



CUSTOMER INTELLIGENCE FOR BUSINESS 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 Business Teams



Optimized Customer Engagement

Give customers what they need now and in the future with predictive intelligence. Launch customer initiatives & accomplish business objectives. Keep customers for life.



Sustainability Planning

Increase electric vehicle adoption and boost enrollment in energy efficiency & alternative energy initiatives, even among hard-to-reach demographics. Meet carbon reduction benchmarks more quickly.



Billing & Collections

Optimize billing & collections processes with household-level predictive models. Motivate "good payers." Understand customer risk and engage proactively.



Customer Acquisition & Market Entry

Acquire new customers and launch new products with data-driven market segments. Locate markets with the highest SOM and predict impact. Optimize sales & marketing spend.

BlastPoint delivered \$1.3M in savings through just one 3-week targeted campaign!

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