

Deliver Autonomous, Real-Time Personalized Experiences With Vantage Customer Experience

Customers today expect you to know them personally and instantly. They want bespoke experiences delivered through their chosen channels at the exact moment they need engagement. If the experience resonates, they reward you with loyalty and advocacy. If not, they move on.

Now enhanced with agentic AI capabilities

Delivering this level of engagement is complex. Customers leave behind millions of data points across devices, channels, transactions, and interactions. To act meaningfully, enterprises must be able to unify this data in the moment and generate real-time insights. Then, they can orchestrate seamless actions that address all customer needs, whether completing a purchase, onboarding, accessing services, or fighting fraud. All this needs to happen at scale, for millions of customers as they interact.

Vantage Customer Experience (VCX) makes this possible. VCX empowers teams to create an up-to-the-millisecond view of the customer to activate insights in real time, so every interaction counts. Unlike customer data platforms (CDPs) that create new silos, VCX integrates with existing data sources, supports enterprise-grade scale and governance, and empowers users of all technical levels through conversational AI.

Democratize customer experience through agentic AI

By bringing Teradata's Model Context Protocol (MCP) server and natural language interfaces to VCX, the development of next-best-experience strategies is easier than ever, providing enterprises the capability to move from idea to execution in minutes.

Agentic AI capabilities transform how teams interact with VCX, making advanced personalization at scale accessible to marketers, customer experience professionals, fraud managers, and business users through natural language. Workflows are massively simplified, improving business efficiency and effectiveness.

Robust controls maintain trust by enabling teams to test every strategy thoroughly and efficiently before it reaches production.

3 breakthrough use cases

1. Strategy intelligence: Ask VCX: "Explain our current strategy for credit cards" or "How is the wealth management strategy performing?" Agentic AI analyzes your VCX configuration and other sources to provide clear explanations of how your customer experience strategies work.

2. Natural language message development: Create personalized messages without technical expertise: "Create a retention offer for high-value customers who haven't engaged in 30 days." With the help of AI, VCX translates business requirements into properly configured messages, decisioning rules, and targeting criteria.

3. Real-time interaction management: Monitor and manage customer interactions through conversational queries: "What offers are available for this customer?" or "How does this change if the status changes?" Plus, enable immediate responses to changing business conditions without complex dashboards.

Built for enterprise scale

Designed for large-scale operations, VCX supports millions of customers and billions of interactions—delivering consistent, context-aware experiences across marketing, sales, service, fulfillment, fraud, and more in real time.

VCX is available for on-premises, cloud, or hybrid environments and managed as a service by Teradata, so teams can focus on delivering exceptional customer experiences without infrastructure complexity.

By minimizing data movement, enabling analytics where data resides, and providing conversational access to insights, VCX delivers actionable intelligence in seconds so teams can act when it matters most.

A platform built for real-time intelligence

VCX is more than just a customer data platform—it's a complete, enterprise-grade solution that combines data integration, advanced analytics, and real-time decisioning in one unified environment. It delivers the scale, performance, and governance required by large organizations.

At its core, VCX provides:

- **Self-service data integration:** Business users can ingest and enrich customer profiles using natural language, application programming interfaces (APIs), open database connectivity (ODBC), secure file transfer protocol (SFTP), and native connectors, without coding
- **Natural language and whiteboard UIs:** AI enables technical and nontechnical end users to build real-time decisioning strategies, including messages, decisioning rules, machine learning, and optimization personalization down to a segment of one
- **Real-time scoring:** With built-in and Bring Your Own Model (BYOM) capabilities via predictive model markup language (PMML) and Open Neural Network Exchange (ONNX) formats, VCX enables real-time activation of predictive models
- **Embedded workflow engine:** Build attributes like customer lifetime value (CLV) or churn risk using drag-and-drop interfaces
- **Path analysis:** Visualize customer journeys to identify key moments that influence outcomes, like conversion or churn

Use case: Agentic customer engagement

A telecommunications marketing manager prompts, “Create a retention campaign for customers showing early churn signals.” The collaboration of VCX and agentic AI allows enterprises to analyze customer behavior across channels, configure targeting rules, generate personalized messages, and set up real-time scoring. The manager then asks, “How is this campaign performing?” and receives instant insights, all through natural conversation. The result is faster deployment, broader team participation, and more effective retention.

Transformative business outcomes

The agentic AI integration delivers measurable value:

- **Accelerated time to value:** Natural language message development reduces campaign creation from days to minutes
- **Maximize business outcomes:** Providing access to nontechnical users maximizes organizational bandwidth for the deployment of new personalized experiences
- **Enhanced optimization:** Conversational analysis reveals optimization opportunities hidden in complex configurations
- **Improved governance:** Natural language interfaces free up technical specialists to focus on high-value tasks, governance, and optimization of the system
- **Reduced training:** New team members become productive immediately through natural language interaction

About Teradata

Teradata is the AI platform built for the autonomous era. Driving business value through innovation has always been our core focus. With our AI + Knowledge Platform, supported with multifaceted AI Services, enterprises can deploy solutions that combine deep domain expertise with full enterprise context. No matter where data resides—across cloud, on-premises, or hybrid environments—Teradata uniquely connects and scales, delivering the performance AI needs. [Learn more at Teradata.com](https://www.teradata.com).

