

How PalTech Built an **Agentic Customer Intelligence & Engagement Platform** for a Global Fashion Subscription Leader

Moving beyond static segmentation and campaign automation to continuous customer understanding, AI-driven decisioning, and personalized engagement on Google Cloud.

The Next Evolution of Personalization

Consumer personalization has evolved through distinct stages.

First, enterprises focused on unifying customer data. Then came predictive models that could estimate churn, affinity, propensity, and customer value.

The next shift is more fundamental.

The question is no longer simply:

"What do we know about this customer?"
It is increasingly:

"What has changed, what does it mean, and what should the brand do next?"
That requires customer intelligence to move beyond dashboards and predictive scores into an **agentic decisioning layer capable of continuously observing, reasoning, acting, and learning.**

This direction is increasingly visible across consumer businesses. Estée Lauder Companies, for example, has publicly used BigQuery, Vertex AI, and Looker to consolidate consumer intelligence across brands, and has subsequently expanded into Gemini and agent-powered

Consumer experiences such as Jo Malone London's AI Scent Advisor. The relevant pattern is the evolution from **trusted customer data** → **AI intelligence** → **contextual, high-touch experiences.**

For a global fashion subscription leader, PalTech applied that thinking to the broader customer engagement lifecycle.

Client Challenge

The client had significant customer information across:

CRM | Web | Email | Social | Partner Channels

But having data across every customer touchpoint did not necessarily translate into knowing what action to take next.

Customer identities were fragmented across systems, with duplicate profiles affecting the consistency of customer intelligence.

Campaign teams continued to depend on manually interpreted analytics and largely predefined customer segments. Predictive indicators such as churn, affinity, and purchase intent existed, but translating those signals into timely action remained difficult.

The challenge became particularly important at scale.

Not every customer required the same treatment.

A high-value customer could warrant individual-level reasoning and engagement, while broader populations needed to be understood through evolving customer cohorts, behavioral patterns, and lifecycle states.

The client therefore needed to move from:

Static Segmentation → Adaptive Customer Understanding

and ultimately from:

Campaign Automation → Agentic Customer Decisioning

Solution Approach

PalTech built an agentic customer intelligence and engagement platform on Google Cloud that connected customer data, predictive intelligence, AI-driven decisioning, and existing campaign systems into a continuously learning operating model.

The core principle was simple:

Observe → Understand → Decide → Engage → Learn

Rather than replacing existing CRM or campaign platforms, the agentic layer sits between customer intelligence and customer engagement.

It determines:

What changed?

Does it warrant action?

What should happen next?

How should this customer be engaged?

Solution Implementation

1. Create a Persistent Customer Intelligence Foundation

Customer information from CRM, web, email, social, and partner ecosystems was brought together on Google Cloud.

Using Cloud Data Fusion and Dataproc, customer identities were reconciled and duplicate records resolved to create consistent Golden Customer Profiles.

BigQuery became more than an analytical repository. It served as the platform's customer intelligence foundation, combining:

Identity | Transactions | Interactions | Campaign History | Behavioral Signals | Predictive Scores

This provided the contextual memory required for downstream AI decisioning.

2. Move from Customer Profiles to Customer States

Vertex AI transformed historical and real-time behavioral information into continuously refreshed predictive signals.

The intelligence layer evaluated indicators including:

- Churn propensity
- Product and category affinity
- Purchase propensity
- Upsell potential
- Engagement deterioration
- Behavioral change

This changed the unit of personalization.

Rather than viewing a customer only as belonging to a fixed segment, the platform could understand the customer's current state and how that state was changing.

3. Detect the Signals That Actually Matter

A Signal Agent continuously evaluated changes in customer behavior and predictive intelligence.

Instead of pushing every score or behavioral event downstream, it identified conditions that could justify intervention, such as:

Increasing churn risk | Emerging affinity | Declining engagement | Strengthening purchase intent | Changing lifecycle behavior

This reduced the distance between a meaningful customer signal and an actionable business decision.

4. Reason Across the Customer and the Cohort

The Decision Agent introduced the critical reasoning layer.

It evaluated both the customer's individual context and insights from similar customer populations.

The decision could consider:

Current Signal | Customer History | Similar Customer Behavior | Previous Interventions | Customer Value | Eligibility | Business Rules

A high churn score, for example, did not automatically result in a retention offer.

The agent could first determine whether the customer had recently received another intervention, how customers with similar characteristics responded to comparable actions, and whether another engagement was more appropriate.

The level of personalization could also adapt to customer importance.

High-value or strategically important customers could receive individual-level reasoning and highly personalized treatment.

For broader populations, changing behavioral similarities could dynamically form micro-segments and customer cohorts for more scalable engagement.

The operating principle became:

Individual where it matters. Cohort-aware where it adds intelligence. Agent-driven across both.

5. Turn Decisions into Customer Journeys

The Engagement Agent translated the decision into an executable engagement strategy.

It determined the appropriate:

Action | Message | Offer | Channel | Timing | Journey

A high-value customer may receive a highly individualized engagement path, while customers exhibiting similar behavioral states may enter a dynamically determined journey.

The decision was then orchestrated through the client's existing CRM and campaign ecosystem.

This is an important distinction.

The platform was not simply automating campaign execution.

It was introducing intelligence into the decision that precedes execution.

Human approval could remain in the loop for sensitive or high-value interventions, while appropriate routine decisions could progressively become agent-driven.

6. Close the Learning Loop

Every engagement created new customer intelligence.

Customer responses and campaign outcomes were returned to BigQuery, allowing subsequent decisions to incorporate:

- Previous offers and interventions
- Customer responses
- Journey effectiveness
- Similar-customer outcomes
- Changes in affinity or risk
- Evolving behavioral patterns

The resulting model became:

Customer Behavior → AI Signal → Agent Reasoning → Engagement → Response → Learning

Instead of repeatedly restarting with a new campaign, the platform maintained an evolving understanding of the customer.

7. Bring Intelligence into Business Workflows

Customer intelligence and recommended actions were surfaced through:

Looker | Google Workspace | Slack

This allowed marketing and business teams to consume customer intelligence within the tools they already used rather than operating exclusively inside the underlying data platform.

Where human oversight was required, teams could understand:

Customer Signal → Recommended Action
→ Reason → Expected Outcome

This provided a practical path from human-supervised decisioning toward increasingly agent-driven engagement.

Technology Foundation

Data & Customer Intelligence

Google Cloud | GCS | Cloud Data Fusion | Dataproc | BigQuery | dbt

AI & Predictive Intelligence

Vertex AI | Churn Models | Affinity Models | Propensity Models

Agentic Decisioning

Signal Detection | Customer Context | Cohort Intelligence | Next-Best Action | Journey Decisioning

Business Activation

Looker | Google Workspace | Slack | CRM | Campaign Platforms

Business Impact

35% Increase in Repeat Purchases

Affinity, behavioral, and customer-context intelligence enabled more relevant interventions and stronger repeat purchase activity.

25% Reduction in Customer Churn

Changing risk signals could be identified and acted upon earlier, enabling more proactive retention engagement.

From Static Segments to Adaptive Customer States

Customer engagement could respond to changing behaviors, affinities, lifecycle signals, and similar-customer patterns rather than relying only on periodically created audiences.

1:1 Intelligence Where It Matters

High-value customers could receive individualized reasoning and engagement while larger customer populations could be managed through dynamically evolving micro-segments.

From Campaign Rules to AI-Driven Decisions

The platform increasingly determined whether to engage, what action was appropriate, and how the engagement should occur, rather than simply executing predefined campaigns.

Continuous Customer Learning

Every interaction enriched both the individual customer's context and the understanding of how comparable customers respond.



The Transformation

Traditional Campaign Model

Analyze → Segment → Design → Launch → Measure

Agentic Engagement Model

Observe → Understand → Decide → Engage → Learn

The transformation was not about running more campaigns.

It was about creating a customer engagement model capable of continuously understanding the customer and deciding how the brand should respond

Move from Customer Intelligence to Customer Action

Customer data and predictive models create intelligence. The next advantage comes from turning that intelligence into context-aware decisions at the moment they matter.

Explore how PalTech can help build the data, AI, and agentic decisioning foundations required for continuously adaptive customer engagement at scale.

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