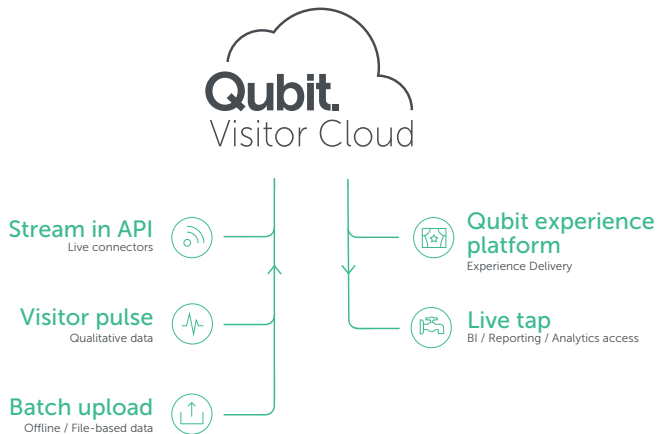


Visitor Cloud data exchange

Great experiences come from great data

Often, the challenge isn't the lack of customer data, it's whether you can get it into a place where it can be used to deliver better experiences.

Visitor Cloud data exchange lets you collect and operationalize all your online, offline, streaming, surveyed or file-based customer data or directly connect to the Visitor Cloud through your own Business Intelligence software.



Visitor Cloud data exchange

Key takeaways:

- ▶ **Live tap:** Tap into the Visitor Cloud data with your favorite Business Intelligence or Analytics software to seek out new opportunities to delight your customers
- ▶ **Stream in API:** Use any customer data coming from different sources such as CRM, Call Centers, Point of Sale, etc
- ▶ **Visitor pulse:** As your customer knowledge increases over time, so does the quality of the experiences you can deliver
- ▶ **Batch upload:** Upload CSV files into the Visitor Cloud and you'll instantly be able to use it for targeted experience delivery