Modern

DataOS® Solution: Customer360

Personalize Your Customer Experience

According to Gartner, only 14% of organizations have achieved a 360° view of their customers, while 82% are still trying. Modern built DataOS, the world's first data operating system, equipped with Customer360 to help organizations achieve and exceed this goal.

DataOS Customer360 goes beyond traditional customer 360 tools, providing a modern approach to a unified customer experience, out of the box. Traditional tools silo company-wide data, hide reference data, require copious amounts of custom coding, and rely on fragile pipelines. Customer360 integrates cross-channel customer data and more. It acts as a digital vasculature, making data available between all aspects of your enterprise.

DataOS Customer360 is used globally by enterprises that have realized the value of unified customer data in the following ways.

- Create and launch targeted, personalized sales and marketing campaigns.

- Enhance customer support, understand customer trends, and deliver a true omnichannel experience across every touchpoint.

- Reduce customer churn and increase customer lifetime value by identifying and activating relevant customer segments.

- Streamline business processes, improve efficiency with automation, and reduce cost.

Your data stays in place
Eliminate the risk and cost of duplicate data, and save time and resources.

Business-friendly abstraction
Low-code access to data allows for true data democratization, enabling business-wide data-driven decisions.

Native governance and compliance
Your data is safer and freer with native ABAC-based governance and an auditable environment.
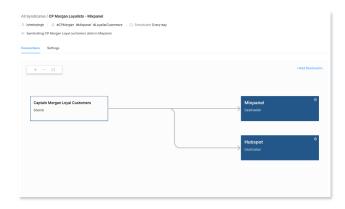
Keep your current infrastructure
Architecture-agnostic — you can realize data fabric, lakehouse, CDP, and similar architectures with your existing legacy or modern systems.

What Makes DataOS Customer360 Different

Customer360 provides ever-growing, ever-learning customer intelligence that can be securely shared across the enterprise or with select teams. With DataOS, your data stays in place, reducing the risk and cost of storing duplicate data, and saving time and resources normally spent syncing up disparate data sources. DataOS provides tools to access data for all levels of technical proficiency. Business users can leverage the easy-to-use Semantic Layer to discover, activate, and analyze data. Technical users can employ the Open API architecture or use pre-built primitives. With DataOS, your organization is securely connected in an auditable environment, putting data safely at your fingertips to power customer-focused decisions.
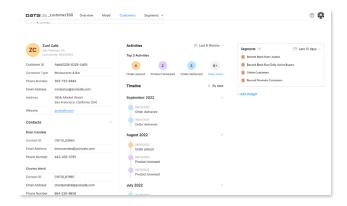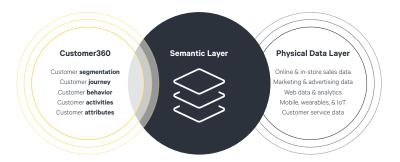
Unify Your Customer Data

DataOS helps you operationalize data by connecting your customer segments to business applications, regardless of the channel. Data is also fed back into DataOS from your applications, enabling seamless integration of customer data. With DataOS, all of these connections are possible without moving your data out of their silos or making multiple copies. An email marketing team can run a cart abandonment campaign aligned with cross-channel social media marketing, creating a cohesive and personalized customer experience — while the actual data stays in place.

All Syndicates / CP Morgan Loyalists - Mixpanel

ishminsingh   #CPMorgan #Mixpanel #LoyalistCustomers   Scheduled: Every day

Syndicating CP Morgan Loyal customers data to Mixpanel.

Connections   Settings

+   —   ){   +Add Destination

Captain Morgan Loyal Customers
Source

Mixpanel
Destination

Hubspot
Destination

Create a Holistic 360-Degree Customer View

DataOS Customer360 captures all selected customer attributes and records customer activities across their entire lifecycle. Built-in tools allow for easy analysis of historical data and view of the top customer activities. These features simplify data quality assurance, making it easy to spot issues with data collection and transformation. DataOS Customer360 helps provide an accurate and complete customer profile that maps all the customer attributes and activities generated throughout their journey.

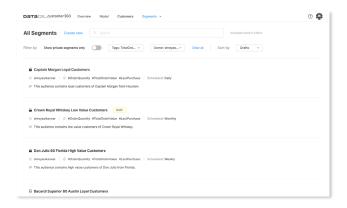## Get Integrated Customer Insights

DataOS provides the ability to segment customers across numerous measures and dimensions, including customer attributes, historical behavior, and real-time actions. Through an intuitive interface, you can build, view, and activate multiple segments at the same time, as well as hone insights about your customer segments. With DataOS, you can also easily, iteratively test cross-channel campaigns and access comprehensive analytics in real-time.

A Business-Friendly View of Data

The DataOS Semantic Layer abstracts data, eliminating the need to worry about how and where data is stored. It allows for true data democratization; the Semantic Layer creates a logical, business-friendly view of data that makes data and analytics accessible to everyone. This also decreases dependence on IT, empowering business teams to discover, extract, and analyze holistic customer data.

Semantic Layer Simplified

Customer360
Customer **segmentation**
Customer **journey**
Customer **behavior**
Customer **activities**
Customer **attributes**

Semantic Layer

Physical Data Layer
Online & in-store sales data
Marketing & advertising data
Web data & analytics
Mobile, wearables, & IoT
Customer service data

The Benefits of a Modern Customer 360

It's time to leave traditional siloed data behind and get a truly unified view of your customers with a modern customer 360.

DataOS Customer360 completely eliminates the drawbacks of your existing point solutions, reduces data engineering challenges, and offers complete governance. It provides a holistic 360-degree view of customers for your business and technical teams to make better decisions with real-time, accurate, and unified data. DataOS is not just another tool, it's a modern approach to data integration, transformation, modelling, and activation.