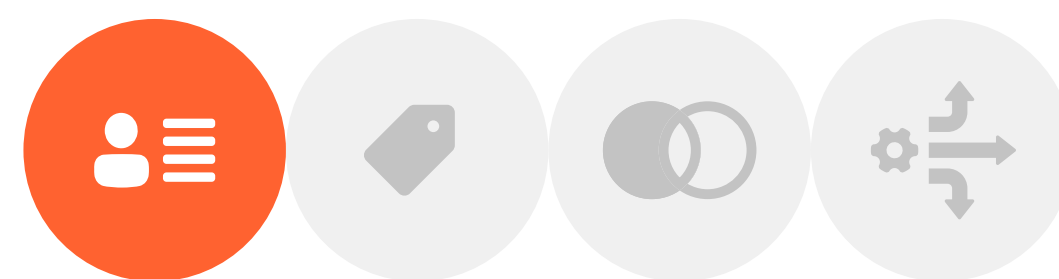# Unlock the power of your customer data

Paximizer changes the game with a comprehensive solution that elevates your business by improving the knowledge of your customers and the way you interact with them.

Paximizer is a perfect CDP solution that adapts to your business needs, now and in the future.
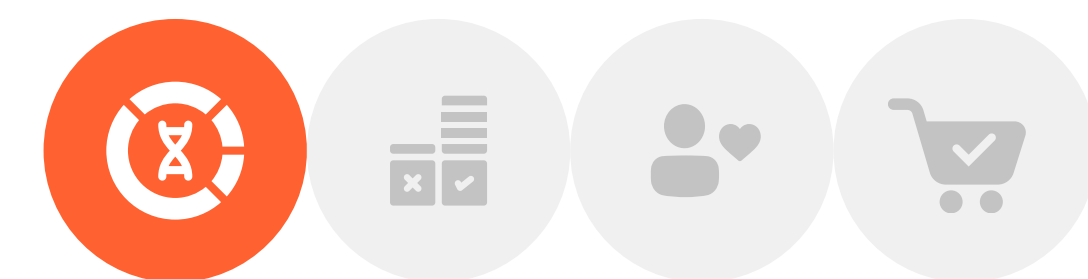
Secure cloud-based data hub

Collects and protects customer data from all your channels in one place, works with any PSS/OOMS.

Profiling

Provides instant access to detailed profiles and insights for better decision-making and right action, automatically and manually labelling allows you to select and work with specific categories.
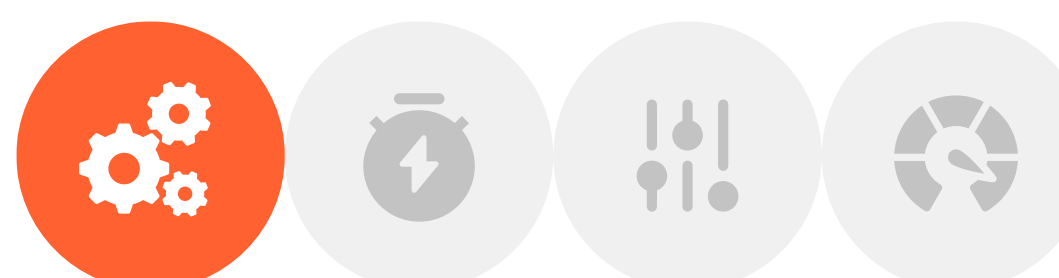
Personalization power

Every interaction with customers goes through deep data analysis and allows to create a real customer-centric approach.
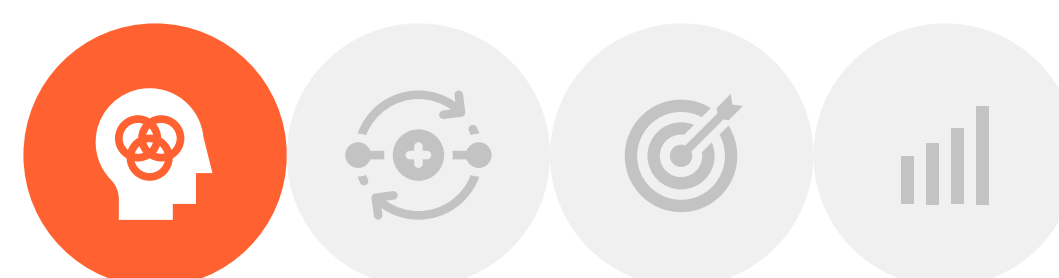
Quick launch with ready integrations

Paximizer comes pre-integrated with essential systems like PSS either ticket or ticketless, DCS, OOMS, booking apps, FFP, RMS as well as 3rd party systems, etc. ensuring quick connection and launch.

Integrability

With its own API, Paximizer easily integrates into any existing IT infrastructure, making it adaptable to diverse configurations. This ensures that the platform fits into your business, enhancing its efficiency.

Predictive analytics and machine learning

Paximizer includes built-in predictive models and recommendation engines based on machine learning. This helps you with your marketing and services to know what your customers are likely to want and when is the best moment to propose, improving engagement and

Optimised customer journeys

Paximizer offers recommended service scenarios out of the box, shortening the time between implementation and significant increases in revenue and customer satisfaction (NPS).

Additional utilities

Paximizer comes equipped with industry-specific modules, including but not limited to:

- Integrated Service Desk for Support
- Incident Management System
- AI-Driven Chatbots

Expand Your Audience

Paximizer is made to meet the challenges of the travel and transportation industry. It's designed for quick implementation and maximum impact. By centralising and enriching customer data, it empowers your business to deliver personalised, timely, and relevant experiences to customers, that drive revenue growth and loyalty. Paximizer is a perfect solution that adapts to your business needs, now and in the future.

Book presentation