What is Advanced Customer Experience (ACE)?

ACE is an open Customer Engagement platform that:

- Delivers an end-to-end experience for B2C and B2B customers using 1st, 2nd and 3rd party data sources and centralized analytic modules.
- Utilizes an open, microservices architecture that manages data and provides a series of IBM assets (referred to as accelerators / cartridges) for specific business use cases.
- Leverages an approach that can be deployed in a public/private/hybrid manner on the IBM cloud or as a hybrid with competitive offerings.

ACE helps CP companies and Retailers:

- Understand their Customer buying behavior
- Evaluate their campaign performance
- Optimize engagement across all channels of the Customer journey
- Optimize campaign spend and ROI

ACE Includes:

1. Digitally Enhanced Data Lake & B2B / B2C Data Model
   - ACE utilizes a next generation Digital Insights data lake which significantly improves data insight return, cognitive functionality and agility.
   - By utilizing Digital Insights, ACE can orchestrate, enrich and curate any customer information source in real-time to provide a trusted, secure and accessible Customer 360 degree view of information from any point along the customer journey.

2. Shareable Predictive Model Cartridges
   - ACE manages data and provides a series of IBM predictive assets which enable data science to guide your customer engagement decisions.
   - ACE’s models are created in one centralized location and immediately accessible from any data source or system. Clients throughout the enterprise can access self-serve, predictive models, ask questions, get the answers, and be confident that what they’re getting is one version of the truth.

3. Omni-Channel Engagement Integration
   - ACE utilizes an open, microservices architecture design where different customer engagement related services are available in the cloud and accessible through APIs.
   - This enables ACE to connect with any other microservices-oriented solution and be more responsive to dynamic market changes, interoperable with 3rd party data and systems and provide seamless integration across the customer journey.

4. Analytics and AI
   - ACE continually learns, evaluating campaign effectiveness, predicting and constantly monitoring real-time customer behavior to guide clients toward a more meaningful customer engagement and experience.
   - As ACE becomes smarter, clients accelerate their understanding of the factors driving success and can tweak their marketing investments to design and deploy more effective ones.