nagarro

Empower your business with XPerience360

Unveil insights, understand customers, deliver superior customer experience

With XPerience360, Nagarro provides advanced solutions in the realm of Customer 360 to clients worldwide. Spanning diverse sectors, numerous enterprises harness our expertise in driving data-centric renovations and seamless customer experience enhancements. Concurrently, they leverage the power of XPerience360's comprehensive, unified platform within their chosen cloud ecosystems.

By aligning with XPerience360, you can develop your Golden Records creation in MDM, elevate your customer insights and secure a competitive advantage within your sector. Our offerings are customized to align with your specific business requirements, and we collaborate with you to ensure the seamless assimilation of Customer 360 solutions into your preferred cloud ecosystem.

To learn more about how we can help you, write to us at data.analytics@nagarro.com

Embrace business transformation and growth by leveraging Nagarro's expertise in:

Enterprise data platforms   Cloud data migration

Big data analytics   Data science & machine learning

Solution highlights

Golden records creation

Consolidates data from various sources to produce the most accurate, comprehensive, and up-to-date representation of an entity. Crucial for Master Data Management and data governance efforts, ensuring data consistency and accuracy.

Data integration and centralization

Eliminates silos and enables a unified customer view by integrating data from various sources into one repository.

Consolidated 360-degree data view

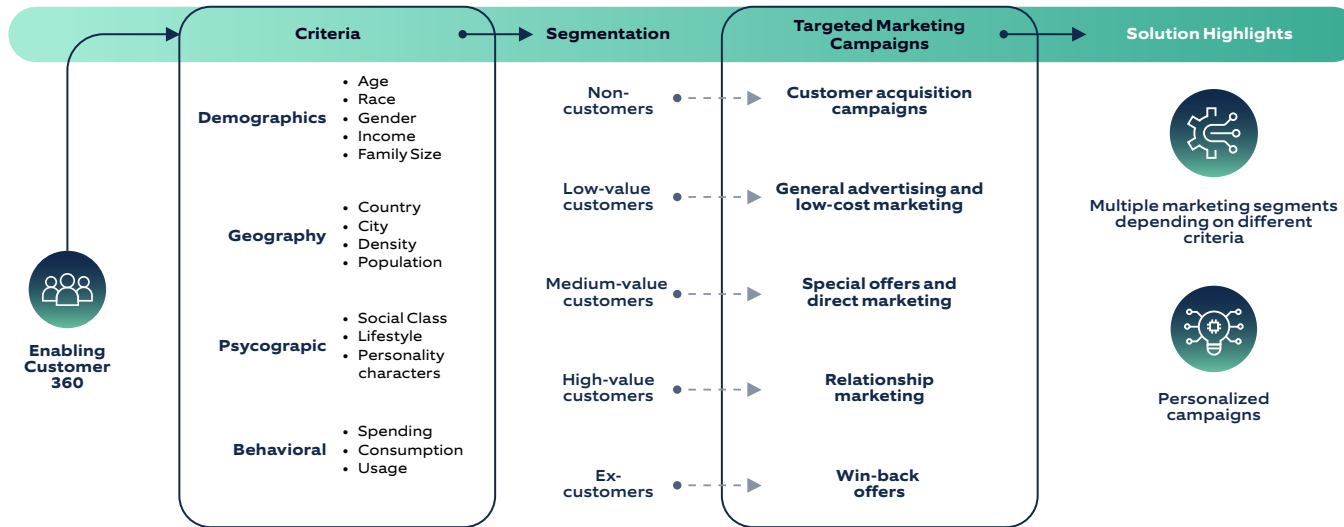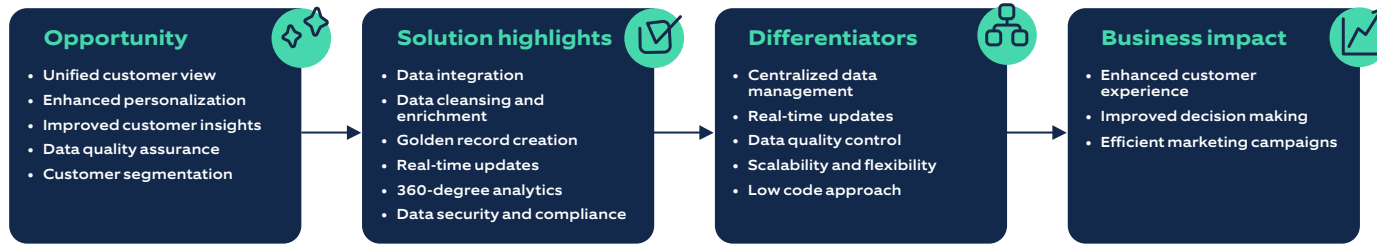Provides access to a consolidated, unified view of data to drive timely, intelligent business decisions.

Segmentation and targeting

Creates customer segments based on various attributes and behavior to build tailored marketing strategies and campaigns.

Operational efficiency

Boosts efficiency by offering a central data source that reduces redundancies and data duplication and speeds up data-dependent processes.

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XPerience 360: Nagarro's solution to enable Customer 360

Opportunity
- Unified customer view
- Enhanced personalization
- Improved customer insights
- Data quality assurance
- Customer segmentation

Solution highlights
- Data integration
- Data cleansing and enrichment
- Golden record creation
- Real-time updates
- 360-degree analytics
- Data security and compliance

Differentiators
- Centralized data management
- Real-time updates
- Data quality control
- Scalability and flexibility
- Low code approach

Business impact
- Enhanced customer experience
- Improved decision making
- Efficient marketing campaigns

Criteria		Segmentation	Targeted Marketing Campaigns	Solution Highlights
Demographics	• Age • Race • Gender • Income • Family Size	Non-customers	Customer acquisition campaigns	Multiple marketing segments depending on different criteria
Geography	• Country • City • Density • Population	Low-value customers	General advertising and low-cost marketing	
Psycograpic	• Social Class • Lifestyle • Personality characters	Medium-value customers	Special offers and direct marketing	Personalized campaigns
Behavioral	• Spending • Consumption • Usage	High-value customers	Relationship marketing	
		Ex-customers	Win-back offers	

Enabling Customer 360

Success Stories

Driving analytics at scale

Nagarro supported a large infrastructure company in building their master data platform. This platform acts as a centralized repository and a single source of truth for all data, enabling our client with a unified data view which helps in consolidating customer and product sales across systems, facilitates personalized interactions and informed decision-making.

Customer interaction analytics

Nagarro works with one of the largest audit companies, helping them build a scalable and performant system which provides a 360-degree view of customer data. This customer view helps in facilitating personalized interactions and informed decision-making. Clean customer data allows for precise segmentation and targeted marketing efforts, enhancing campaign effectiveness.

Big Data Engineering and Analytics Practice at Nagarro: Delivering insights, performance, and scalability

500+
Data Engineers

75+
Satisfied Customers

200+
Data Scientists

250+
Projects Delivered

About Nagarro

Nagarro is a renowned global leader in the field of digital engineering, offering a wide range of services to clients across the world. Our service-offering includes digital product engineering, digital commerce, AI and data science, and customer experience solutions among others. Our aim is to help enterprises overcome the challenges of silos within their organizations which often hinder progress and growth. We achieve this by creating more agile and adaptive processes that can adapt to changing market conditions and customer demands.

Imagine what we can do together!