CACI

# Turn richer customer intelligence into the next best action for every customer



You likely have access to more customer data, insight and technology than ever before, yet still struggle to turn that potential into meaningful business value.

Common challenges include:

- Delivering truly personalised experiences when rules and segments cannot adapt to individual customer needs.
- Creating joined-up journeys when channels are planned and optimised in isolation.
- Turning AI models and customer insights into decisions that consistently influence outcomes.
- Improving growth, loyalty and efficiency when decision-making remains largely manual.
- Measuring the true business impact of customer decisions rather than simply reporting on activity.

As a result, customer journeys become fragmented, systems become disconnected and investments in data, AI and technology do not deliver their full value.

> *"Customers do not experience your strategies, technologies or AI models. They experience the decisions you make at every interaction.*

## We turn customer intelligence into better decisions

Many organisations can provide insight, implement technology or execute campaigns. Few can connect them.

CACI combines customer intelligence, AI, analytics, decisioning, customer experience expertise and activation technology in a single, integrated approach.

This enables you to move beyond simply understanding your customers to making smarter decisions and delivering personalised experiences at scale.

From identifying the next best action to activating it across every channel, we help you drive growth, improve customer loyalty and deliver measurable business impact.

# Where better decisions drive *measurable value*

### Unified customer data

Identify opportunities through deeper customer understanding and next-best-action strategies based on our rich datasets.

### Loyalty & retention

Deliver more relevant experiences that strengthen customer relationships.

### AI value realisation

Move beyond experimentation to measurable value, turning AI insight into meaningful customer relationships.

### Customer experience

Create connected, personalised journeys reflective of customers' needs and behaviours.

By connecting your data, third-party data, open-source intelligence and CACI's market-leading consumer datasets, we help you build a richer understanding of your customers. This gives AI the context needed to understand not just what customers do, but who they are, what matters to them and what they are likely to do next, enabling better decisions across every channel.

**ocean** | Over 700 demographic, lifestyle and behavioural attributes on every UK adult.

**acorn** | Geodemographic segmentation that classifies the UK population at postcode level.

**fresco** | Individual-level segmentation based upon demographic and financial traits.

> *Decisioning is only as good as the intelligence behind it.*

Trusted by:

Legal & General, dfs, RAC, ruman, carwow, SKIPTON BUILDING SOCIETY Since 1853, easyJet

**Understanding customers is only the beginning. The real value comes from knowing what to do next. Find out how CACI can help.**

+44 (0)20 7602 6000 | www.caci.co.uk | info@caci.co.uk

CACI