser activity.



CASE STUDY

# Personalizing experiences for 4 million customers

The Very Group is a digital UK retailer that wanted to deepen customer relationships. They lacked the granular data needed to truly understand each individual customer and then act on those insights.

With Teradata VantageCloud, the retailer has been able to capture and harness the data they need to craft engaging, authentic experiences that build loyalty and accelerate revenue.

**28%**

Sales uplift from personalized emails triggered by real-time browsing behavior

**90%**

Of homepage content is now personalized in real time, with millions of different versions, for every individual

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# It's easy to get started with Teradata

Teradata provides:

- ✓ Full integration with the MarTech stack with an AI-enabled platform that scales seamlessly as the complexity of customer data increases.
- ✓ A single feature store and a connected data ecosystem that unifies multiple disparate data sets so you can unlock customer insights faster than ever.
- ✓ Reliable and accessible customer profiles that enable more relevant and authentic customer experiences.
- ✓ A reliable, accurate, and compliant data platform with best-in-class governance security and privacy capabilities.

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# Accelerate data-driven customer insights and maximize business value

Create hyper-personalized, seamless, end-to-end customer experiences at scale.

Teradata VantageCloud is the most complete cloud analytics and data platform for CX. With connected Customer 360 analytics and recommendation engines, you can deepen your organization's understanding of customer needs and expectations. And you can respond with more authentic, meaningful interactions to strengthen customer relationships—and drive significant business growth.

Find out how Teradata can help you harmonize your customer data and unlock valuable insights to deliver better customer experiences, build customer loyalty, and accelerate value.

Learn more at [teradata.com](https://www.teradata.com).

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