CUSTOMER PROFILING

Companies collect data on their customers both online and in store to raise the level of consumer satisfaction, to improve their shopping experience and eventually to increase sales.

Altough customer profiling has multiple advantages, it is basically used to offer customized shopping experiences

The biggest difficulty is the implementation of an effective and painless customer data collection based on reliable data.

Validactor delivers customer profiling while offering customized functionalities related to the products on sale.

Validactor is fully compliant to the EU GDPR 2018.

IMPROVE THE SHOPPING EXPERIENCE

CUSTOMIZED CUSTOMER SERVICES

EFFECTIVE AND SECURE DATA COLLECTION

CUSTOMERS VS PRODUCTS

EU GDPR