

Today's customers expect more. Can you deliver?



When it comes to customer experience (CX), there's no room for failure. Today's customers expect relevant, seamless experiences at every stage of their journeys with brands—or else. In fact, 32% say they will walk away from a brand they love after just one bad experience.

Today's customer mindsets:

73%

expect companies to understand their needs and preferences¹

32%

will walk away from a brand they love after just one bad experience²

3.5X

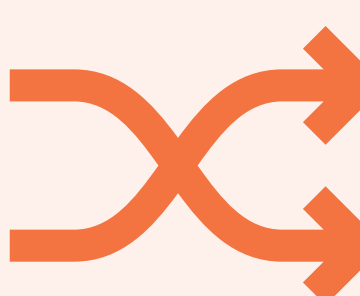
more likely to purchase more after a positive customer experience³

Teradata can help you improve your CX by:



Delivering a holistic 360-degree customer view.

With harmonized data in a single, integrated ecosystem, team members across your business are empowered to create highly relevant, meaningful experiences for each and every customer.



Eliminating obstacles—before they impact customers.

Proactively identify friction in the customer journey—and respond in real time, all while staying compliant with the latest regulations.



Highlighting insights, when and where it counts.

Deliver highly personalized experiences to the right customers at the right times to make the most impact.

Power your CX innovation with Teradata

Today's customers expect more, so make sure your business can deliver at every touch point. With Teradata VantageCloud and ClearScape Analytics™, you can harness a single source of customer data and best-in-class analytics capabilities to enable seamless, personalized, and scalable experiences at every step of the customer journey.

[Discover how you can transform your CX with Teradata.](#)

1. Salesforce.com, The Future of Customer Service is Personalised and Connected – Plan Your Strategy for 2023 and Beyond. February 2023

2. PWC, Experience is everything: Here's how to get it right, 2018

3. Qualtrics, Customer Study: ROI of customer experience in 2021