



Transform your consumer experience with Customer 360

Over 50% of enterprise CX leaders agree that lacking a consolidated view of the customer and customer journey is the number one challenge for effectively measuring customer experience. Today's consumers expect businesses to deliver connected experiences across channels and devices. Fragmented customer data and siloed systems result in a disjointed customer experience across channels, leading to revenue losses due to diminished cross-sell and up-sell opportunities, customer churn and low agent productivity.

Salesforce Customer 360 allows enterprises to unify all their Salesforce apps to create a single pane view of customer. The value of Customer 360 goes beyond traditional customer data platform (CDP) capabilities and extends the practices of CRM with consumer-scale data management and activation.



How Virtusa can help you?

Enterprises across the globe have chosen Virtusa as their first choice to deliver personalized CX to the right consumer, through the right channel, and at the right time. With our vast experience, we've saved millions of dollars for our customers across industries. Some key areas that we help our clients include:



Increasing productivity by 25%



Reducing average handling time (AHT) by 75%



Increasing cross-sell revenue by 50%

Capabilities

Deliver personalized CX to the right consumer through the right channel, at the right time.

Virtusa recommends a structured approach for achieving a single view of the customer that spans across four key areas - data engineering, data assimilation, data intelligence, and data-driven decisioning. This approach is backed by our IP tools and accelerators that help deliver a significant reduction in AHT, increased productivity, and increased cross-sell opportunity.



UI/UX re-definition



Data/MDM strategy



API implementation



Advisory and implementation services



GRC services



Einstein analytics

Tools

- Data loader
- Customer 360 data manager
- Customer 360 audiences
- DB optimizer- AppExchange
- Field trip
- Duplicate check- AppExchange
- Data Lineage Utility
- Data Profiler
- ML based column name to business terms mapping solution
- Data quality (DQ) platform
- MDM suite

Success stories

With our vast experience with Salesforce, we've saved millions of dollars for our customers across industries. Some of our success stories:



Reduced AHT by 75% for the largest healthcare payer in the US along with business-enabled rules engines to support assignment of cases and SLAs at scale for tens of thousands of combinations.



Increased user productivity by 25% for one of the US banks by implementing Financial Services Cloud with Lightning components to provide a customer 360-degree view and migrating over 50 million records of customer data spread across multiple systems.



Increased cross-sell revenue by 50% for a large US retailer leveraging Sales Cloud to provide a 360-degree view of the customer, real-time insights into customer behaviors and campaign effectiveness.



To know more details: Email marketing@virtusa.com