

### Key benefits

- Build omnichannel customer views
- Deliver a seamless customer experience
- Integrate data from multiple sources
- Easily manage customer data at scale

“With Couchbase powering our unified notes solution, our customers get a seamless support experience. We can connect all of our different data sources and present it quickly and easily to support staff, so they have all the relevant case information at hand as they help our customers. Our customers are less frustrated, and their issues get resolved much faster.”

– Scott Carney,  
Director of Software  
Development



### Delivering a consistent, personalized experience

Customers expect a consistent experience, regardless of where they are, what device they're on, or which part of your company they're speaking to. And enterprises want to capitalize on upsell/cross-sell opportunities by seeing exactly how each customer has bought from them in the past.

However, leveraging all available customer information effectively to keep up with fast-changing customer expectations can be challenging, especially if customer data is aggregated and stored in multiple places.



### Build a real-time customer view with Couchbase

By making it easy to capture, manipulate, and retrieve the data involved in every digital interaction, the Couchbase Data Platform enables businesses to build enterprise-grade Customer 360 solutions that deliver an accurate, real-time view of customers (the Golden Record), across all channels and devices.

### Components of a Customer 360 solution

#### User profile

Couchbase provides the scalability, flexibility, and performance needed to power the user profile, which includes users' personal information, activity logs, recommendations, preferences, and more.

#### Session store

Manage critical online session data in real time with Couchbase so you can monitor user stats, maintain security, track behavior, place ads, provide access to content, and more.

#### Operational dashboarding

Use Couchbase to query, aggregate, and report on operational statistics across users, sessions, and purchases in real time for dashboards, alerts, trends, and incident management.



Enables agents and field service technicians to deliver faster, more informed customer service with its unified notes platform



Maintains accurate and up-to-date information from multiple data silos for improved employee experience and efficiency



Provides fast, single-view access to customer information including credit scores, vehicle registrations, and more



Delivers single view of hundreds of millions of global accounts with real-time data access and updates

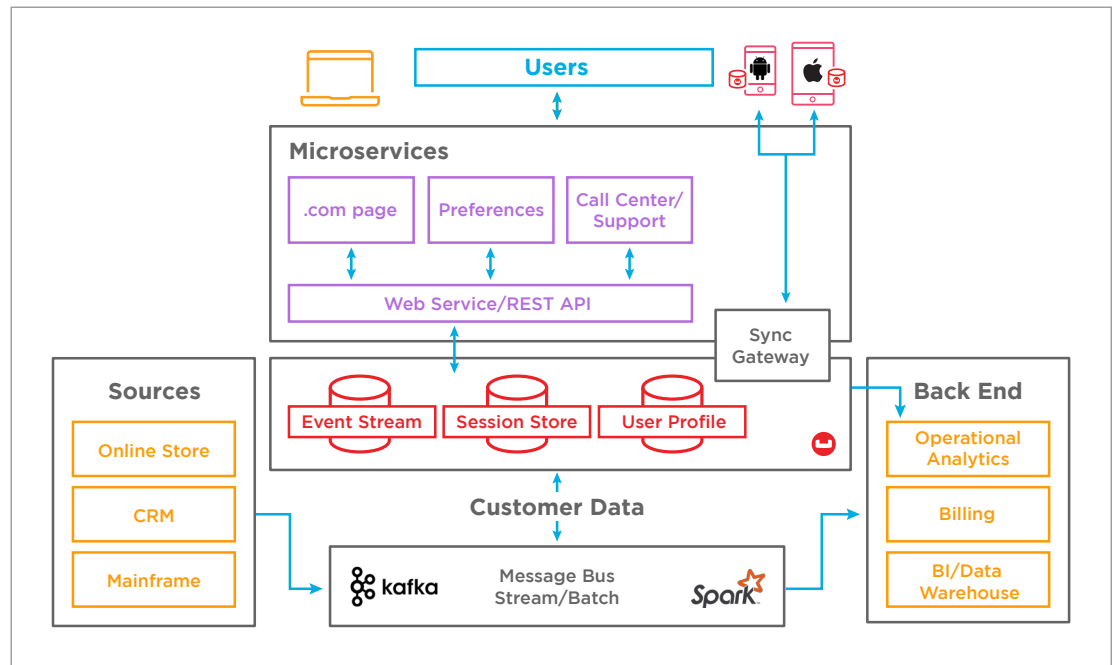


Figure 1: Reference architecture for Customer 360 solution

## Couchbase powers Customer 360 solutions

### Build omnichannel customer views

Easily integrate data sources, datasets, and applications to capture the data involved at each digital interaction across every channel, delivering an accurate, real-time view of your customer.

### Deliver a seamless customer experience

Capture and consolidate customer data across all interactions in real time, and serve up customer data to customer-facing employees at the point of interaction to provide immediate, personalized experiences.

### Integrate data from multiple sources

Whether it's from a CRM, user profile data, a mobile app, or an e-commerce platform, Couchbase's flexible JSON storage coupled with a declarative query language, full-text search, adaptive indexing, and seamless mobile sync allows you to easily integrate all your data sources to capture and manage customer data.

### Easily manage customer data at scale

Streamline configuration to easily add new customer touchpoints and scale Couchbase in real time to meet user demand, so data is always available for great customer engagements and five-nines reliability.

### Learn more

To learn more, contact your Couchbase sales representative today or visit: [couchbase.com/solutions/customer-360](https://couchbase.com/solutions/customer-360) | [couchbase.com/downloads](https://couchbase.com/downloads)

## About Couchbase

Couchbase's mission is to be the data platform that revolutionizes digital innovation. To make this possible, Couchbase created the world's first Engagement Database to help deliver ever-richer and ever-more-personalized customer and employee experiences. Built with the most powerful NoSQL technology, the Couchbase Data Platform was architected on top of an open source foundation for the massively interactive enterprise. Our geo-distributed Engagement Database provides unmatched developer agility and manageability, as well as unparalleled performance at any scale, from any cloud to the edge.



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