Quantexa

Customer Intelligence

Enhance Customer Experience, Increase Productivity and Accelerate Revenue Growth

$200m+
New revenue generated through network analytics

50%
Increase in conversion rates

90%
Reduction in time to identify prospects and cross-sell opportunities

99%
Data matching accuracy that helps deduplicate customer data by up to 20%

In the dark about your customers?

Obtaining a 360-degree view of your customers is challenging. Customer data is scattered across systems, is often poor quality, sparse and ultimately difficult to connect.

This leads to fragmented customer experiences, limited insights and sub-optimal decision-making. What organizations need is a clear, contextual picture of their customers and prospects to be able to deliver better experiences and unlock new insights to build deeper, long-lasting relationships.

Surface intelligence hidden in your data

Quantexa connects internal and external data to provide a holistic, trusted view of both B2C and B2B customers. Network generation extends this capability with relationships – including social connections, households, corporate hierarchies and supply chains – to provide the full context and enable better decision-making. The result: new, high value insights that drive proactive, personalized engagement, improve customer experience and accelerate revenue growth.

Quantexa integrates seamlessly with your existing analytics and sales & marketing platforms to augment and automate decision-making across the enterprise.

Key benefits

Become customer-centric and data-driven
Maximize the value from your data by using it to automate and augment decision-making across the organization.

Accelerate revenue growth
Uncover links to high value prospects, identify new cross-sell and upsell opportunities and deepen customer relationships.

Enhance customer experiences
Drive personalized and meaningful engagement with customers across channels based on a full and contextual understanding.

Increase productivity
Automate data processing and remove manual effort to give time back to your sales, marketing and analytics teams.

> "Thanks to you and the team for your help with unlocking these opportunities from my customer's network – it's made a real difference to us on the front line and I'm pleased to see tangible results so quickly!''
>
> Relationship Director,
> Global Tier 1 Bank

> "We are delighted to be using Quantexa's state-of-the-art Decision Intelligence platform to ensure we are maximizing the value of data, making the best decisions for our customers, and improving the services we offer."
>
> **Nick Gliddon**
> UK Business Director,
> Vodafone

Customer Intelligence solutions that help you drive value from your data

Customer 360
Connect internal and external data to create a holistic, trusted, 360° view of customers and their networks. The foundation for all Customer Intelligence use cases.

Cross-sell and upsell
Identify new cross-sell and upsell opportunities using a holistic view of customer behavior and network insights to provide timely prompts for engagement.

New prospect identification
Generate a prioritized list of high value, new customer acquisition opportunities with close connections to your existing customer base.
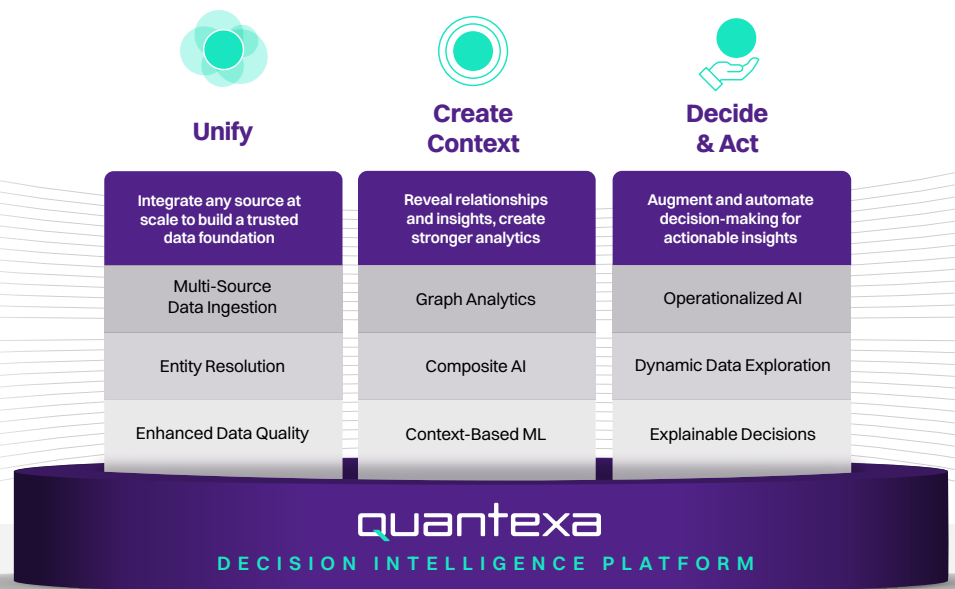
Customer retention
Use a holistic view and network features to identify customers at risk of attrition and drive proactive engagement to increase retention.

The Quantexa Platform

The Platform to Transform Your Decision-Making

An open and modular enterprise platform for outcome-driven solutions

Unify

Create Context

Decide & Act

Integrate any source at scale to build a trusted data foundation	Reveal relationships and insights, create stronger analytics	Augment and automate decision-making for actionable insights
Multi-Source Data Ingestion	Graph Analytics	Operationalized AI
Entity Resolution	Composite AI	Dynamic Data Exploration
Enhanced Data Quality	Context-Based ML	Explainable Decisions

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DECISION INTELLIGENCE PLATFORM

Accurate
Quantexa provides 99% accuracy for single views, 20% proven de-duplication of records, and a 75%+ reduction in false-positive alerts.

Fast
Low-code, schema-free data ingestion handles up to 60 billion records and reduces analysis time from weeks to hours.

Open
Quantexa integrates easily with your existing tech stack, using an easy-to-configure modular platform that's extensible with multiple views and use cases.

Secure
Quantexa stays secure with advanced role-based data access and permissioning, white-box machine learning models, and transparent scoring and alerts.

About Quantexa

Quantexa is a global leader in helping organizations unify, contextualize, and act on their data to apply solutions to the toughest challenges and greatest opportunities. Quantexa's Decision Intelligence Platform delivers critical capabilities to the world's leading organizations and government agencies, enabling them to use AI and make confident data-driven decisions to create digitally resilient organizations.

Learn how Quantexa is helping organizations in the private and public sectors tackle their toughest data challenges.

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