

CUSTOMER EXPERIENCE

CLEAN DATA FOR AN OUTSTANDING CUSTOMER EXPERIENCE

Customer experience is everything to your brand. But creating your CX strategy based on messy data leaves a lot to be desired. And any subpar experience can lead to lost revenue.

WITH CLEAN DATA FROM ORITA...

you'll gain a more **accurate understanding** of all your customers

and create the experience **they want**, before they even know they want it



9 of 10

customers agree that the experience a brand provides is just as important as the product.¹

&

73%

of customers expect companies to understand their unique needs and expectations.¹

Salesforce State of the Connected Customer 2022



ACCURATE PURCHASE HISTORY IS NECESSARY FOR A PERSONALIZED CUSTOMER EXPERIENCE

A True Story Of A Real Customer

BEFORE ORITA

Jessica's Purchase History

CUSTOMER 123
\$200 online purchase value in marketing.

VALUE \$200

CUSTOMER 237
\$200 in-store return. \$50 in-store purchase.

VALUE -\$150

VS

WITH ORITA'S IRL ID

Jessica's Purchase History

CUSTOMER 123

Online Purchase **\$200**

In-Store Return **-\$200**

In-Store Purchase **\$50**

ACTUAL NET VALUE \$50

CUSTOMER EXPERIENCE TOUCHPOINTS

- Shows product leaders that align with purchase.
- Action in Chat Queue:** Customer service rep knows full history and can prioritize based on value to the brand.
- We're sorry your items didn't workout. Here's 10% off!
- Thank you for your purchase! Refer a friend for \$20 off.

WITH CLEAN DATA POWERING YOUR BRANDS' CUSTOMER EXPERIENCE YOU CAN



Make better merchandising decisions because you understand which products are most attractive to which groups of shoppers, based on potential lifetime value and repeat purchase rate.



Choose the most effective product leaders for the website and marketing based on your current goals. Whether you're focused on acquisition or loyalty, clean data can guide your website decisions.



Achieve personalized customer service because every interaction is informed by a customers' full and accurate history with your brand.



Sell more products and drive more loyalty because when customers feel seen and understood, they come back over and over again.



Deliver effective marketing that enhances the customer experience, instead of detracting from it. Cease spamming the same person at different accounts or under-reaching potential loyals because you think they're new buyers.

WHEN DONE INTERNALLY, DATA CLEANUP CAN BE **HARD, SLOW & EXPENSIVE.**

And it takes a lot of time & resources to get it right.

With Orita, your teams can rely on clean and unified data to create an outstanding customer experience.

Plus it costs **less** than a MacBook Pro!

SELECT A CLIENT BELOW TO LEARN MORE

AMOUR VERT

caire beauty

CALIFORNIA COWBOY

ddl

shameless pets

Simple Sugars

Orita can clean **ANY DATA** from **ANY SOURCE.**

Start making better decisions with your data today.



Schedule a call with CEO, Daniel Brady, to learn more.

SCHEDULE A CALL