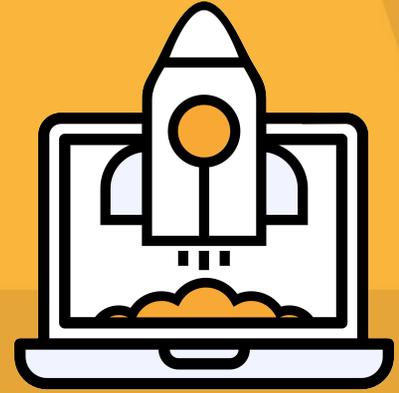


Customer Engagement Framework

Leverage data and analytics to identify key engagement opportunities at every stage of the customer journey

Data helps companies make smarter decisions, unlock efficiency, and enhance the customer experience — but only when it's applied effectively. **Servian's Engage CX** framework provides best practice customer-centric and data-driven customer engagement methodologies — so you can connect with your customers in smarter, more personal ways.



Data-driven, customer-centric engagement

Your customers interact with your brand in a variety of places. In a single day, a customer may discover your business through an ad on social, download your app to browse products, and then decide to purchase something on your website or in-store.

This valuable data is siloed in separate tools, making it difficult to understand exactly who your customers are and what motivates their actions. **Servian Engage CX** is a best-practice framework and methodology designed to leverage your data to:

- Consolidate and unify data across every touch point
- Run analytics to uncover how each part of the customer journey impacts your business
- Build actionable segments to personalise every customer interaction
- Activate engagements with sophisticated decisioning

Key Benefits



Understand how your customers engage with you across all touch-points in their journey



Observe and learn about customer behaviours and impact on business outcomes



Understand what, where and when interactions happen to identify engagement opportunities



Smarter, sophisticated audiences, decisioning and targeting

Get in Touch

Servian Engage CX might be right for you if you are:

- Rolling out behaviour-based marketing
- Aiming to use AI/ML for customer intelligence
- Searching for a broader, more granular view of your customer journeys
- Consolidating customer data across systems
- Migrating to cloud and modernising your technology stack
- Revising processes and best-practice marketing

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