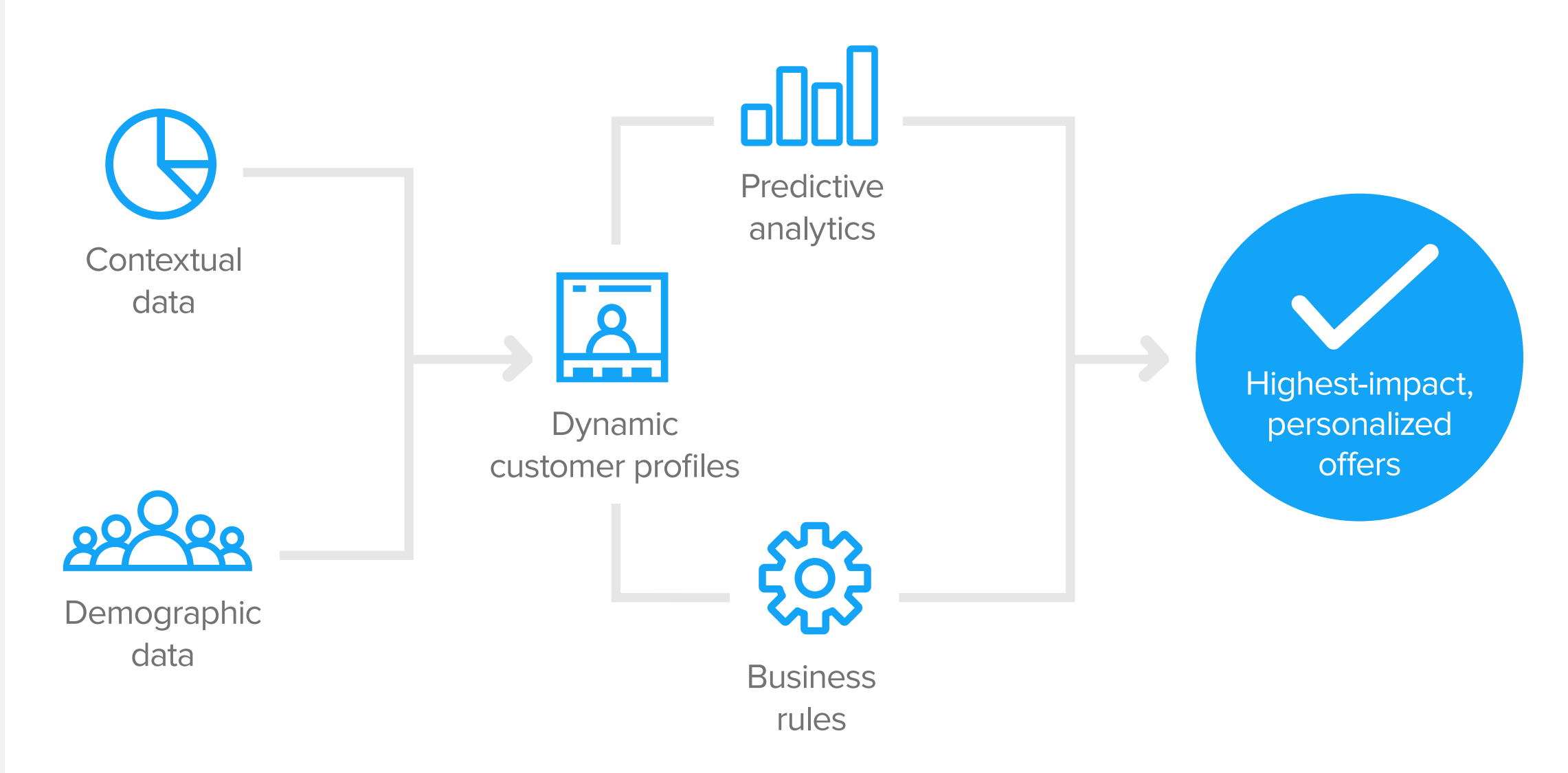


Three ways real-time customer interaction enhances marketing

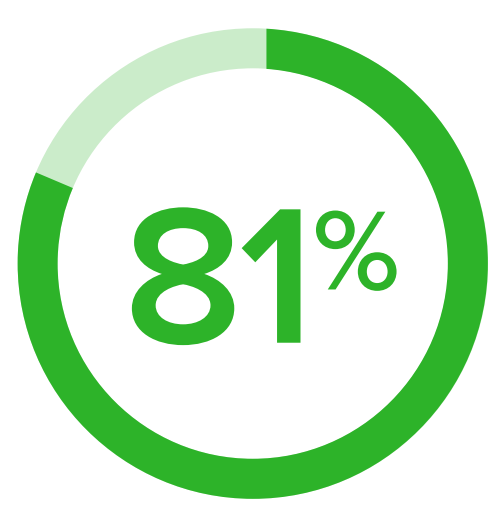
With inbound marketing, you don't have much time to engage prospective customers. Your first offer needs to be compelling, so you get a high response rate. From there, you can use real-time insight to refine subsequent offers and personalize every touch point along your customer's journey.

How real-time customer interaction management drives results

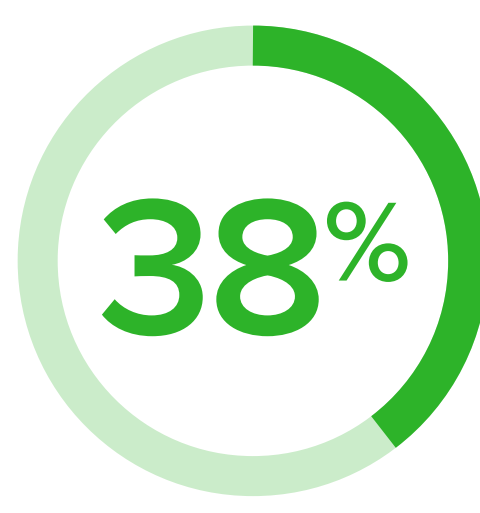


1. Drive engagement with relevancy and personalization

Customers engage with brands that deliver a personalized experience. Real-time customer interaction management determines best offers in real-time, based on what's happening during the interaction.



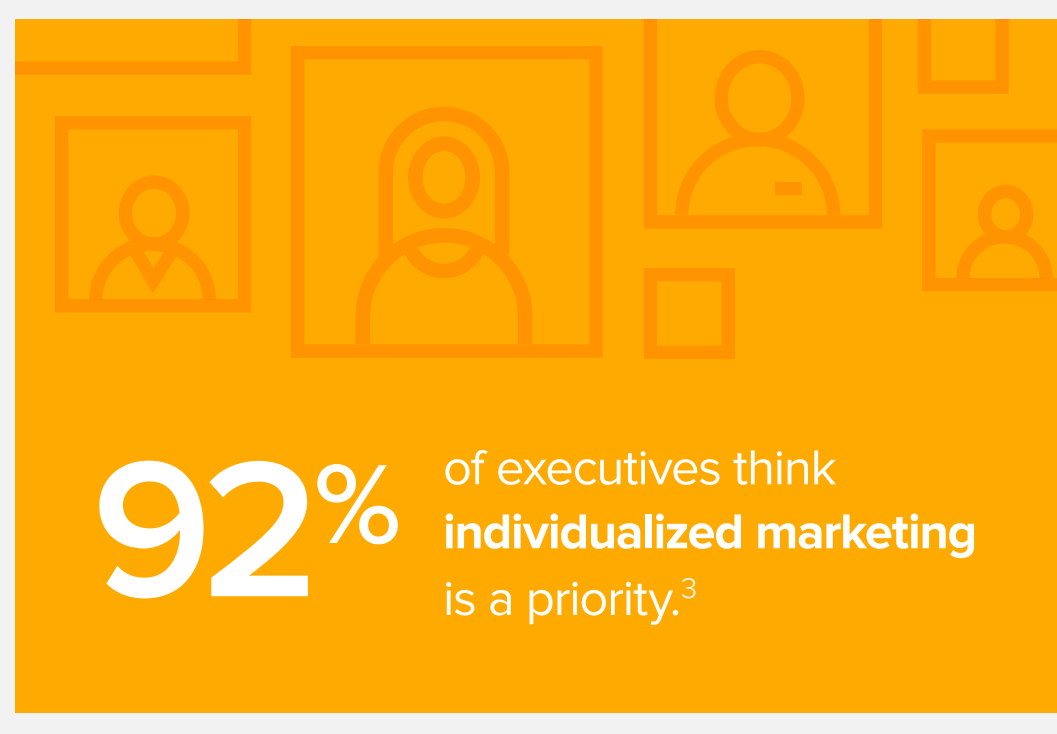
81% of executives rank a personalized customer experience in their top three priorities.¹



38% of customers are fully engaged.²

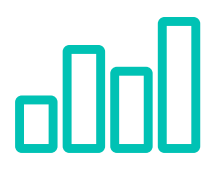
2. Learn more about your customers

Harvest rich contextual information in every customer interaction, and combine it with other enterprise and demographic data for better results.



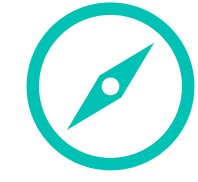
3. Deliver your best offers, at the speed of data

Marketing in the digital world moves fast. It's not realistic to analyze every interaction manually. To succeed, you need to deploy an automated, real-time customer interaction solution.



2.9x

B2B marketers who engaged in predictive analytics are 2.9 times more likely to report above average revenue growth.⁵



78%

of organizations practice embedded or strategic (instead of ad hoc) data-driven marketing.³



87%

of marketers still say data is their most underutilized asset.³

“

Turkcell use Infor Interaction Advisor (IA) to deliver real time content, personalized and in context to its customers through various channels. The solution is enabling Turkcell to successfully meet its customer-oriented commercial and marketing targets. IA is used for more than 1,000 different types of campaign scenarios and is an effective, powerful, and flexible system that saves operational and intellectual effort.”

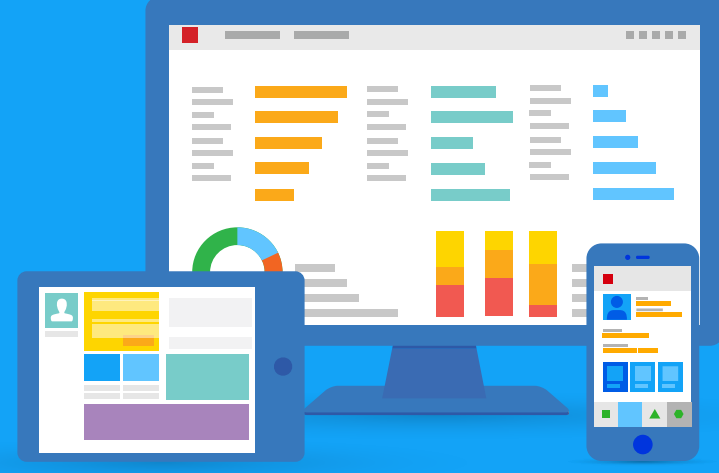
Eren Sar
Senior Business Analyst, Turkcell



Infor Interaction Advisor helps you present the offer your customer wants to see, improving customer engagement and sales results.

It combines historical, personal, and contextual data to create dynamic customer profiles, and then applies real-time predictive analytics and cross-channel business rules to deliver the highest-impact offers at the moment of interaction with customers. Using closed-loop response tracking, the application adapts to improve the effectiveness of the next interaction.

[Learn more >](#)



infor.com/cx/ia

1 Accenture, 2015 Technology Vision
2 Gallup, "Companies Only Deliver on Their Brand Promises Half the Time," May 4, 2015
3 Teradata 2015 Global Data-Driven Marketing Survey
4 Milward Brown Digital, "Getting Digital Right," 2015
5 Forrester Consulting, "How Predictive Marketing Analytics Boost B2B Performance," December 2015