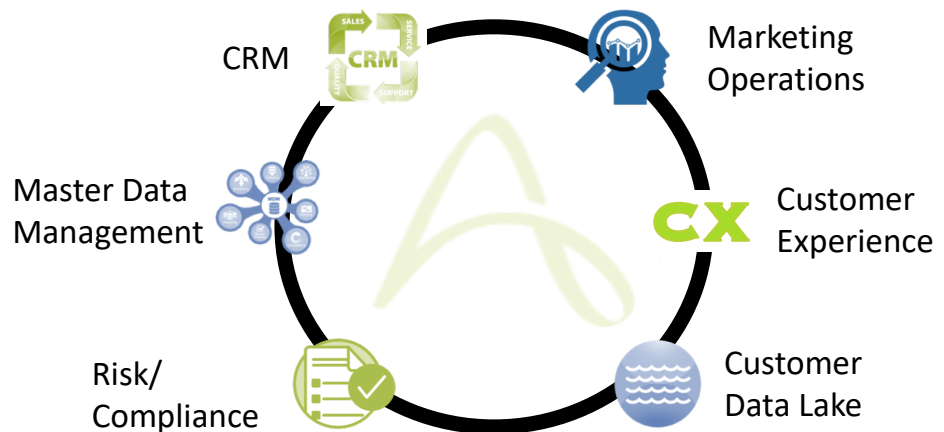


Making Customer 360 a Reality

Gaining an understanding of customers is a moving target for all organizations. Customers are constantly evolving – opening and closing accounts, moving, changing jobs, forming new relationships, and changing their opinions. They also use a variety of channels and devices to interact with organizations, generating a digital footprint with huge volumes and variety of data.

At the same time, customers seem to demand more from everyone they choose to do business with, demanding instant service and action with personalization at every step of the journey. But how can organizations provide a personal experience if they are unable to uniquely identify customers and anticipate their wants and needs? And, how can they extract insight from new of unstructured data (PDFs, emails, webchats, and social media posts) where relationships, attitudes and intent are hidden? Every organization needs an intelligence Customer 360.

Top Customer 360 Initiatives



Putting Customer 360 to work with AllSight

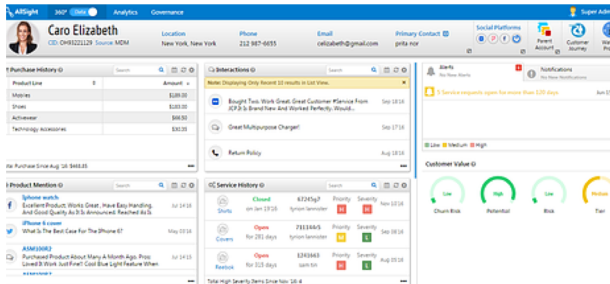
AllSight is a pre-built system that utilizes modern technologies to build and maintain an intelligent, dynamic Customer 360 that can be used to address both operational and analytics use cases.

AllSight instantly retrieves valuable customer information, such as purchase history, interactions, relationships, sentiment and risk.

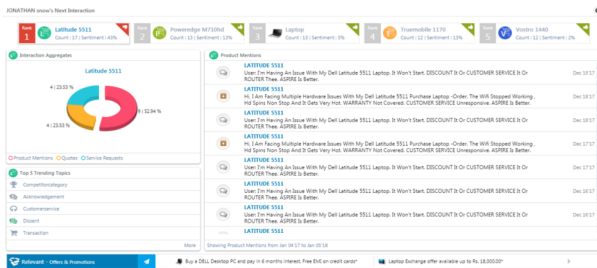
- Marketing analysts can use new insights (sentiment, inferences, indicators) to drive tailor marketing and product offerings
- Customer Service can act on insight from models that analyze the Customer 360, transactions and previous interactions to predict the most probable next interaction

AllSight combines data management, analytics, and action in one pre-built system. AllSight utilizes modern technology including Apache Hadoop and Spark, and applies AI to build and enhance the Customer 360. Synthesis links customer records and extracts context from unstructured data with Natural Language Processing (NLP). Machine Learning and advanced analytics enrich the 360 with inferences and predictions so all users can be prepared to better handle all customer interactions across various channels.

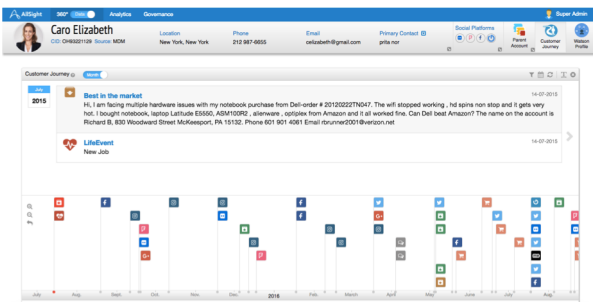
AllSight Customer 360 Applications and UIs



Customer Perspective displays a synthesized Customer 360 including purchase history, quotes, service requests, and digital interactions.



Interaction Predictor analyzes all known interactions and displays the most probable reason for a customer inquiry.



Customer Journey displays all transactions, interactions, life events, alerts, and other relevant information in a timeline view.

About AllSight

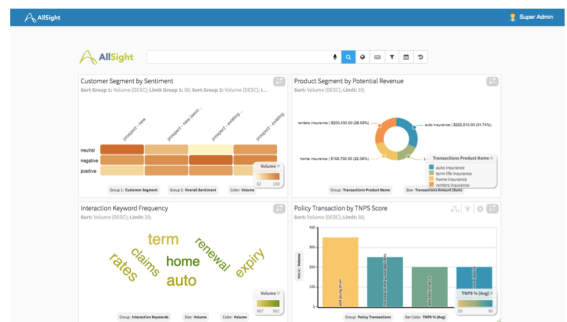
AllSight is a solution-based software and technology company based in Toronto, Canada and Austin, Texas that creates actionable customer intelligence. Our unique offering is designed to create and manage an enterprise Customer 360 for any business that aims to be customer-centric and create exceptional customer experiences. For more information, please visit www.allSight.com and follow [@AllSight](https://twitter.com/AllSight) on Twitter



Customer Link allows data stewards to view and link records and uses machine learning to continually re-train matching algorithms.



Customer Graph visually links relationships and makes it possible to traverse data to understand relationships.



Visual Analytics enables segment level analysis via charts, maps and tables.