



The customer experience app is part of the Analytics solution, which captures, harnesses and instantly takes action on data to engage and retain customers to improve the overall customer experience.

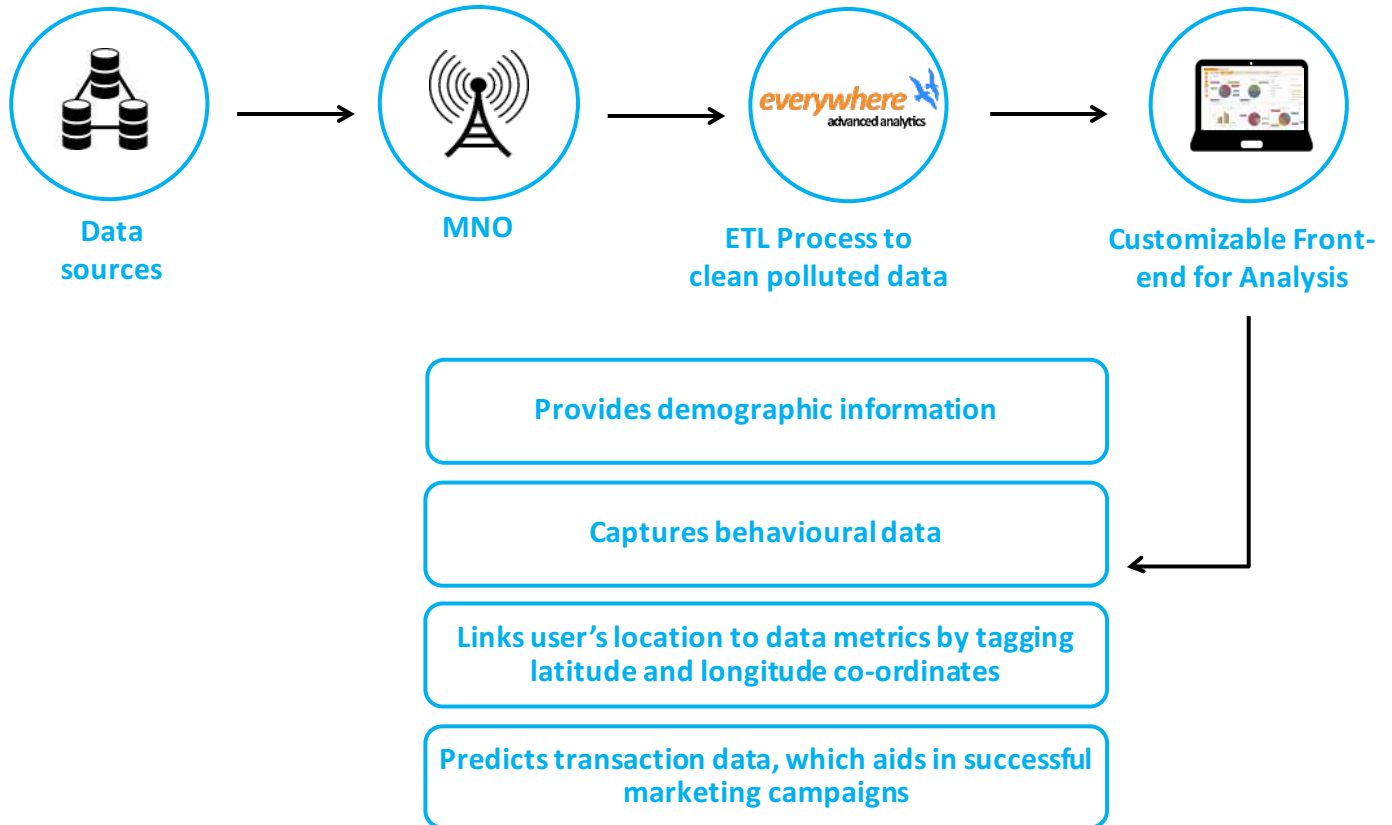
Key Features:

- ✓ Provides demographic information such as names and locations.
- ✓ Captures behavioral data (such as page views, clicks, scans, etc), which can provide relevant insights and generate actionable data.
- ✓ Links user's location to data metrics by tagging latitude and longitude co ordinates to identify location at any given time.
- ✓ Predicts transaction data, which aids in successful marketing campaigns.

Benefits:

- ✓ Customizes data-driven communications to customers.
- ✓ Engages operators and customers in a trust relationship via the sharing of personal data.

How it Works:



About Adapt IT

Adapt IT is a leader in ICT (information and communication technology) market through the provision of turnkey solution to the Education, Manufacturing, Energy, Financial Services, Hospitality and Telecommunication sector, employing over 1000 technology professionals and servicing more than 10 000 customers in 40 countries.

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