



latentview

Actionable Insights • Accurate Decisions



Elevating CX Using Digital Twin of a Customer

The Truth About Consumers

81% of consumers are more likely to buy from brands that use relevant, personalized communication.¹

Almost 80% of consumers in the US look for immediacy, convenience, knowledgeable assistance, and friendly service as the most crucial constituents of a positive customer experience.²

74% of consumers want companies to personalize their experiences based on what companies know about them.³



With notable shifts in the way people spend their money and their evolving expectations, companies need to address these questions:

- How do customers feel about their relationship with your organization?
- How have customer expectations changed?
- How do consumers want to buy products and services?

What is a Digital Twin of a Customer?

Just as engineers can use a digital twin of a factory asset for predictive maintenance, Digital Twin of a Customer (DToc) can be used by a brand to simulate and anticipate customer behavior.

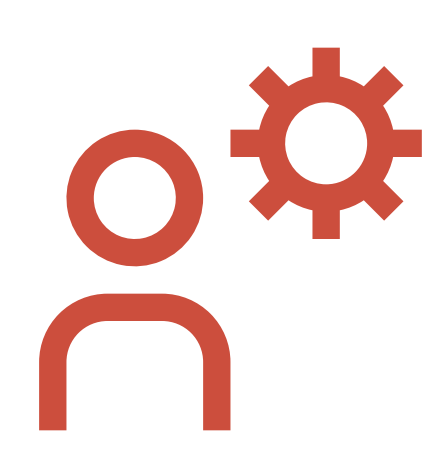
DToc provides context and predictions of a customer's future behavior rather than only collecting data points.

DToc is dynamic – it updates as and when new information comes in and uses data from a consumer's online and physical interactions; it recognizes that a person can represent more than one persona, which may shift over time.

The customer's digital twin collects data to simulate CX precisely, moving a business to a more consumer-centric model.



Why businesses must focus on DToc



Improves CX



Drives sustainability efforts



Reduces time to market



Anticipates customer behavior

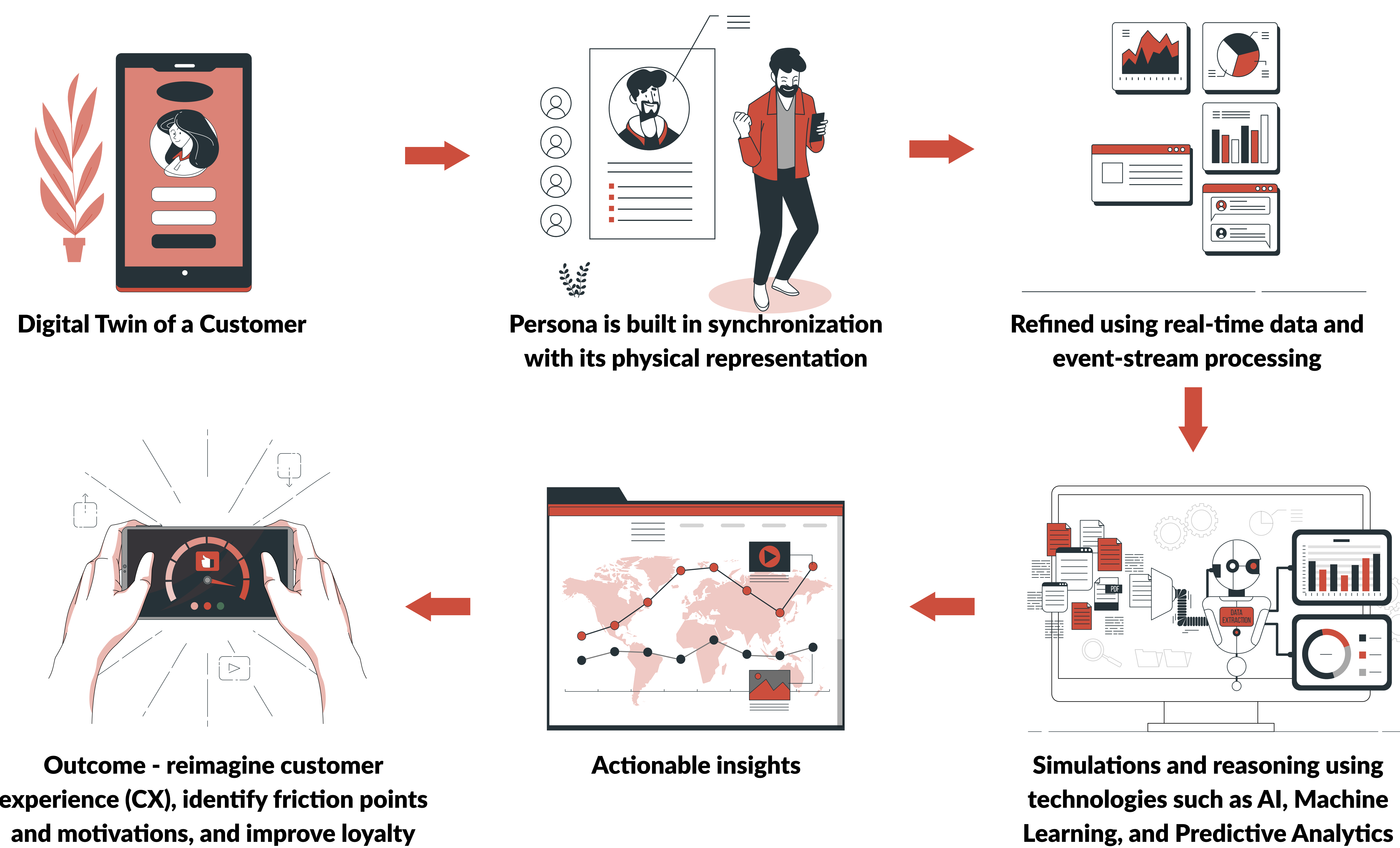


Improves product and service quality



Enables new business models

How DToc works



Immediate Priorities while building DToc

- Identify the benefits DToc brings for your customer and not just for the business.
- Audit your customer data and insight source and quality.
- Build customer personas.
- Use data from TX interactions to populate DToc and deploy evolving models to mold future interactions.
- Educate your customers on data transparency and understand the kind of interactions they require from your enterprise.

Work with LatentView Analytics to understand how you can use Digital Twins to improve your business and address critical issues, and plan your future investments using real-time actionable insights.

TO KNOW MORE

marketing@latentview.com consulting@latentview.com

References - 1, 2, 3, 4, 5

www.latentview.com

