

When your customers have a good experience, your business benefits. But it's often difficult for those in charge of improving customer experience to get access to the right data and insights to truly understand the experiences their customers are having. Plus, to run *and* measure the impact of customer experience programs, you've traditionally needed numerous pieces of expensive technology. Until now.

INTRODUCING CENTRIAM

Pulling from our expertise in data analytics and our passion for helping organizations build better customer relationships, we created **a platform that empowers organizations to use data insights to improve customer experience and measure the business impact of customer programs.** With Centriam, you can:

1. BRING ALL OF YOUR CUSTOMER DATA INTO ONE PLACE

To understand your customers, you need data from many places. This may include behavioral, transactional, call center, loyalty, and survey data. With Centriam, import data from whichever sources you choose to get a holistic view of each customer. Use this view to easily segment customers by any criteria and make informed decisions on which action you should take next to improve their experience.

2. CREATE PROGRAMS TO IMPROVE CUSTOMER EXPERIENCE

Use your data to create and manage customer initiatives tailored to your business needs. You may want to:

- Collect targeted feedback at specific customer touchpoints, and prioritize who to follow up with based on a combination of feedback sentiment and customer value
- Use customer segmentation and behavioral data to determine the next best action for each customer (e.g., upsell versus retention offer)
- Combine feedback, customer, and operational data to identify a change that needs to be made to internal processes to improve customer satisfaction

The flexibility of Centriam allows you to scale your efforts as you grow and create programs that are intended to impact your business.

Need to get information from Centriam into the systems your employees use to manage customer relationships? Centriam can seamlessly push data back to your CRM, call center apps, ticketing system, etc.

3. TRACK CUSTOMER BEHAVIOR AND MEASURE THE BUSINESS IMPACT OF YOUR PROGRAMS

With all of your data in one place, you can track if your efforts influenced customer behavior and measure their impact on your business objectives. For example, did reaching out to high value customers who left negative feedback result in higher retention rates? Did sending a series of promotional messages to customers with high upsell opportunity result in more revenue? Centriam's flexible dashboards enable you to isolate your program and get the data insights you need to justify your customer experience investments.

Do you have data sitting in different places that needs to be tied together before adding it to Centriam? Want to develop a predictive model that identifies customers' upsell or churn probability before you start using Centriam? Centriam has a team of data and analytics experts who are eager to help set you up for success.

Ready to shape a customer experience that creates real value for your organization?

Contact Centriam at 888-688-2346 or info@centriam.com to learn more.