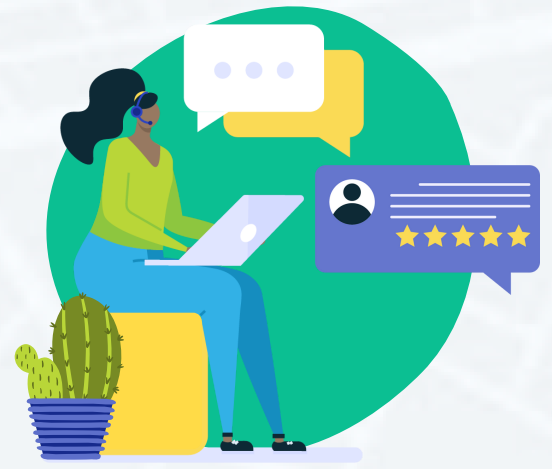# BlastPoint

CUSTOMER INTELLIGENCE
FOR CX TEAMS

We help your company achieve business goals through AI-driven predictive intelligence.

- No data management expertise needed! Our technology provides ready-made intelligence **relevant to your business goals**.
- We give business teams the ability to **enrich and continuously adapt** customer intelligence based on changing customer needs.
- Tap into and integrate with high-quality external customer data to create **personalized customer experiences** at scale.
- Achieve **faster business results** with ease, and continue to measure and track your results over time.
- Intelligence **integrates securely** with your existing tech infrastructure and partners.

Ready-Made Solutions for CX Teams

Understand & Prioritize the Customer Journey

360-degree customer segments make it simple to understand customers' wants, needs, & motivations through AI-powered data integration and insights. Determine best-fit program matches with automated tools.

Retain Customers for Life with Self-Serve Segments

Monitor satisfaction indicators at the household level and intervene before churn occurs. Explore your customer base and create custom segments to meet customers where they are.

Ensure Consistent Customer Experience

Craft consistent, personalized messaging that resonates across channels to create positive touchpoints on the customer journey.

Optimize Channels

Identify preferred customer channels to boost engagement and program enrollment rates. BlastPoint makes AI-assisted media buys quick and easy.

BlastPoint helped increase engagement with customer assistance programs up to 670% over industry benchmarks!

We'd love to show you how. Drop us a line at sales@blastpoint.com to learn more.