

Close the gaps in the customer journey with digital identity management by Teradata and Celebris



Jane needs new car insurance.



The search tool leads her to the wrong answer. The chatbot frustrates her.

90% of consumers will engage with a competitor when frustrated. (Avionos)

This means tens of millions in lost revenue.

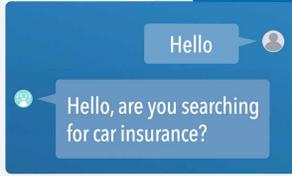
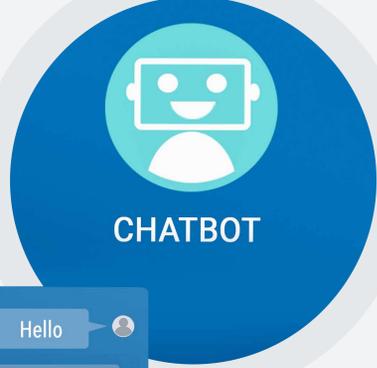


Jane returns later. It doesn't remember her search.

Jane gives up.

Jane visits another insurance company website—one that uses Teradata Vantage™ with Celebris technology.

First-party cookies collect data. Data is captured and organized. It predicts actions and prescribes solutions.



64% of customers will immediately try new services or products from companies with good CX. (Qualtrics)

Information about the customer is stored and used now—and when the customer returns.



Later that day, a rep calls Jane. With first-party data and analytics, they already know exactly what Jane looked at earlier anticipating her needs.

71% of consumers have made a purchase decision based on CX quality (Salesforce)



She purchases the plan.

90% of customers say they trust companies with great CX, compared to 15% of customers who trust companies with poor CX (Qualtrics)

Emotion affects CX, and high-quality CX keeps customers loyal.



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Only Teradata Vantage and Celebris provide the digital identity management needed to provide great CX.

Reach your highest customer satisfaction scores ever with Teradata and Celebris.

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