



AI 360

PRODUCT MANUAL





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AI 360

CUSTOMER INTELLIGENCE ORCHESTRATOR

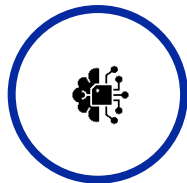
Fun AI Global's comprehensive AI solutions spanning the customer journey

AI360, a dynamic suite of advanced AI-powered solutions from Fun Global, redefines customer engagement by **unifying data**, **digital campaigns**, and **loyalty programs** into a seamless experience. Designed to empower businesses, AI360 enables effortless personalization, smarter decision-making, and automation of critical processes like customer insights, campaign activation, and loyalty management.

Personalization Across the Customer Journey Lifecycle



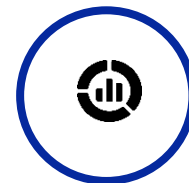
Unified Customer Profiles



AI-Driven Personalization



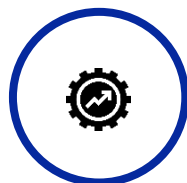
Omnichannel Campaign Activation



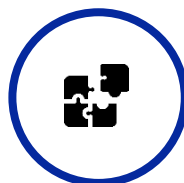
Advanced Analytics and Insights



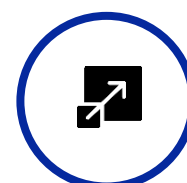
Loyalty Program Management



Real-Time Optimization



Seamless Integration



Scalable and Flexible Architecture

Engineer your experience with our proprietary analytics tool – AI 360

AI360 comprises three core modules that seamlessly integrate to deliver a holistic customer experience.

Key Benefits:

- Unified customer data for better decision-making.
- End-to-end campaign management with measurable ROI.
- Scalable loyalty programs to enhance customer retention.



The Three Modules



Customer 360

Empowers businesses with a unified customer view by combining online and offline data, transactional insights, and PII (Personal Identifiable Information). This module supports advanced segmentation and personalization for targeted marketing.



Campaign Navigator

Enables businesses to manage, optimize, and measure the impact of their digital campaigns across multiple channels. It focuses on activation, growth, and delivering actionable insights for campaign success.



Loyalty Elevate

A powerful loyalty management system designed to create personalized programs that foster long-term customer relationships and drive retention.

STREAMLINED WORKFLOW

01 Data Collection and Integration

Use our CORE data, gather customer data from online sources (web, social media) and offline channels (POS, CRM), combining it into a unified, comprehensive profile through the Customer 360 module.



06 Real-Time Engagement and Interaction

Leverage AI-driven recommendations to engage customers instantly, adapting interactions based on real-time insights and predictive models.



Workflow

02 Data Analysis and Segmentation

Use AI algorithms to analyze customer data, identifying key patterns and behaviors to create actionable segments for personalized engagement.



07 Loyalty Program Execution

Automate and personalize loyalty programs using the Loyalty Elevate module, rewarding customers to drive retention and brand advocacy.



03 Personalization Strategy Development

Design customized strategies for each customer segment, tailoring content, offers, and experiences to align with their preferences and needs.



08 Campaign Performance Measurement

Monitor and evaluate campaign success using analytics to track KPIs like ROI, engagement rates, and overall effectiveness.



04 Omnichannel Campaign Activation

Activate and manage campaigns across digital channels, ensuring seamless communication and optimized outreach through the Campaign Navigator module.



09 Continuous Optimization

Refine strategies and campaigns using real-time feedback and performance insights, ensuring continuous improvement and growth.



Streamlined Workflow Management with AI360

AI360 simplifies and automates complex workflows across the customer journey, ensuring seamless coordination between data, campaigns, and loyalty programs. From collecting and unifying customer data to activating personalized campaigns and managing loyalty rewards, AI360's intuitive workflow engine ensures efficiency, accuracy, and real-time updates. Businesses can design, monitor, and optimize their processes effortlessly, reducing manual intervention and driving better results at every stage of the customer lifecycle.



Identity Management & Resolution

Recognizing customers across multiple channels and touchpoints, creating a unified customer profile.

Identity Resolution	Combines data from various sources (online and offline) to eliminate duplicates and consolidate customer records into a single source of truth
Cross-Device Tracking:	Tracks customer journeys seamlessly across devices (mobile, desktop, tablets).
Competitor Landscape Visualization	Comprehensive competitor landscape visualization, enabling data-driven strategies and market insights
Behavioral and Demographic Segmentation	Enriches profiles with purchase history, preferences, and demographic insights for personalized targeting.
Data Privacy Compliance	Ensures data handling complies with GDPR, CCPA, and other privacy regulations, enhancing customer trust.

OUTCOME

Improved personalization and accurate targeting by understanding who the customers are, irrespective of how or where they interact with the brand.



Analytics, Insights & Media Planning

Turning raw data into actionable insights and enabling strategic media planning.

Behavioral Analysis	Identifies trends in customer behavior to predict future actions.
Audience Segmentation	Groups customers into actionable segments based on demographics, buying patterns, or engagement levels.
Predictive Analytics	Utilizes machine learning models to forecast demand, churn likelihood, and campaign outcomes
Media Planning Optimization	Guides allocation of ad spend and resources to channels with the highest ROI.
Competitor Analysis	Offers insights into market trends and competitor strategies for informed decision-making.

OUTCOME

A roadmap to discovering growth opportunities, improving customer targeting, and maximizing ROI through data-backed decisions.



Multi-Channel Activation

Enabling businesses to engage customers seamlessly across online and offline channels.

Audience Builder	Build audience segments.
Omnichannel Campaign Management	Launch and manage marketing campaigns across digital platforms, in-store promotions, and home-based engagements.
Real-time Engagement	Uses dynamic triggers (e.g., location, behavior) to deliver timely offers or messages.
Customer Experience Consistency	Ensures consistent branding, messaging, and promotions across channels.
Integration with Platforms	Syncs with email, SMS, push notifications, social media, and programmatic advertising platforms for effective activation.
Customer Journey Mapping	Visualizes the end-to-end journey to ensure a cohesive engagement strategy.

OUTCOME

Improved customer satisfaction and conversion rates by meeting customers where they are with personalized, relevant messaging.



Measurement & Attribution

Tracking and quantifying the effectiveness of campaigns, channels, and partners.

Attribution Models	Provides pre-built and customizable models (e.g., first-touch, last-touch, multi-touch) to determine which channels contributed to conversions.
Real-time Reporting	Monitors campaign performance metrics (impressions, CTR, conversion rates) in real time.
ROI Measurement/Investment	Calculates the return on investment for each campaign and partner engagement.
Incremental Testing	Determines the lift generated by marketing campaigns through controlled experiments.
Customer Lifetime Value	Tracks long-term value driven by campaigns to inform future spending.
Industry Trends	Visualizes industry trends

OUTCOME

Enhanced decision-making through precise insights into campaign performance, channel efficiency, and partner contributions, driving optimized resource allocation and improved ROI.

Features



Customer 360

- Core ID to unify customer data across channels.
- Real-time profile updates and insights.
- Advanced segmentation tools for targeted campaigns.



Campaign Navigator

- Omni-channel campaign execution tools.
- In-depth analytics to measure growth and engagement.
- Real-time optimization for better campaign performance.



Loyalty Elevate

- Fully customizable loyalty program templates.
- Integration with AI-driven personalization tools.
- KPI dashboards to monitor loyalty program performance.



Let's Talk

Experience the customer experiences that you deliver, with Fun AI Global.

Get in touch with us!

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