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# Conversation Manager Overview

What does Conversation Manager deliver?

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Conversation Manager delivers:

- Customer context across time and across channels
- A consistent experience across all channels
- Ability to create and manage customer experience rules
- Ability to track and share a single view of the customer

## Key Differentiators

- Ability to not only capture and share context, but to *take action* using business rules
- Increased ability to cross-sell/up-sell products and services
- Gain more control over customer interactions, insuring an improved customer experience
- Better ability to control costs based on customer value