



A&MPLIFY Launches Customer Insights Quick Start Powered by Salesforce Data Cloud and Generative AI

Published on September 10, 2024

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The new program integrates with Salesforce Data Cloud, generative AI within 30 days to help organizations unlock insights and growth from customer data

NEW YORK, September 10, 2024 – A&MPLIFY, the AI-powered digital agency built by global professional services firm [Alvarez & Marsal \(A&M\)](#), announces the launch of its new data-led customer intelligence program, **Customer Insights Quick Start**. The new offering marks the latest phase of A&MPLIFY’s mission to help clients uncover fresh revenue streams and develop customer experiences through digital disruption.

Quick Start helps clients better utilize their investment in Salesforce Data Cloud, Einstein Co-Pilot and Agentforce. Within 30 days, A&MPLIFY’s program integrates customer data into a single data source – providing clients with key insights and recommendations to increase performance.

Bob Ghafouri, the co-founder and managing director of A&MPLIFY, explained: “Driving growth depends on a deep understanding of customers’ needs and behaviors. But while Salesforce finds that 94% of business leaders feel their organization should be getting more value out of its data, it can be challenging to establish a data-driven decision-making process.

“Our Customer Intelligence Program helps organizations transform their customer data into actionable insights. Whether they’re aiming to quickly identify high-value opportunities through customer insights and personalization, or seeking more comprehensive data activation strategies, our Program assists clients at every stage of their journey with Salesforce and generative AI.”



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A&MPLIFY's Quick Start service integrates customer data into Salesforce Data Cloud – allowing organizations to discover key insights and make informed decisions across pricing, promotions, campaigns, offers, media, and marketing. Once the Quick Start service is complete, its Launchpad managed service provides ongoing support for every phase of the data development lifecycle.

The Customer Intelligence Program draws on the expertise of A&MPLIFY's dedicated data engineers, data scientists and analysts. The senior team addresses clients' difficult questions – on margin leakage, customer churn, customer value targeting, marketing & media ROI, and the digital customer experience – tackling the persistent business challenges of disparate data sources and scarce in-house expertise and data analysis skill.

About Alvarez & Marsal

Companies, investors and government entities around the world turn to Alvarez & Marsal (A&M) for leadership, action and results. Privately held since its founding in 1983, A&M is a leading global professional services firm that provides advisory, business performance improvement and turnaround management services. When conventional approaches are not enough to create transformation and drive change, clients seek our deep expertise and ability to deliver practical solutions to their unique problems.

With over 10,000 people providing services across six continents, we deliver tangible results for corporates, boards, private equity firms, law firms and government agencies facing complex challenges. Our senior leaders, and their teams, leverage A&M's restructuring heritage to help companies act decisively, catapult growth and accelerate results. We are experienced operators, world-class consultants, former regulators and industry authorities with a shared commitment to telling clients what's really needed for turning change into a strategic business asset, managing risk and unlocking value at every stage of growth.

To learn more, visit: [AlvarezandMarsal.com](https://www.alvarezandmarsal.com).



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About A&MPLIFY

A&MPLIFY accelerates customer growth and efficiency with Design and AI. We are marketers, sellers, technologists, and data scientists from industry, consulting, and technology with offices and innovation studios across the US, Europe, Asia, Latin America, Australia, and the Middle East.

To get started, visit www.A-MPLIFY.com.

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