

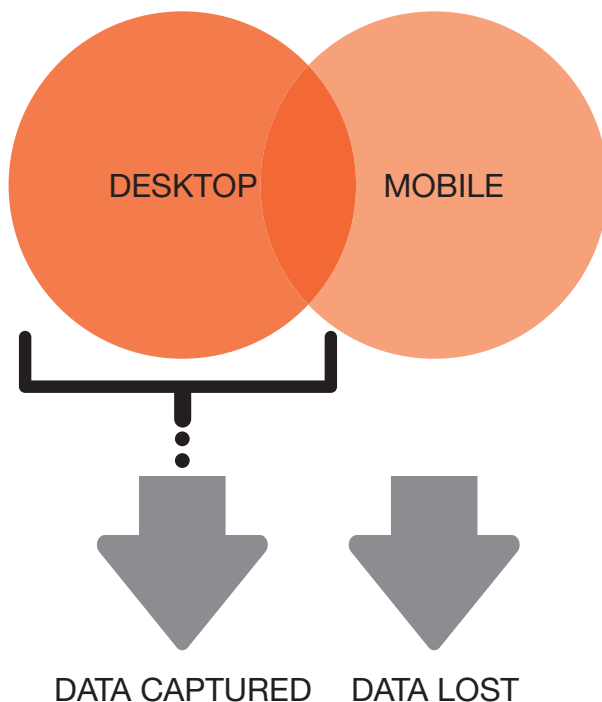
# Product Data Sheet

## Capturing Highly Granular Celebrus Data on Mobile Devices

*“By 2019, requests for customer support through consumer messaging apps will exceed requests for customer support through social media.”*

Gartner, Predicts 2018: CRM Customer Service and Customer Engagement, Michael Maoz et al., 7 December 2017.

There is an increasing trend for consumers to use mobile devices to interact with the digital properties of banks and insurers. Organisations which collect customer data exclusively from traditional web channels are therefore capturing an ever-diminishing proportion of customer behaviour. As organisations strive to assemble a single view of their customers to improve the relevance of their messaging, the accuracy and value of customer profiles which do not include data from mobile interactions are severely compromised.



Celebrus enables the capture of highly granular customer data in real-time from any connected mobile device. Enhancing existing Celebrus web implementations by the deployment of Celebrus for mobile will transform both the accuracy of customer profiles and the effectiveness of 1-to-1 personalisation.

## Implementation benefits

Celebrus delivers the following benefits for organisations who aim to achieve genuine 1-to-1 personalisation:

- Capture granular and accurate data from all interactions on mobile devices to enable a complete view of customer behaviour
- Ensure compliance to GDPR and other data privacy regulations by capturing and actioning consent choices across all channels
- Rapid, low-cost deployment of Celebrus for mobile, with minimal configuration effort and maintenance requirements
- Significantly enhance the quality and accuracy of customer profiles to enable:
  - Mobile data enriched with contextual data from third parties, to create more accurate customer signals
  - Signals of sales opportunities or threats to be detected from behaviour on mobile channels
  - The capture of location-based data to enable businesses to capitalise on additional opportunities (eg. customer is in the proximity of a branch or outlet)
  - Mobile data combined with data captured from other channels to create a more detailed and accurate view of the customer.

Feed decisioning and streaming analytics applications with a more complete data set to:

- enhance the relevance of next-best-actions;
- enable genuine 1-to-1 marketing;
- deliver more engaging omnichannel experience.

**Find out more: contact us to discuss the benefits of Celebrus for mobile.**

Celebrus captures all customer interaction data and consent choices, across the complete range of mobile devices, creating definitive customer profiles, which contain all behaviour and experience data.