

# AI-Powered Personalization: The Next Generation in Decision Intelligence

## CHALLENGE

### Building and delivering AI-powered personalization, standout experiences

Customers today expect highly meaningful, personalized interactions with the brands they do business with. They want suggested products and services to be relevant and timely. And they expect customer service to stay ahead of any problems. But delivering on this level requires deep knowledge of every customer, and the mechanism for providing outreach at the right time, and on the right channel.

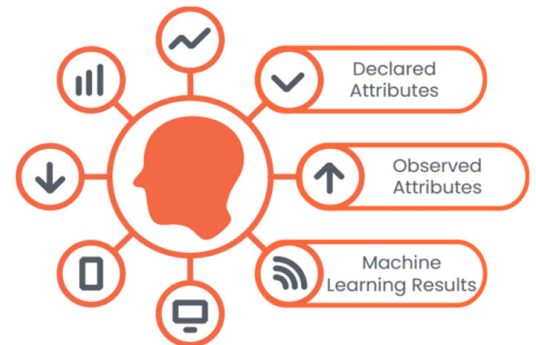
As expectations continue to increase, staying competitive means serving AI-powered personalized services, offers and recommendations to large numbers of customers at the same time. It's about collecting robust customer data and connecting seamlessly with models that can derive insight from it quickly.

## SOLUTION

### Profile-of-One: AI-powered rich customer profile that continuously learns.

A rich customer profile, powered by AI that continuously learns, can capture data through the entire customer journey and across all touchpoints -- email, web, social, service, demographics and more, building a fuller, more complete picture.

This is how you infuse predictive, proactive, and personalized decision intelligence into business processes. A key capability of the Cortex AI platform, Profile-of-One is built using declared, observed and inferred customer data and is the engine behind infusing decision intelligence into customer acquisition, engagement and service with highly contextualized insights.



## BENEFITS

#### Acquire More New Customers.

- Boost lead quality & secure new customers
- Drive more relevant shopping experiences
- Higher conversion rates
- Lower abandon

#### Engage Better with Existing Customers.

- Know the right message, channel & time to maximize outreach.
- Drive a contextual, multichannel experience.
- Move from reactive to proactive experiences

#### Deliver Extraordinary Customer Service.

- Predict caller intent with agility.
- Prescribe resolutions proactively.
- Lower average holding time (AHT)

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