Cut the Clutter. Converse Intelligently

There is a world of difference between just sending promotional messages to customers and using data-driven personalization. Create meaningful offers by personalizing your text messages — Mindful marketing is the key.

Indulge in relevant conversation, everything else is mere noise!

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Blog of the Month

'Unified Customer Data': Connect the dots for a Connected CX

"Data is the new oil". This phrase implies that in order to use data, it must be refined – by breaking down data silos and unifying customer data to achieve a Single View of Customer.

It is vital for brands to have an in-depth understanding of their customers to build long-term business relationship.

Read More

Featured Product of the Month

Atlantis
For knowledge-driven business

AI-powered solution for real-time business insights

Listen to your data to aid decision management and help your brand achieve business excellence with Easyrewardz Atlantis.

Know More

Brand Speak

'We were impressed with Easyrewardz product as it was able to address our unique business requirements very flexibly. The team is thoroughly professional with a robust customer support and on-boarding services have been nothing short of exceptional. We are delighted with the transition and would recommend Easyrewardz to anyone looking for a great ROI.'

Siddhant Khemani
Head of Marketing
Style Baazar

Resource of the Month
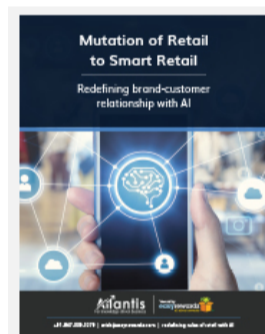
eBook

**Mutation of Retail
to Smart Retail with AI**

Download Your Free Copy

Upcoming Events

Virtual Event

**Every data has a story to tell**

Every customer interaction is an opportunity to capture data, that, in turn, can be used to deliver highly targeted and personalized experiences.

Date:- February 2021

Register Now

In Conversation With

The pandemic has accelerated the migration of consumers to digital platforms and there is definitely a paradigm shift in the way we shop, work and communicate. As organisations scale up, utilizing petabytes of data intelligently is the key to providing smoother user experiences. The ability to create a unified profile for each customer and using it in real time for personalised experiences can lead to much better user journeys and have direct impact on customer loyalty. Of course, combining this with the right technology choices with ML/ AI being at the forefront to make predictions will help organisations to sustain and also increase market share.
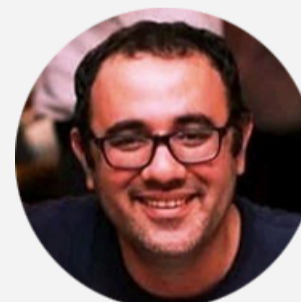
Vivek Kapoor
VP - Data Science at Junglee Games