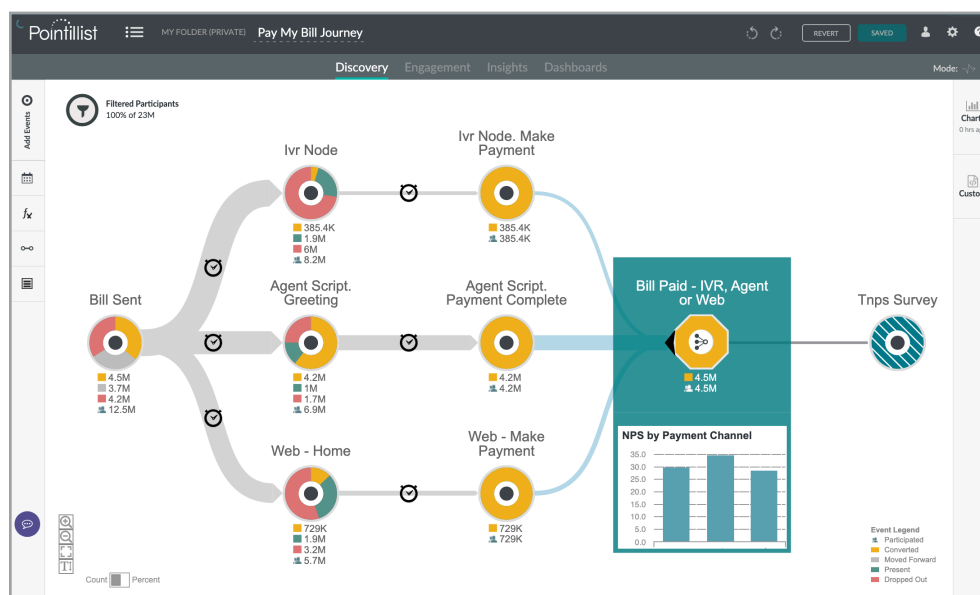


Customer Journey Analytics and Orchestration

Improve customer experience from data to insights to action

Pointillist's award-winning Customer Journey Analytics and Orchestration platform supports a comprehensive approach to Customer Journey Management. Customer-centric enterprises rely on Pointillist to connect the dots between customer behavior and business outcomes.



Aggregate Customer Data from Any Source

The Pointillist Journey Data Hub™ transforms customer data representing up to 1 billion customer interactions per day into journey data pipelines that can be used across your business for analysis, modeling, orchestration and more.

Analyze Journey-based Metrics and KPIs

Pointillist Customer Journey Analytics makes it easy to measure and monitor journey scores, along with the in-journey signals that predict journey success. Easily determine which metrics and KPIs—like conversion, NPS®, CSAT, inaction, elapsed time and more—best capture the key moments that impact customer experience *and* business success.

Orchestrate Actions that Maximize Journey Success

Your customers expect personalized experiences driven by their current preferences and recent interactions. Pointillist Customer Journey Orchestration enables you to engage your prospects and customers at optimal points along their journey, in real time and through the most effective channels.

Advance From Touchpoint Analysis to Journey Management



AGILE DATA FUSION™

Pointillist is engineered to handle the volume and variety of the largest and most complex enterprise data sets. Our Agile Data Fusion™ approach enables you to integrate customer data from any source. Start with your most crucial data sources and easily add more sources and types over time.



AUTONOMOUS IDENTITY RESOLUTION™

Pointillist creates unified customer profiles on the fly without requiring you to define and update complex schemas. As new data appears that creates a link between two identifiers, Pointillist automatically merges formerly anonymous behavior with known profiles.



AI AND MACHINE LEARNING

Pointillist is like having a personal data scientist that's always on call. Artificial intelligence (AI) and machine learning help you uncover root causes, rapidly test hypotheses, predict future behavior and discover what customers are doing before, after and within their journeys.

Pointillist Journey Management Services Accelerate Time to Value

The Pointillist JMS team provides more than simply support and training, as we partner with your organization to design and operationalize an action-driven, enterprise journey management program.

Our Journey Management Services team reduces time to value by working with your team to:

- Optimize data ingestion, mapping, integration and validation
- Identify and operationalize high-priority journeys
- Create action-driven KPIs and Journey Scores to predict and capture journey success
- Orchestrate behavior-based actions



Fannie Mae



TRUIST 



xfinity mobile

GameStop

 Canadian Red Cross