## **User Preferences Center**

| Users Name*                   |
|-------------------------------|
|                               |
| Email Address*                |
| Contact Number                |
|                               |
| Most Prefered Property*       |
|                               |
| Reasons for your preferences* |
|                               |
|                               |
|                               |
|                               |
| *These fields are mandatory   |
| Submit                        |

## How these preferences are useful?

People today are more connected and informed than ever before and expect a personalized experience with the system that they choose to engage with.

- 1. How well we really know our customer?
- 2. What does our customer want from us?

The better we know our customers, its better to communicate with them.

We always try to increase customer engagement by providing more targeted & relevant communications based on customer preferences.

This enables an open communication loop where customers are more willing to share details about their specific likes and dislikes because our system has shown a unique opportunity to deliver a personalized and relevant experience to our customers.

## **Thank You**