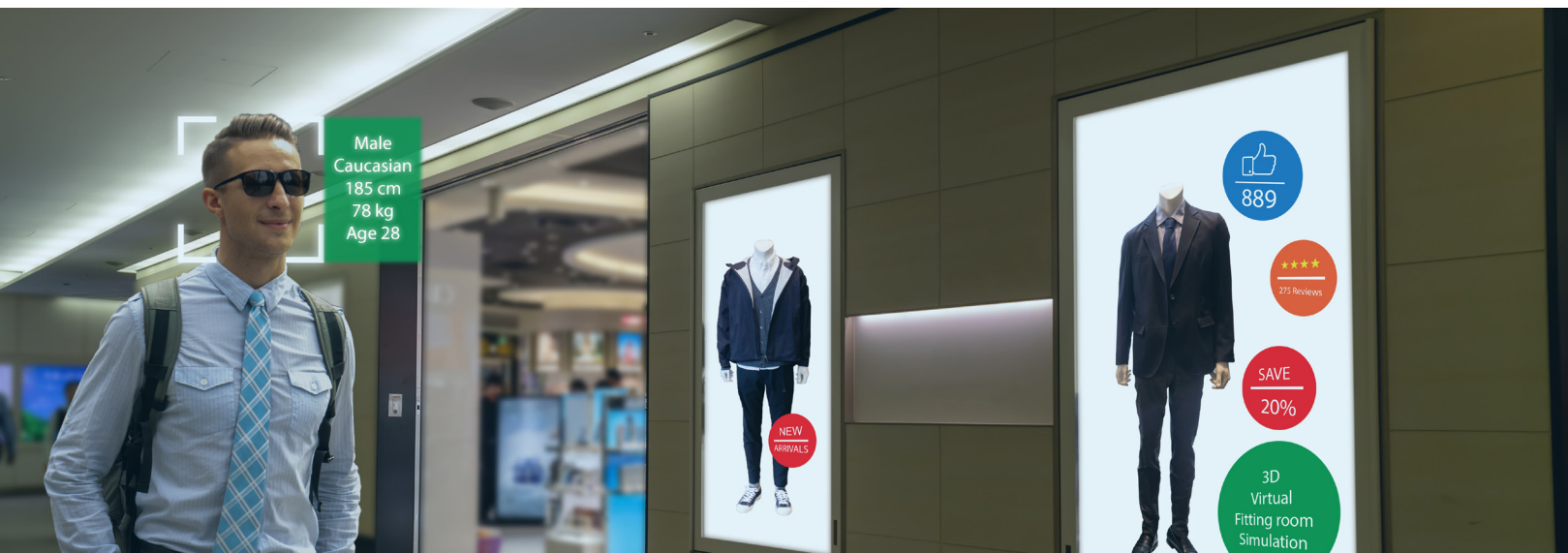


Data Cloud

Salesforce Services



Data is the most valuable resource a company can possess, but just having customer data doesn't lead to the right outcomes. You actually have to act on your data in timely, effective ways. And to act on it, the data needs to be accurate, reliable, and consistent.

Why Salesforce Data Cloud

The value of Data Cloud is that it sits at the center of the Salesforce ecosystem, integrating your systems for seamless CX.

Data Cloud works to centralize and then unify the data coming in from all your channels to provide a single source of truth. You can then use that holistic data view to push out the right messaging and actions across your sales, service, and marketing departments.

Data Cloud Benefits:

- Eliminate data silos
- Integrate structured and unstructured data (including PDFs, emails, etc.) into Salesforce
- Build a comprehensive, 360-degree view of the brand's customers
- Leverage generative AI to act on the data being collected in real time
- Push out personalized customer experiences based on each customer's unique behaviors and preferences



Turning Data into Incredible Experiences

To get the most out of the platform, you need a partner who also understands the sales, service, and commerce platforms that you're trying to bring together. Not only do we have decades of experience in these clouds, but we are also MuleSoft experts who can handle all of your integration and automation needs.

The ultimate goal of a Data Cloud solution is to be able to deploy personalized, relevant content in real time that creates an unparalleled experience. And creating unparalleled experiences is what we do every day.



How to Use Data Cloud

1. Personalized product recommendations
2. Customer segment automation and propensity to buy
3. AI and automation of customer service calls, transcripts, cases, and more
4. Order management processing, automation, and reporting
5. Dynamic messaging based on real-time data

Studio Science Services

- Data Cloud implementations and integrations
- Journey mapping
- User flows
- AI and automation
- Content and brand strategy
- UX and UI design