

# Persona 360

Persona 360 by DataSentics, an Eviden business, was specifically created for retail banks and insurance companies. They allow these organizations to complete and enrich customer profiles using the Databricks Lakehouse Platform. Available on multiple clouds, Persona 360 enhances the standard customer profiles by incorporating non-traditional data through three data products. It enables you to utilize them in ways that generate value effectively.

## What We Offer



Deliver data-driven use cases in your organization **5x faster**



Provide advanced insights that allow you to grow engagement **by 37%** and conversion rates **by 9%**



**Secure & easy** for non-technical users to understand and activate data



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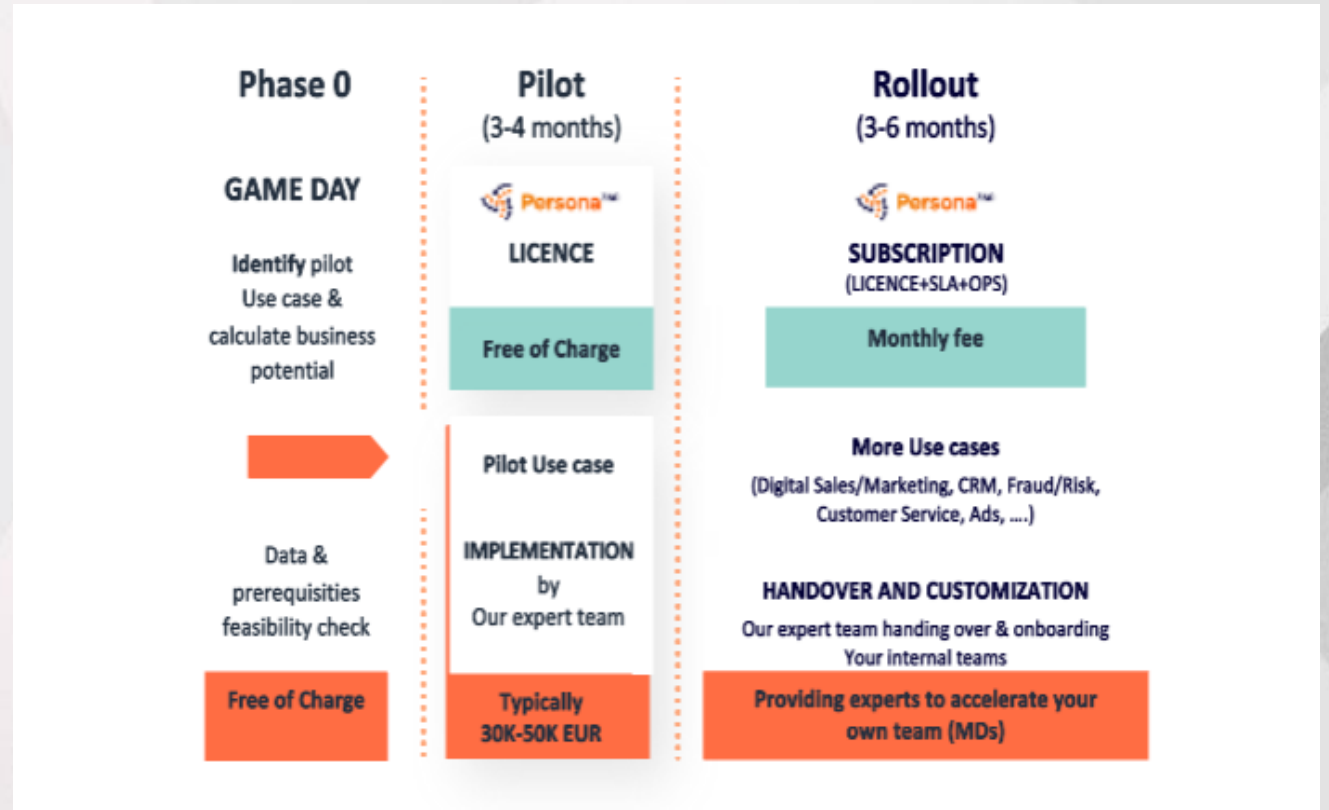
## How it Works

Persona 360 offers three data products for businesses, including a contact center data product, a digital interactions data product, and a banking transactions data product.

These products utilize pre-built features, text-mining tools, and smart data models to provide advanced insights to help businesses grow engagement and conversion rates.

In addition, Persona 360 includes modules for a quick spin-off of a new data analytics platform, creating custom data products, and democratizing customer data insights for non-technical users, which can help businesses deliver data-driven use cases faster and connect the workflow of data scientists and marketing specialists.

## Execution Strategies and Solutions



# Persona 360

## Customer Outcomes

Up to 9% increase in CRM propensity to buy model

Up to 10% up-sell leads from your service call recordings

## Customer Success

### Company: European Retail Bank

#### Solution:

- Combining transactional, call center, and digital data to enable advisors to talk to their clients at the right time about relevant topics
- Learned "personas" that are starting to invest using AI and AI-based customer segmentation
- Pushed data and triggers to market tools: defined by AI models, not just rules
- Executed 360° personalized campaigns via marketing tools (App, Web banking, Social, Digital, CRM/Calls, Email )