



Customer 360 Views for Data Cloud

Super-charge the way you surface data and insights from Data Cloud to improve personalized engagement

FEATURES

Drill-Down 360 View of an Individual Customer

Unify customer data across Data Cloud to generate a 360-degree view. Extensible Lightning components and data encapsulation accelerators help provide comprehensive view across all data integrations that can easily be customized to fit your Lightning experience.

Industry Specific Calculated Insights

Easily extensible catalog of accelerators to rapidly define and deploy Calculated Insights leveraging Data Cloud. Highly optimized data accelerators reduce technical overhead and latency in providing timely insights. They can easily be extended to provide the required data insights based on your use case.

Consolidated Audience Insights

Audience Insights help you better understand who your customers are by surfacing the industry specific KPIs and consolidated characteristics, and behaviors of customer groups of interest. Additionally, view efficacy of campaigns and business outcomes to finetune customer segments to maximize throughput & ROI from your Salesforce campaigns.

Customer Data Visibility from all Clouds

Seamlessly deploy the 360 Customer view to other clouds and facilitate end-to-end workflows within the respective Salesforce Cloud. Improve process efficiency through better visibility while reducing labor overheads through lower training efforts.

BENEFITS



Improved decision making through comprehensive view of the customer and powerful calculated insights



Improved process efficiency through better visibility of customer data across any Salesforce Cloud



Reduced technical overhead through optimizing calculated insights and seamless publishing of insights to end-users



Improve throughput & ROI from your Salesforce campaigns by leveraging powerful insights for your customer segments

CONTACT

David Geisinger
Managing Director
Deloitte US
dgeisinger@deloitte.com

Nick Ingham
Principal
Deloitte US
niingham@deloitte.com