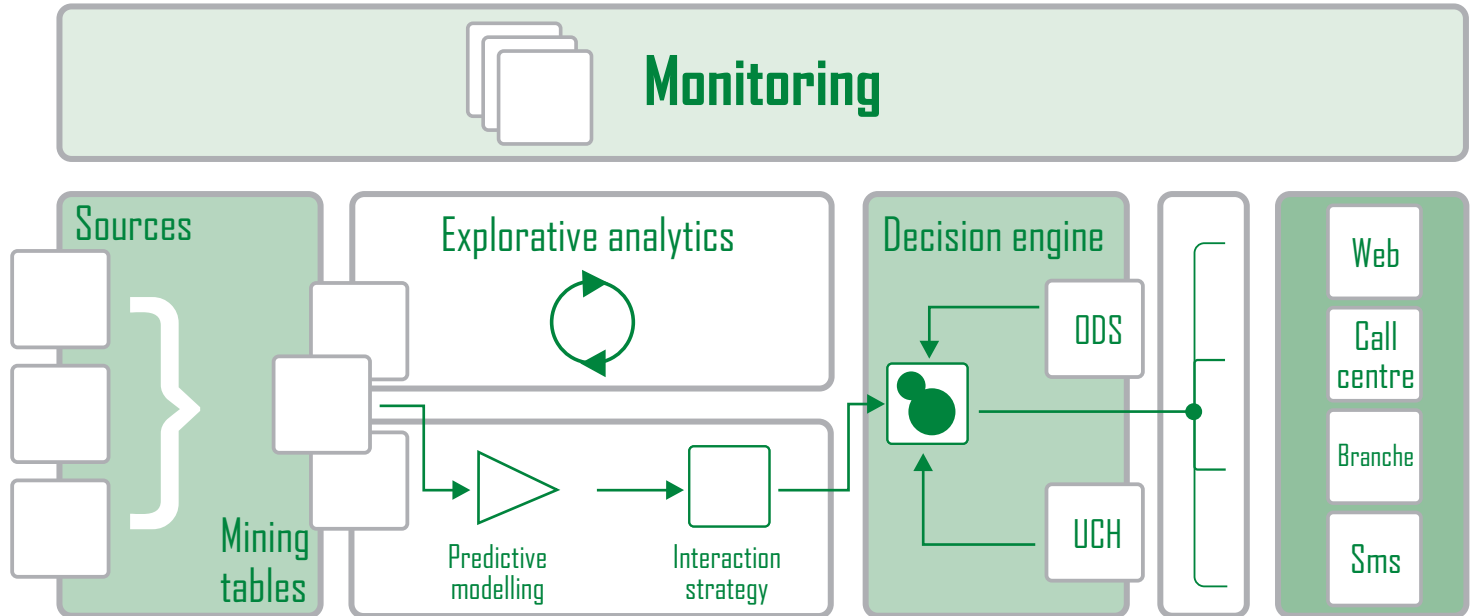


The Intelligence Factory

using centralized decisioning



delivering a **unique** customer experience

One of the big challenges for businesses these days is to keep their customers, and to keep them happy. Customers are now more and more taking the initiative and determine how, when and where they want their individual and specific needs to be serviced. The customer experience paradigm shifts marketing focus from outbound to inbound. To be successful companies need to deliver personalized propositions in many different channels in real-time.

The Intelligence Factory can help you transform customer insight into the right propositions. By automating complex business logic in a central decision engine and using Next Best Action marketing interaction strategies your valuable contact moments can be optimized for both your customer and your company to form a lasting and rewarding relationship.

Are you interested?

Please do not hesitate to contact DIKW Consulting for a presentation or workshop on how to develop a Marketing Opportunity Matrix.

Contact us!

DIKW Consulting B.V.
Einsteinbaan 12
3439 NJ Nieuwegein
T. +31(0)26 326 00 23
F. +31(0)26 326 00 24

info@dikw.nl | www.dikw.nl