Unleash the power of Watson Customer Engagement
Put customers at the center of your business—affordably

Businesses believe one thing. Customers perceive another.

81% of consumer brands say they have a holistic view of their customers

but only

37% of consumers believe their favorite retailer understands them.

Join the move to digital marketing and delight your customers.

88% of consumer brands agree that their growth depends on personalizing the customer experience.

66% of CMOs regard developing deeper, richer customer experiences as their top marketing priority.

Enter the era of cognitive engagement with financing from IBM.

Explore new ways customized financing can help you elevate your customer experience.

- Rates as low as 0% for IBM software licenses, subscriptions and support
- Flexible payment options for IBM software, hardware and services
- Extensive IT financing expertise

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