

Adaptive Customer Experience

Right conversation. Right customer. Right moment.

Understand your customers' behaviour and identify what matters to them through **data, design, and intelligence**. The brands that thrive are the ones that act on that insight, transforming from companies that sell products into brands that see people.

We move brands beyond transactions and into genuine relationships, designing adaptive, personalised journeys powered by data and AI that earn trust, deepen connection, and drive lasting growth.

Our services

- **Strategy & advisory:** Define your adaptive engagement vision, roadmap, and operating model connecting data, decisioning, and delivery.
- **Customer 360:** Unify customer signals into a live, actionable profile within your data platform while enabling privacy-conscious data collaboration.
- **Decisioning & customer journey design:** Design context-aware journeys with omni channel integration that adapt in real time using AI and data-driven logic.
- **Analytics, AI & data science:** Operationalise predictive and optimisation models to personalise every interaction at scale.
- **Measurement & insights:** Quantify what drives behaviour change and link every action to measurable business outcomes.

Our approach

We begin with a clear understanding of customer behaviour, intent and context. Our focus is on identifying **why** customers act the way they do, and **what** will influence them next. Data and AI enable this not by increasing volume or targeting frequency, but by **revealing intention and opportunity**.

1. Understand behaviour

We analyse real customer actions, signals, and micro-decisions across channels to uncover patterns and intent. This moves beyond demographic or segment-based assumptions and into actual decision dynamics.

2. Predict propensity & need

Using AI and predictive models, we identify likelihood to convert, churn, re-engage, or upgrade. This allows us to anticipate what customers will need next, not just respond to what they have already done.

3. Design adaptive journeys

We design journeys that adjust in real time based on context, behaviour, and customer intent. Every touchpoint is purposeful, every message is timely, and every interaction moves the customer closer to a desired outcome.

4. Continuously learn & refine

We measure outcomes at the behavioural level not just clicks or volume. Feedback loops allow the system to improve itself, increasing precision over time and ensuring lasting effectiveness.

Why choose Altis

As Australia and New Zealand's largest privately owned data and AI consultancy, Altis brings more than 27 years of experience to every engagement, combining what most providers keep separate: human-centered design and deep technical expertise. We bridge data and behaviour, designing experiences grounded in how people actually think and act, powered by analytics and AI that span prediction to activation.

Everything we build is composable by design, giving you the agility to adapt and the control to own your direction. Our data-first architecture becomes your intelligence engine, growing more valuable with every interaction. And with privacy built in from the start, you can share data securely across partners without compromising your customers' trust.

Built on a composable foundation

Adaptive engagement isn't achieved by buying a single platform. It's built by connecting the right data, intelligence, and channels through a **composable, data-first architecture**.

- **Data platform as the CDP:** Your cloud data platform becomes the single source of truth powering decisioning, personalisation, and measurement.
- **Composable ecosystem:** Integrate best-of-breed tools across marketing, digital, CRM, and service for flexibility and speed.
- **Clean rooms and data sharing:** Collaborate safely across partners or business units while protecting privacy and compliance.

Book a free assessment

We're offering a free 3 hour **AI Marketing Evolution Assessment** to help kickstart your journey to smarter, faster customer decisions. We'll assess your current state and you'll walk away knowing exactly where to start.

No cost. No obligation. Just clarity.

Let's talk

Altis helps you put the right foundations in place, quickly and confidently, so your investment starts delivering value sooner.



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