

# Customer Experience Optimization

Strengthen customer relationships and drive growth with AI-powered data orchestration

## Act as One Company, Show Customers You Know Them and Respect Their Preferences and Consents

The digital landscape has fundamentally elevated customer engagement, reshaping the focus on customer experience (CX). As a result, organizations worldwide are transitioning from traditional product-centric models to truly customer-centric approaches. Yet the ability to succeed is limited severely by data that is fragmented, scattered across many systems and applications, and siloed by function. This fragmentation leads to inconsistent, incomplete data that makes it difficult for enterprises to find and connect the information they need to deliver an optimal customer experience.

AI-powered data orchestration can help enterprises transform how they integrate, trust, safeguard and use data, creating seamless, authentic customer experiences. Companies can use this technology to understand customer behaviors, preferences, products and pain points across every touchpoint, driving loyalty, engagement and growth. With this insight, teams can fuel targeted campaigns, create innovative products and deliver exceptional service, thereby building a truly customer-centric enterprise driven by data.

## Data Challenges and Business Impacts

Key data challenges can impede an organization's ability to optimize the customer experience:

| Top Data Challenges                                                                                                                                      | Business Impact                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Difficulty unifying and fixing fragmented, incomplete and erroneous data to create a single customer view                                                | Inability to put the customer first and act as one company                                                                           |
| Complexity of maintaining data integrity during customer onboarding and implementing robust privacy controls to safeguard sensitive customer information | Increased risk of non-compliance with regulatory standards                                                                           |
| Reduced ability to create precise customer segments and leverage real-time data and AI insights                                                          | Problems delivering personalized, targeted marketing and experiences that help acquire, retain and enhance customer relationships    |
| Struggle to unify customer insights with product data                                                                                                    | Lost chances to deliver relevant offers, identify upsell and cross-sell opportunities, reduce returns and minimize operational waste |
| Need to access real-time feedback from devices, social media and surveys                                                                                 | Compromised capacity to proactively identify trends, address issues and improve products and customer experiences                    |

## Key Benefits

- Enhance customer loyalty and retention
- Increase revenue from personalization and segmentation strategies
- Support comprehensive customer data management
- Optimize conversion rates and digital commerce performance
- Enable real-time data integration and streaming
- Protect sensitive customer data
- Validate and verify data
- Democratize and share data

## Turn Customer Data into a Competitive Advantage with AI-Powered Data Orchestration

To solve these challenges and maximize the value of CX initiatives, enterprises need a solution that helps them see customers clearly, optimize digital commerce performance and earn customer trust with ethical personalization. Modern, AI-powered data orchestration solutions unify fragmented data across customers, products, suppliers and more. By creating a single, efficient AI-powered environment that ensures data accuracy, accessibility and security, the technology empowers organizations to compete on CX.

Choose a modern, AI-powered data orchestration solution that helps:

- **Enhance customer loyalty and retention** with complete, reliable and accurate data that empowers teams to deliver more personalized, responsive and consistent omnichannel experiences.
- **Increase revenue from personalization and segmentation strategies** with real-time, trusted data that yields more accurate customer insights and supports more effective segmentation and campaign strategies.
- **Support comprehensive customer data management** with integration, multidomain data mastering, data enrichment, data cleansing and profile-creation features that combine to create a 360-degree customer view.
- **Optimize conversion rates and digital commerce performance** by ensuring product descriptions, pricing, inventory, specifications and promotions are not only consistent and reliable, but also tailored and optimized for each unique sales channel and marketplace.
- **Enable real-time data integration and streaming** by collecting, processing and making data actionable across departments.
- **Protect sensitive customer data** using advanced security and privacy methods, access controls and policy compliance features.
- **Validate and verify data** with robust data quality tools that ensure customer data integrity and completeness for customer analysis, campaigns and communications.
- **Democratize and share data** with capabilities that provide self-service access and understanding of curated datasets, prebuilt customer segments, behavior models and campaign performance data.

<sup>1</sup> <https://www.forrester.com/press-newsroom/forrester-2024-us-customer-experience-index/>

<sup>2</sup> <https://walkerinfo.com/wp-content/uploads/2024/10/Walker-CX-Pulse-Q2-2024.pdf>

# 51%

greater customer retention reported by customer-obsessed companies<sup>1</sup>

# 47%

of CX experts believe data integration challenges hinder CX value<sup>2</sup>

## Optimizing Customer Experience with a Trusted Data Foundation

A trusted data foundation is central to delivering consistent, personalized and trustworthy customer experiences across each touchpoint, while helping grow revenue and meet privacy expectations. Examples of high-priority CX use cases enabled by trusted data include:

### Single View of the Customer

*From blind spots to customer clarity*

Customers expect to be recognized and understood consistently across every interaction, regardless of how many systems operate behind the scenes. Sales, marketing and service teams rely on timely, accurate insights about customer history, preferences and purchasing patterns to personalize engagement, resolve issues and grow relationships.

But customer data fragmented across CRM, ERP, commerce and marketing systems can create blind spots that cause inconsistent experiences and missed opportunities. Mergers and acquisitions often intensify the challenge, as overlapping customer records, disconnected data models and siloed teams delay value realization.

Informatica unifies customer data from all sources into a single, trusted view, making it available where and when it's needed. AI-powered matching and reconciliation can help resolve duplicates and keep customer profiles synchronized in real time, while embedded enterprise governance helps deepen accuracy, consistency and trust across the organization.

Empower teams with 360° insights to enable customer experiences that build loyalty, drive revenue and reduce churn, while rapidly harmonizing customer data from acquisitions to unlock cross-sell opportunities and drive efficiencies.

### Commerce and Product Experience

*From shopping complexity to purchase confidence*

Customers expect seamless experiences across web, mobile, retail, distributor and marketplace channels, relying on accurate product information, real-time availability, relevant pricing and personalized recommendations to make informed purchase decisions.

However, product, pricing and inventory data that exists across commerce and operational systems can create inconsistent experiences, leading to abandoned carts, high returns and eroded brand trust. Manual processes make personalized recommendations impossible at scale.

Informatica's AI-powered data management cloud unifies and enriches product and commerce data with automated workflows and data quality rules. Real-time inventory updates and omnichannel content syndication help ensure consistency across all channels, building customer confidence. Embedded product-customer intelligence helps make the most relevant offers and recommendations while respecting customer privacy.

Accelerate time to revenue with faster and more relevant product launches. Reduce friction and maximize conversion rates with personalized offers and trustworthy experiences that deepen customer relationships.

## Customer Privacy and Consent

*From compliance burden to strategic enabler*

Privacy expectations have become central to the customer experience, shaping brand perception and long-term relationships. Customers will share personal data with a company only if they trust them to use it responsibly and ethically.

However, disconnected consent systems, manual enforcement and limited visibility into how data is collected, shared and used often create compliance risks and slow personalization initiatives. It forces teams to choose between innovation and caution, even as regulations continue to evolve.

Informatica embeds privacy and consent management directly into the data foundation. Centralized consent capture, automated policy enforcement and end-to-end data lineage help ensure customer preferences are consistently respected across touchpoints while providing clear auditability for regulatory requirements.

Reduce compliance risk and earn deeper customer trust while confidently using customer data for ethical personalization, AI-driven engagement and sustainable growth.

## Holiday Inn Club Vacations Finds Customer Data Paradise

To become the most loved brand in family travel, **Holiday Inn Club Vacations (HICV)** needed a deep understanding of each customer's unique needs and preferences — and the ability to tailor every interaction to create moments of delight.

Using the **Informatica Master Data Management (MDM) Customer 360 SaaS solution**, part of the AI-powered **Informatica Intelligent Data Management Cloud™ (IDMC)**, the HICV team rapidly implemented a 360-degree view of its 350,000-plus member-owners and started driving value in a matter of months. “Informatica was the solution that fit our needs the most, and what excited us most was just the ease of everything,” explains Michael Nolder, Senior Director of Enterprise Data Management.

Nolder's team consolidated customer data from seven main systems into one MDM platform. The cloud solution allows HICV to scale the pace of data ingestion, using IDMC MDM services to apply data quality rules and merge duplicate entities into trusted profiles. HICV also gains major efficiencies from Informatica AI-powered capabilities, including metadata intelligence.

“The efficiency of bringing our data together into a single, enterprise view for our business stakeholders was a big win with Informatica,” says Nolder. “We can take that master record, connect it to all the different transactions a customer has with us and put that in front of the folks who are working at the resort or interacting with guests at the front desk, which helps to make that truly customer-obsessed culture that we're trying to grow.”

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**“Having a 360-degree customer view allows us to see the customer journey from start to finish. We have a better grasp on our owners, prospects and guests and can enhance their experience by making sure that we have the most up-to-date information.”**

Tron Nicholas, MDM Product Manager, **Holiday Inn Club Vacations**

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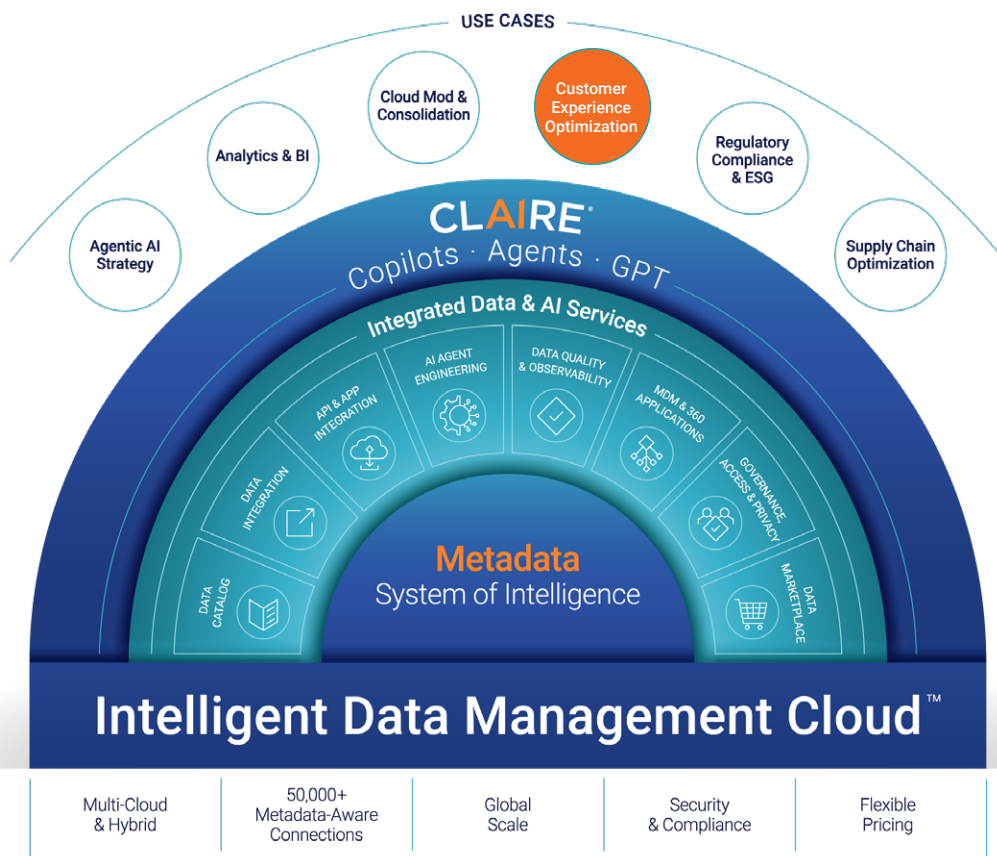


Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

## Maximize the Value of CX Optimization with IDMC

Many organizations are unable to effectively address today's CX challenges using legacy tools and processes. Without a modern, AI-powered data orchestration platform that unifies fragmented data across customers, products, suppliers and more, it can be nearly impossible to gain maximum value from CX optimization initiatives. That's where IDMC can help.

**Informatica Intelligent Data Management Cloud (IDMC)** is an end-to-end, cloud-native data management platform powered by the **CLAIRE® AI engine** (see Figure 1). The platform creates a single, efficient AI-powered environment that ensures data accuracy, accessibility and security.

By transforming how companies manage their most critical asset, IDMC delivers the trusted data companies need to drive exceptional customer experiences and innovation.

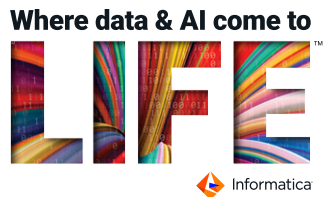
IDMC offers an intuitive, efficient and cost-effective data management solution for CX optimization. The solution includes:

- Cloud-native design that facilitates high flexibility, performance and scale
- Customer 360 data management that handles integration, multidomain data mastering, data enrichment, data cleansing and profile creation with a 360-degree customer view
- Product 360 to ensure a single source of truth for product descriptions, pricing, inventory, specifications and promotions, eliminating inconsistencies across channels to guide customer buying decisions and build confidence at every touchpoint
- Integration of advanced capabilities such as data discovery and classification, ingestion and unification, and governance and quality control
- Real-time data integration and streaming that collects, processes and makes data actionable
- AI-powered automation that streamlines data pipelines and eliminates data inconsistencies across an enterprise
- Comprehensive data governance and privacy features that ensure compliance with regulations like GDPR and CCPA across on-premises, hybrid and multi-cloud environments
- A sustainable, data-driven foundation that empowers organizations to compete on customer experience and maximize their data's value

In addition, flexible pricing options help companies better plan and predict usage, budget effectively and manage for optimal costs while automatically scaling compute power based on data management workloads.

## Beyond CX Optimization: Exploring More Opportunities

As you tackle your customer experience optimization challenges and begin to see value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as analytics and business intelligence, meeting regulatory requirements, optimizing the supply chain, driving new AI initiatives and more. The Informatica Intelligent Data Management Cloud is your key to a unified approach to sharing critical data assets across your organization.



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### About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

### About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](https://www.salesforce.com).

IN17-5161-0226

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## Want to learn more?

Discover Informatica data integration and management use cases at [www.informatica.com/use-cases/customer-experience-optimization](https://www.informatica.com/use-cases/customer-experience-optimization)