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CXLink is ACIE (Actionable Customer Insights and Engagement) Application

CXLink is an ACIE (Actionable Customer Insights and Engagement) application that delivers dual value by providing both insights and engagement opportunities throughout the customer journey. Through data integration, **CXLink** dynamically segments customers based on profiles and personas, enabling real-time response actions without the need for coding, thanks to intuitive drag-and-drop tools.

The scenarios within **CXLink** are enriched by a customer-centric approach and the integration of advanced technologies like artificial intelligence and machine learning. These scenarios can be tailored to achieve specific business objectives, whether it's digital sales, marketing initiatives, or a blend of both.

Customers interacting with various channels trigger automated action-responses based on their persona and profile, fostering personalized experiences that drive satisfaction and loyalty.

Actionable insights are derived from analyzing raw data, a process facilitated by **CXLink**'s scenario builder. While big data can reveal "what" happened, **CXLink**'s analysis of small data focuses on "why" it happened, making insights actionable and valuable.

CXLink empowers users across all departments to create actionable insights, whether it's improving products, services, or internal processes. By leveraging insights from employees, customers, and partners across channels, organizations can drive meaningful changes and improvements.

In summary, **CXLink** alleviates customer insight pains by seamlessly integrating data sources, dynamically segmenting customers, and delivering analytics capabilities to respond to customer interactions with actionable events. With its customer-centric approach and advanced technologies, **CXLink** enables banks to gain deeper insights, deliver personalized experiences, and enhance customer satisfaction and loyalty.