Customer Experience Optimization

Strengthen customer relationships and drive growth with
AI-powered data orchestration

Deliver a Customer-First Experience, Deeper Insights and Opportunity for Expansion

The digital landscape has fundamentally elevated customer engagement, reshaping the focus on customer experience (CX). As a result, organizations worldwide are transitioning from traditional product-centric models to truly customer-centric approaches. Yet the ability to succeed is limited severely by data that is fragmented, scattered across many systems and applications and siloed by function. This fragmentation leads to inconsistent, incomplete data that makes it difficult for enterprises to find and connect the information they need to deliver an optimal customer experience.

AI-powered data orchestration can help enterprises transform how they integrate, trust, safeguard and use data, creating seamless, authentic customer experiences. Companies can use this technology to understand customer behaviors, preferences, products and pain points across every touchpoint, driving loyalty, engagement and growth. With this insight, teams can fuel targeted campaigns, create innovative products and deliver exceptional service — thereby building a truly customer-centric enterprise driven by data.

Data Challenges and Business Impacts

Key data challenges can impede an organization's ability to optimize the customer experience.

Top Data Challenges	Business Impact
Difficulty unifying and fixing fragmented, incomplete and erroneous data to create a single customer view	Inability to put the customer first and act as one company
Complexity of maintaining data integrity during customer onboarding and implementing robust privacy controls to safeguard sensitive customer information	Increased risk of non-compliance with regulatory standards
Reduced ability to create precise customer segments and leverage real-time data and AI insights	Problems delivering personalized, targeted marketing and experiences that help acquire, retain and enhance customer relationships
Struggle to unify customer insights with product data	Lost chances to deliver relevant offers, identify upsell and cross-sell opportunities, reduce returns and minimize operational waste
Need to access real-time feedback from devices, social media and surveys	Compromised capacity to proactively identify trends, address issues and improve products and customer experiences

Key Benefits

- Enhanced customer satisfaction and retention

- Increased revenue from personalization and segmentation strategies

- Comprehensive customer data management with a 360-degree customer view

- Real-time data integration and streaming

- Greater protection of sensitive customer data

- Improved integrity and completeness of customer data

- Advanced data democratization and sharing

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Turn Customer Data into a Competitive Advantage with AI-Powered Data Orchestration

To solve these challenges and maximize the value of CX initiatives, enterprises need a solution that helps them see customers clearly, understand their needs in real time and deliver exactly the right products and services. Modern, AI-powered data orchestration solutions unify fragmented data across customers, products, suppliers and more. By creating a single, efficient AI-powered environment that ensures data accuracy, accessibility and security, the technology empowers organizations to compete on CX.

Choose a modern, AI-powered data orchestration solution that helps:

- **Enhance customer loyalty and retention** with complete, reliable and accurate data that empowers teams to deliver more personalized, responsive and consistent omnichannel experiences

- **Increase revenue from personalization** with real-time, trusted data that yields more accurate customer insights and supports more effective segmentation and campaign strategies

- **Support comprehensive customer data management** with integration, multidomain data mastering, data enrichment, data cleansing and profile-creation features that combine to create a 360-degree customer view

- **Enable real-time data integration and streaming** by collecting, processing and making data actionable across departments

- **Protect sensitive customer data** using advanced security and privacy methods, access controls and policy compliance features

- **Validate and verify data** with robust data quality tools that ensure customer data integrity and completeness for customer analysis, campaigns and communications

- **Democratize and share data** with capabilities that provide self-service access and understanding of curated datasets, prebuilt customer segments, behavior models and campaign performance data

[1] https://www.forrester.com/press-newsroom/forrester-2024-us-customer-experience-index/

[2] https://walkerinfo.com/wp-content/uploads/2024/10/Walker-CX-Pulse-Q2-2024.pdf

51%

greater customer retention reported by customer-obsessed companies[1]

47%

of CX experts believe data integration challenges hinder CX value[2]

Holiday Inn Club Vacations Finds Customer Data Paradise

To become the most loved brand in family travel, **Holiday Inn Club Vacations** (HICV) needed a deep understanding of each customer's unique needs and preferences — and the ability to tailor every interaction to create moments of delight.

Using the Informatica Master Data Management (MDM) **Customer 360 SaaS solution**, part of the AI-powered Informatica Intelligent Data Management Cloud™ (IDMC), the HICV team rapidly implemented a 360-degree view of its 350,000-plus member-owners and started driving value in a matter of months. "Informatica was the solution that fit our needs the most, and what excited us most was just the ease of everything," explains Michael Nolder, Senior Director of Enterprise Data Management.

Nolder's team consolidated customer data from seven main systems into one MDM platform. The cloud solution allows HICV to scale the pace of data ingestion, using IDMC MDM services to apply **data quality** rules and merge duplicate entities into trusted profiles. HICV also gains major efficiencies from Informatica AI-powered capabilities, including metadata intelligence.

"The efficiency of bringing our data together into a single, enterprise view for our business stakeholders was a big win with Informatica," says Nolder. "We can take that master record, connect it to all the different transactions a customer has with us and put that in front of the folks who are working at the resort or interacting with guests at the front desk, which helps to make that truly customer-obsessed culture that we're trying to grow."

Maximize the Value of CX Optimization with IDMC

Many organizations are unable to effectively address today's CX challenges using legacy tools and processes. Without a modern, AI-powered data orchestration platform that unifies fragmented data across customers, products, suppliers and more, it can be nearly impossible to gain maximum value from CX optimization initiatives. That's where IDMC can help.

Informatica Intelligent Data Management Cloud™ (IDMC) is an end-to-end, cloud-native data management platform powered by the **CLAIRE® AI** engine (see Figure 1). The platform creates a single, efficient AI-powered environment that ensures data accuracy, accessibility and security. By transforming how companies manage their most critical asset, IDMC delivers the trusted data companies need to drive exceptional customer experiences and innovation.

IDMC offers an intuitive, efficient and cost-effective data management solution for CX optimization. The solution includes:

- Cloud-native design that facilitates high flexibility, performance and scale
- Customer 360 data management that handles integration, multidomain data mastering, data enrichment, data cleansing and profile creation with a 360-degree customer view
- Comprehensive features that enable the creation of customer microsegments, allowing for more relevant offers and personalized content
- Integration of advanced capabilities such as data discovery and classification, ingestion and unification and governance and quality control
- Real-time data integration and streaming that collects, processes and makes data actionable
- AI-powered automation that streamlines data pipelines and eliminates data inconsistencies across an enterprise
- Comprehensive data governance and privacy features that ensure compliance with regulations like GDPR and CCPA across on-premises, hybrid and multi-cloud environments
- A sustainable, data-driven foundation that empowers organizations to compete on customer experience and maximize their data's value

In addition, flexible pricing options help companies better plan and predict usage, budget effectively and manage for optimal costs while automatically scaling compute power based on data management workloads.
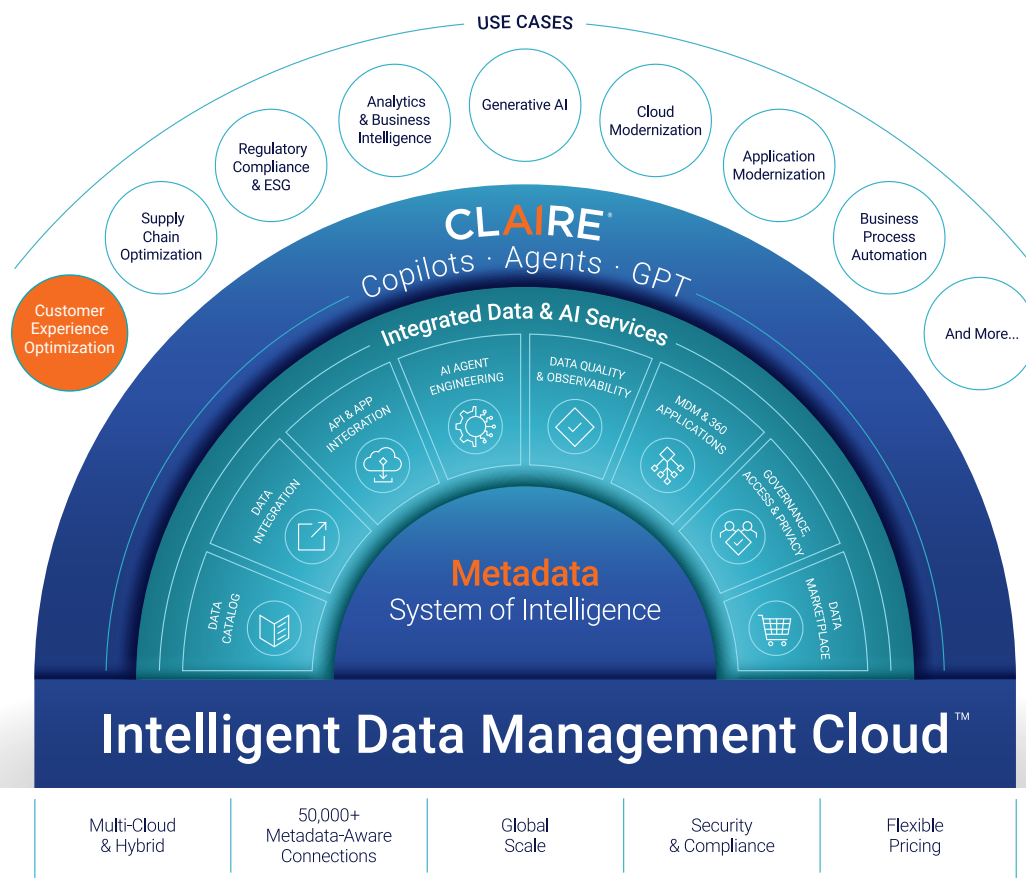
Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

"Having a 360-degree customer view allows us to see the customer journey from start to finish. We have a better grasp on our owners, prospects and guests and can enhance their experience by making sure that we have the most up-to-date information."

Tron Nicholas, MDM Product Manager, Holiday Inn Club Vacations

Beyond CX Optimization: Exploring More Opportunities

As you tackle your customer experience optimization challenges and begin to see value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as analytics and business intelligence, meeting regulatory requirements, optimizing the supply chain, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach to sharing critical data assets across your organization.

Want to learn more?

Discover Informatica data integration and management use cases at **www.informatica.com/ use-cases/customer- experience-optimization**

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Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation. **Informatica. Where data and AI come to life.™**

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