



<b>CDP Institute Standard Use Case</b>	
<b>Name</b>	Agent Access to Individual Profiles
<b>Problem</b>	Present complete customer history to call center or sales agent during interactions.
<b>Solution</b>	Receive customer ID or attributes from channel system; find customer's profile in CDP and display selected data on agent screen.
<b>Benefits</b>	Complete customer history immediately available to agent.
<b>KPIs</b>	response time for data requests from channel system; immediate value per visit, lifetime value of customers who are impacted
<b>Task 1</b>	Assemble customer profiles including attributes and behaviors
<b>Task 2</b>	Connect personalization system to call center to receive customer ID from call center system in real time; assemble selected customer data; and return for display within call center system screen
<b>Task 3</b>	Measure change in immediate value and lifetime value of included customers vs control
<b>Task 4</b>	
<b>Task 5</b>	
<b>Task 6</b>	
<b>Related Materials</b>	
<b>Tags:</b>	
• <b>Function</b>	Identity Resolution/Unification; Real Time Interactions
• <b>Goal</b>	Grow Value; Retention
• <b>Feature</b>	Cookie Management; Ingestion API; Client-Built Data Load; End-User Data Load; Schema-Free Data Load; Real-Time Data Load; Persistent ID; Probabilistic Match; Golden Record; Direct Access; Real Time Access; Multi-Step Campaigns; Cross-Campaign Arbitration; Multi-Channel Campaigns