



**TECH FALCON**  
Member of Lootah Holding

**Customer Success  
Guide Series**

# **Customer Experience**

**Build a Unified Data Platform  
To Enhance End-To-End  
Customer Experience**



**Swipe Left**



# Bringing All Data Together Can Break Organizational Silos

Unifying a software ecosystem can help organizations break down long-existing departmental silos and improve their digital transformation journey.

By bringing together all shreds of consumer data on a cloud-based platform, processing and schematizing it to build profitable business models become easier. Once gathered, the data undergoes a thorough cleansing process to scoop out only high-quality information for simplified decision-making. Subsequently, feeding in machine learning algorithms to create reports aligned with your business model can help you maintain structural consistency to analyse and use data across several applications. The analytical reports can be visualised in interactive Power BI dashboards thereby, allowing agents to seamlessly understand consumer queries and delineate quick and accurate solutions based on relevant data related to the case.



## More Sales, Lesser Bounce Rate

Making use of an integrated data platform doesn't only make way for faster and seamless customer interactions but, also allow agents to work with more than just customer service-use cases.

Customer agents, when equipped with schematized data can accurately define a list of product/service recommendations based on their purchasing history. Even if a consumer is reluctant about investing in a certain product, being familiar with all its features and similar items can change his mind and lead to increase in sales. Besides, the machine learning algorithms are trained to rigorously churn data and find out where each customer stands on the sales pyramid. If needed, the sales agents can intervene with proactive retention strategies and design marketing strategies to attract new and loyal customers.

# Customer Identity Matching

By collecting distinct pieces of information about an individual customer, companies can make use of identity matching and curate customized solutions for them.

Customer identity matching revolves around recording customer interactions across various channels and comparing them with one another. The right analytics software can look for matches in these separate information sets and establish an identity match for every single consumer. Once the identity matching process is completed and tagged as successful, the clean data makes it possible for the sales team to identify the eccentricities of the unique consumer journeys, produce behaviour segments to segregate different trends and preferences and pitch personalized offers. Instead of suggesting the same products over and over again, recommending items that belong to the same price range and type can assure more number of the sales.



## Better Revenue Opportunities

Insights derived from customer identity matching can increase cross-sell and upsell opportunities and suggest new ways of customer engagement



## Cost Reduction

Precise identity matching of customers allow companies to increase the efficiency of their marketing campaigns and spend less to attain better results.



## Customized Offers

Companies can improve customer satisfaction by offering them relevant and customized recommendations based on their purchase history.



# The Sales Approach Is Based On Customer Journey

In order to be successful with creating a single customer view, the wiser recourse would be to head on a journey based on customer interactions alone.

It is always better to deal with end-to-end customer journeys as they provide a bird's eye view of all the important points in there. Rather than noting down the pit stops of customer interactions across each individual channel, evaluating them together can help you identify the areas that should be prioritized the most for greater engagement and satisfaction. The experience that a customer had with your company can be comprehended by considering his past transactions and interactions and needs that are wishlisted. Customer journey analytics is undoubtedly a path-breaking strategy that allows organizations to connect innumerable touch-points created over different time spans and channels.

# DIGITAL TRANSFORMATION PARTNER

## Applications | Automation | Analytics

Tech Falcon LLC is a digital transformation partner for enterprises as they embark on their digital transformation journey. We are headquartered in Dubai. We help clients in manufacturing, projects, distribution, public sector, real estate, and public sector to achieve business and operational goals with business applications, automation, and analytics services.

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