

Keep up with shifting customer expectations and drive loyalty with actionable data

These past few years have seen a dramatic shift in how customers choose to engage with businesses, but companies must be ready to meet customer needs proactively.



Customers provide data willingly, but many companies fail to use that data to enhance customer experiences

54%

of consumers say customer experience at most companies needs improvement

Resource constraints and technology roadblocks are among the reasons cited for the difficulty in leveraging customer data

11%

of brands are using a wide variety of data types in a unified customer profile to personalize experiences



Successful companies want technology that helps unify data and delivers more relevant consumer marketing

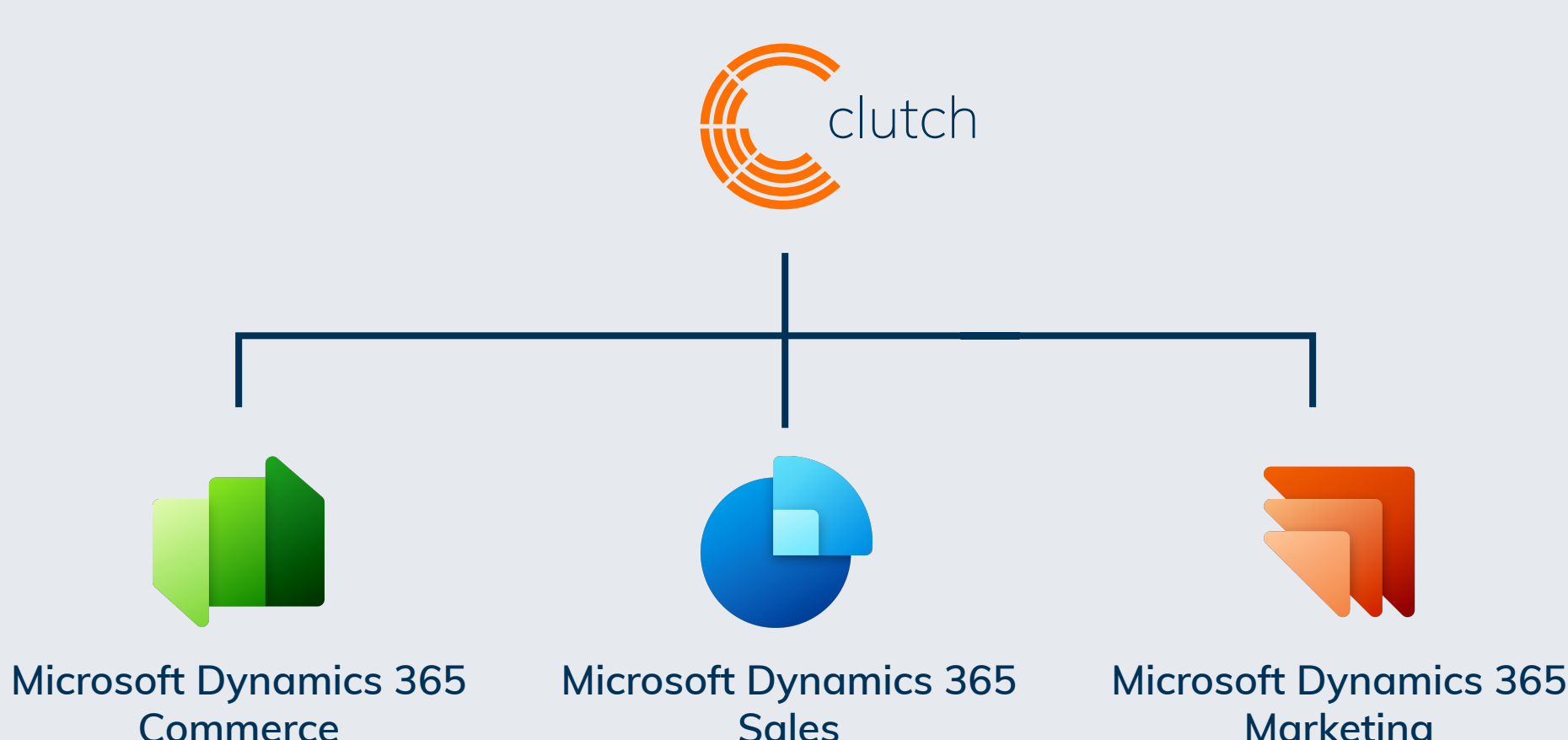
25%

of companies have omnichannel campaign history and use it effectively



Deliver the Experiences that Will Drive True Loyalty with Clutch and Microsoft Dynamics 365

Invest in a unified approach to customer marketing with Clutch's highly customizable and real-time platform, fully integrated with Microsoft Dynamics 365 Commerce, Sales, and Marketing.



The Ideal Customer Data Platform for Driving Loyalty

Loyalty Management

- Drive higher lifetime value and improve your customer experience by understanding consumer behavior purchasing motivations.

Marketing Orchestration

- Use channel-based customer preferences to tune customer experiences and create engaging content.

Offer Management

- Leverage AI and ML to seamlessly manage uniquely customer-optimized offers, promotions, coupons, and more.

Customer Data Platform

- Consolidate all customer touch-point data in real-time for marketing segmentation, campaigns, and analytics.

Stored Value

- Reduce churn and effort for customers and unlock greater loyalty and retention.

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