

# Unify your customer data to unlock faster growth, sharper targeting, and smarter service

## Business need

**Improve customer satisfaction, reduce attrition, and boost agent productivity** by activating the value of your customer data. Whether it's fragmented across systems, channels, and teams, this Accelerator makes your data actionable by your service teams.

## Offering

We help you unify customer data, build your first actionable segments, and activate insights in Salesforce.

We set up your Data Cloud, connect a Salesforce data source (Sales or Service Cloud) plus one OOTB Connector, and configure a baseline data model. From there, we enable identity resolution and activate:

- 1x Calculated Insight
- 1x Data Action
- 1x Segmentation & Activation

## What you get

- Salesforce Data Cloud, tailored for **Service**
- Unified profiles with real-time identity resolution
- Calculated Insight, Data Action & Segmentation
- Pipeline into your existing Salesforce apps
- Training & docs to support self-sufficiency

## Business outcomes

- Faster time-to-value from your Salesforce investment
- Improved targeting, personalisation, and responsiveness
- Scalable foundation for analytics, AI, and data unification

## Investment & Timeline

### Price on discussion.

We handle the complexity, you get the clarity to lead with **confidence**.  
**You bring** the data. **We Lead** the transformation.

Agentic by design. Built to move. **Yours to grow.**



**From  
fragmented  
data to  
focused action.**