

# Customer Insights Engine - A unified understanding of the person and the customer

PwC's Customer Insights Engine is an all-encompassing solution designed to help organisations unify data, build profiles, analyse behavior, personalise experiences, and generate actionable insights. It begins with understanding the individual and the customer; as the individual evolves, their profiles adapt accordingly.

## Here's why PwC stands out:



### Unified Customer Perspective

A unified customer view through Intelligent profile frameworks from a range of customer systems enables personalised insights and drives personalised services.



### Integrated Multi-Channel Experience:

Multiple customer interactions are empowered through personalised insights, often in real-time, they deliver an omni channel experience



### Tailored Customer Journeys:

Personalised events and narratives are enabled through customer journeys; mapping every transaction, leveraging machine learning and Artificial Intelligence

## Key Questions:

- Do you have a single unified customer view from your technology investments which helps drive growth?
- How do you currently connect customer information?
- What are your current business systems e.g. analytics, personalisation, marketing and reporting tools you're using?
- How well do you currently understand your target customer market as a person as well as a customer?

## PwC Offering

The Customer Insights Engine integrates customer information and transactions from multiple source systems to generate a unified customer view. It creates intelligent profiles, enabling personalised insights and driving personalised services

## Why PwC is the Right Partner?

Our unique approach provides advanced capabilities, including product recommendations based on a comprehensive customer footprint, intelligent churn modeling, the identification of product cross-sell opportunities, and customer segmentation leveraging all customer and personal attributes



## Target Audiences:

- CTO/CDO/CIO
- Data Engineers
- Solution Architects
- CFO
- CCO
- CMO
- IT Project Managers
- Data Analysts



## Industry Focus:

Our framework focuses on the retail sector, gaining a deep understanding of the customer and their journey to enable more effective analytics and personalised experiences



## Contact Us:

To learn more about PwC's Customer Insights Engine, please contact:



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