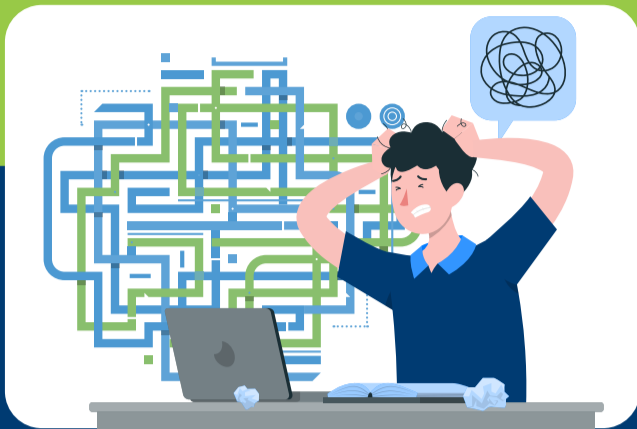


Master Your Customer Data: Unlock Customer 360 with MDM

The Customer Data Maze: Lost in Fragmentation



- **Data Silos:** Inconsistent customer data scattered across systems.
- **Duplicate Records:** Inaccurate customer profiles due to duplicate entries.
- **Limited Visibility:** Unclear customer journeys and profiles.

Master Data Management (MDM): Your Guiding Light



- **Single Source of Truth:** Create unified customer profiles by consolidating data from disparate sources.
- **Data Cleansing and Matching:** Improve data quality by eliminating duplicates and ensuring accuracy.
- **360° Customer Views:** Get a complete picture of each customer so you can create personalized interactions.

Unlock Customer Insights with Semarchy MDM



- **Pre-Built Connectors:** Seamlessly integrate Semarchy with the CRM and marketing platforms you use in your business.
- **Advanced Analytics:** Gain deeper insights with powerful data analysis tools. Customer Journey Mapping: Visualize and optimize the customer experience across touchpoints.
- **Proven Industry Leader:** Trusted by businesses to achieve Customer 360 success with MDM.

Did You Know?

- 78% of digital leaders say customer data plays an important role in customer experience (CX) and that improving CX is their first or second investment area.¹
- Businesses that invest in CX grow 1.7 times faster than those that don't.²
- Improved customer retention and satisfaction are the main benefits reported by companies that prioritize CX.³

Semarchy: Your Customer 360 Partner

Semarchy was recognized as a Customers' Choice in the 2024 Gartner® Peer Insights™ "Voice of the Customer" report:

- 97% of Semarchy users would recommend the platform.
- Semarchy achieved a rating of 4.8 out of 5 stars.
- Semarchy's support experience ranked highest of all vendors in the Gartner report.

Your Customer 360 hub could be up and running next quarter. 80% of users have a fully functioning solution in 12 weeks.

Get in touch to request a personalized demo