

Drive loyalty and growth with smarter customer engagement

Today's customers control how and when they engage with your brand, whether in-person or on one of the many digital channels. But fragmented data, inconsistent experiences, and disconnected marketing efforts make it difficult to keep up. Teradata Customer Interaction Manager (CIM) helps you overcome these challenges by unifying customer insights and enabling personalized, real-time interactions. CIM provides the tools to cut through the marketing clutter by allowing for distinct one-to-one customer conversations that help your brand stick out in the customer's mind. With CIM, you can turn every touchpoint into an opportunity to build loyalty, drive engagement, and deliver measurable business value.

Empower effective marketing with customer insights

Achieving stronger, more precise customer communications starts with Teradata Customer Interaction Manager, a critical component in gaining a centralized view of all your marketing initiatives throughout the organization.

To truly engage customers, you must move beyond one-to-many messaging and create individualized interactions that build lasting relationships and deepen loyalty across your customer base. Teradata's Customer Interaction Manager can help you analyze customer data points across all channels and touch-points, to predict responses and inform future interactions. Accurate decisioning is a key element of a successful data-driven marketing strategy.

Teradata Customer Interaction Manager allows you to engage customers through targeted, personalized, and actionable communications across all inbound and outbound channels. You can send timely, relevant notifications to improve engagement, optimize cross-channel journeys to increase conversion rates, and connect via social media to understand customer needs. These high value business outcomes are achieved by employing a data-driven approach to these communications, only possible with Customer Interaction Manager.

Turn customer complexity into competitive advantage

CIM can improve the value your company can experience today.

- An international bank generated 570,000 sales leads in one year representing \$4.4 billion in new business, a 28.7% increase in net profit, and a 65% saving in advertising budget.
- A retailer achieved a triple-digit payback on the investment in just one year.

Drive growth with personalized campaigns

Customer Interaction Manager drives revenue by enabling an informed design of individual customer interactions and structured retention and loyalty strategies. Additional benefits include an ability to increase volume and velocity of campaigns and improve the effectiveness of each initiative.

By employing CIM, each customer should have a unique experience. Marketers can use Teradata's Customer Interaction Manager and Real-Time Interaction Manager products to:

- Design customer interactions
- Analyze and predict customer behavior
- Build multi-step campaigns, assign collateral and plan responses
- Execute real-time interactions across multiple channels
- Visualize campaign results
- Scale to address billions of events for millions of customers

With improved campaigns, the opportunity for growth in endless. Customers using Customer Interaction Manager have found the following successes:

- Boosted customer profitability by 50%
- Increased campaign conversion rates by 20%

Deliver results through real-time, personalized engagement

In today's crowded marketing landscape, building meaningful one-to-one relationships is essential. Real-time, personalized interactions help marketers understand customer needs, preferences, and behaviors—turning every touchpoint into an opportunity for growth.

Teradata Customer Interaction Manager empowers you to create these connections from a single, unified solution. With Teradata, you can gain deeper insights into your customers, enhance marketing agility, and drive measurable results across your business.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.

[See how at Teradata.com.](https://www.teradata.com)

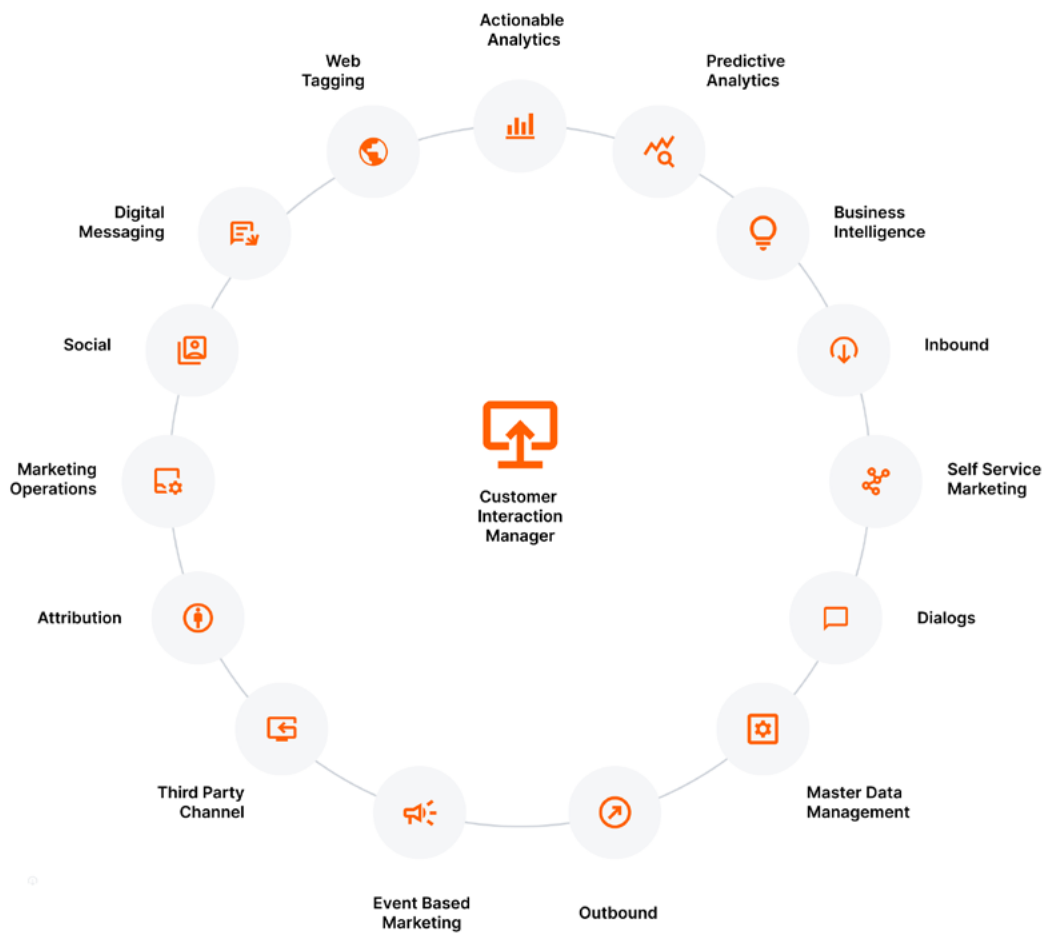


Figure 1. Customer Interaction Manager