



Drive customer personalization at scale in real-time with AEP Customer 360^o

According to a report by Adobe, 80% of B2C and 84% of B2B customers believe personalization saves them time by facilitating information search and purchasing decisions. To achieve personalization, a 360-degree view of customers is crucial. However, companies face challenges in using data lakes alone to solve personalization cases, as they do not offer a comprehensive view of customers. With the digital-first economy, businesses are increasingly investing in digital experiences and using data to optimize customer connections, leading to a surge in customer data.

Thus, we need a future-proof customer data management strategy to manage customer data effectively. With the help of Adobe Experience Platform (AEP) Customer 360^o, we empower brands to unify data in real-time, driving real-time customer intelligence and personalization at scale.

- 5% increase in customer interactions
- 10-30% increase in the efficiency of marketing spend
- 20% reduction in acquisition costs
- 15% increase in funnel conversion

Why are clients choosing Virtusa to work with them on this initiative?



Bridging the gap:

Virtusa has proven experience in helping its clients to bridge the gap between knowing and understanding them holistically, making a difference for your businesses to realize the value



Insights to action:

Our clients leverage Virtusa's customer data expertise and discipline to unlock insights



Assurance:

Our Adobe co-developed accredited partner solutions put us in the top percentile with a record of delivering products 30% faster while adhering to data privacy compliances

With Virtusa, drive customer experiences that matter

Virtusa helps businesses deliver compelling real-time personalization experiences in the moments that matter. As part of the Personalization at Scale offering, we provide end to end services to implement customer data platforms using AEP

Identify the best use cases

- Business specific CDP use cases identification
- Vendor selection based on use case

Segmentation and activation

- Identify the target destinations and channels
- Customer segmentation
- Customer profile activation



Data ingestion

- Identify the customer data sources, integrations, and target schema
- Create custom experience data model

Data privacy and security

- Data classification
- Define data governance mode
- Tag data with privacy labels

First-party data collection: reduce third-party cookie dependencies by creating first-party data foundations

Unified identity: create a single ID using omni-channel data collection for application across other **customer experience (CX) technologies**

Privacy and trust: comply with organizational and regional policies with Adobe's patented data governance framework for safe and responsible marketing initiatives

Analysis and insights: real-time data analysis and insights across channels to discover insights for holistic visibility of the customer

Success stories

- Premier US bank personalizes marketing campaigns by recommending real-time offers to customers with the right message at the right time and through the right channel to boost loyalty and revenue.
- A large American credit union increases revenues by 10% with Virtusa's personalization solution to deliver the next-best offers.

Partner



To learn more contact us today at marketing@virtusa.com

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