

Deliver Real-Time Personalized Experiences With Vantage Customer Experience

Customers today expect you to know them intimately and instantly. They want personalized, relevant experiences delivered through their preferred channels, at the exact moment they're ready to engage. If the experience resonates, they reward you with loyalty and advocacy. If not, they move on.

But delivering this level of engagement is complex. Customers leave behind millions of data points across devices, channels, transactions, and interactions, creating a torrent of structured and unstructured data. To act meaningfully, enterprises must unify this data, generate real-time insights, and orchestrate seamless actions across key customer touchpoints—from marketing and sales to fulfillment and fraud prevention.

Vantage Customer Experience (VCX) makes this possible. It empowers teams to create a complete view of the customer, convert data into insights, and activate those insights in real time, so every interaction counts, responding to customer needs and intent. Unlike customer data platforms (CDPs) that create new silos, VCX integrates with existing systems, supports enterprise-grade scale and governance, and empowers both IT and business users.

Deliver intelligent experiences at scale

In today's consumer economy, customers expect every interaction to be personalized, relevant, and timely—across every channel and device. They reward meaningful engagement with loyalty and advocacy, but disengage quickly when experiences fall short. Meeting these expectations requires more than just marketing automation; it demands a complete understanding of each customer.

VCX helps enterprises overcome the complexity of fragmented data and siloed systems. By unifying customer data across all touchpoints and departments, VCX enables organizations to build a comprehensive view of each customer—turning millions of data signals into actionable insights.

From data to insight to action

VCX goes beyond traditional CDPs by combining robust data management, advanced analytics, and real-time decisioning in one integrated solution. Built on Teradata Vantage®, it empowers users to collaborate effectively—ensuring data security, governance, and scalability while enabling marketers and CX professionals to activate insights with speed and precision.

With VCX, teams can sense and respond to customer needs in the moment, using adaptive machine learning, journey analysis, and predictive modeling. Whether identifying churn risk, optimizing next best offers, or orchestrating personalized journeys across channels, VCX ensures each engagement is intelligently handled.

Built for enterprise scale

Designed for large-scale operations, VCX supports millions of customers and billions of interactions—delivering consistent, context-aware experiences across marketing, sales, service, fulfillment, and more.

VCX is deployed and managed on premises, in the cloud, or in hybrid environments by Teradata, so your teams can focus on delivering exceptional customer experiences—without the distraction of managing infrastructure.

A platform built for real-time intelligence

VCX is more than a customer data platform—it's a complete, enterprise-grade solution that combines data integration, advanced analytics, and real-time decisioning in one unified environment. It delivers the scale, performance, and governance required by large organizations.

At its core, VCX provides:

- **Self-service data integration:** Business users can ingest and enrich customer profiles using application programming interfaces (APIs), open database connectivity (ODBC), secure file transfer protocol (SFTP), and native connectors—without coding
- **Whiteboard UI:** Enables end users to build real-time decisioning strategies, including messages, decisioning rules, machine learning, and optimization personalization down to a segment of one

- **Real-time scoring:** With built-in and Bring Your Own Model (BYOM) capabilities via predictive model markup language (PMML) and Open Neural Network Exchange (ONNX) formats, enables real-time activation of predictive models
- **Embedded workflow engine:** Allows users to build attributes like customer lifetime value (CLV) or churn risk using drag-and-drop interfaces
- **Path analysis:** Visualizes customer journeys to identify key moments that influence outcomes like conversion or churn

Use case: Personalized engagement at scale

Imagine a telecom provider using VCX to reduce churn. By analyzing customer behavior across billing, service, and digital channels, the provider identifies patterns that precede cancellations. VCX then scores customers in real time and triggers personalized retention offers—delivered through the customer’s preferred channel, at the right moment. The result is fewer lost customers, higher campaign ROI, and improved customer satisfaction.

Built for business users and trusted by IT

VCX empowers marketers and CX professionals with intuitive, no-code tools to design journeys, segment audiences, and activate insights—without relying on IT for every step. Meanwhile, IT teams benefit from enterprise-grade governance, scalability, and security, all powered by Teradata Vantage®.

By minimizing data movement and enabling analytics where data resides, VCX delivers insights in seconds—not days—so teams can act when it matters most.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.

See how at [Teradata.com](https://www.teradata.com).