Transformative customer engagement with Virtusa vEngage

Navigating the digital era

In the ever-evolving digital landscape, customer-centricity is the linchpin for business relevance. While face-to-face interactions decline in importance with advancing technology, the necessity for a personalized customer experience remains paramount. Companies are entrusted with understanding customer needs and delivering the right product at the right time through the right channel.

The imperative of hyper-personalization

Amidst many choices, businesses face the challenge of providing hyper-personalized services and understanding and anticipating customer wants. Virtusa vEngage emerges as a catalyst in this environment, empowering businesses to accelerate sales and marketing efforts by delivering real-time, contextualized offers.

Virtusa vEngage: Revolutionizing customer journeys

Key benefits

Faster time to market
Initiate and launch personalized campaigns in just 20 weeks from inception, ensuring swift market responsiveness.

Enriched customer engagement
Utilize analytics to craft hyper-personalized interactions, enhancing customer engagement effectiveness.

Seamless integrated experience
Present a unified, omnichannel environment for customers with AI-triggered offer decisions across Adobe and non-Adobe solutions, ensuring a cohesive experience.

Improved satisfaction and retention
Take timely, data-backed actions, offering real-time recommendations to enhance customer satisfaction and drive retention.

Key features

360-degree customer view
Integrate internal and external data to create a comprehensive 360-degree view of customers, establishing a single source of truth.

Next-best-offer capabilities
Extend next-best-offer capabilities across all communication channels, including SMS, mobile apps, chatbots, phone, and email, with dynamic content for personalization.

Campaign management
Develop, manage, and launch offers with ease, creating dynamic segments and leads to target the most profitable customers effectively.

Automated outreach
Automate customer outreach through email when a customer profile aligns with a specific offer, ensuring timely and targeted communication.

Feedback loop and refinement
Collect and feed customer responses into the predictive analytics engine, continually refining algorithms to enhance future offers.

Adaptive AI integration
Leverage adaptive AI and integrate with leading offer decisioning tools for a seamless, integrated experience across the omni-channel.

Virtusa vEngage drives personalized customer journeys, improving ROI by leveraging heterogeneous enterprise solutions, ensuring regulatory compliance, and unlocking new revenue streams. The solution is accredited by Adobe.

Success stories

Virtusa assisted a top-tier American bank in 40% faster delivery of tailored customer experiences. The bank increased cross-sell efforts, produced personalized information, and improved targeting while gaining new clients. With scalability for future needs, the solution produced an intuitive user experience supported by high-definition (HD) adaptable media content.

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

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