

 **VB**

Selecta

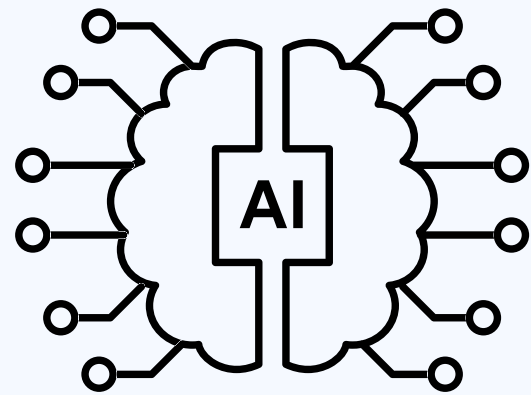


Selecta is a next-generation, analytical Customer Development solution that enables building strong relationships with customers and improves the customer experience from start to finish.

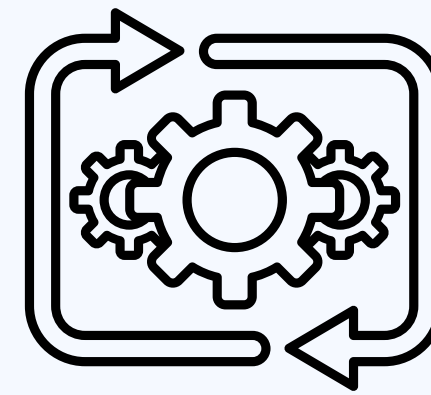
It helps a company, and its customers get the most from their journey together by shifting to a **data-driven way** of doing business. Selecta makes sure you become the **most preferred company** on the market while **optimizing internal processes.**



Build strong relationships with customers and improve the customer experience!



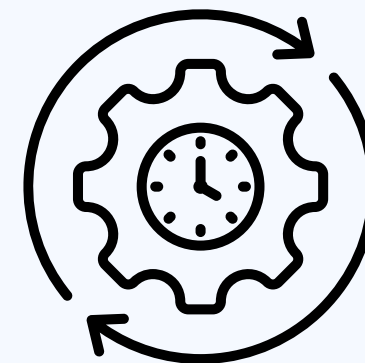
**AI-EMPOWERED
BUSINESS ACTIONS**



**DATA-DRIVEN
BUSINESS**



**CUSTOMER IN THE
PALM OF YOUR HAND**



**REAL-TIME
SYNCHRONIZATION**

1

HYPER TARGETING

Analyze customer data and interactions to provide personalized recommendations and targeted marketing efforts, leading to increased customer satisfaction and loyalty.

2

UTILIZING THE POWER OF DATA

Analyze customer data in real time and predict future customer behaviour, allowing you to make data-informed decisions about your approach to customer needs.

3

IMPROVED EFFICIENCY

By automating and streamlining many of the activities involved in customer management, this solution can help your business operate more efficiently and effectively.

4

SCALABILITY

Selecta both architecturally and modularly grows together with its users and can handle large amounts of data, making it well-suited for businesses that are looking to scale in any field.

Why Selecta

- ✓ 86% Next Best Offer predictive model accuracy
- ✓ 5x shortened sales cycle
- ✓ 90% of leads are automatically discovered on digital channels



- ✓ 40% increase in customer satisfaction due to a personalized approach
- ✓ 7x more customers proactively retained
- ✓ 80% conversion rate