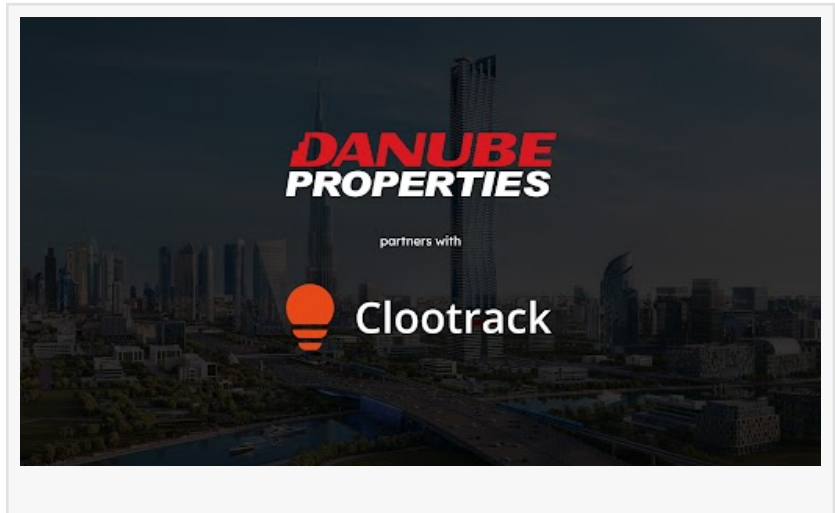


Danube pioneers AI-Powered Customer Experience benchmarking with Clootrack

DUBAI, UNITED ARAB EMIRATES, October 15, 2024 /EINPresswire.com/ -- [Danube](#) Properties, a leading real estate developer in the UAE, has partnered with [Clootrack](#), a premier AI-powered consumer intelligence platform, to adapt to elevating customer experience needs fast. This collaboration is set to transform Danube's approach to understanding customer preferences and enhancing its offerings in the competitive Middle East market.



In today's fast-paced real estate landscape, Danube recognized the necessity for an upgrade in strategies to increase conversion rates and serve the best to its clientele. Clootrack's robust capabilities stood out for effectively analyzing customer sentiments and behaviors. By leveraging Clootrack's advanced consumer analysis solution, Danube will identify critical areas for improvement and gain [valuable insights](#) into why customers favor its offerings.

"Choosing Clootrack was an easy decision because of its ability to provide rapid insights and actionable data," said Kashinath Igoor, Head of Customer Experience at Danube Properties. "With Clootrack's data-driven consumer insights, we aim to enhance our strategies and continue our growth in the market.

Clootrack's platform offers a comprehensive competition analysis and benchmarking alongside customer insights. This unique feature provides Danube with an exceptional value proposition, allowing them to stay ahead of market trends while tailoring their offerings based on real-time feedback."

"Our partnership with Danube Properties exemplifies how AI can bring in immense speed in responding to and creating new market dynamics," said Shameel Abdulla, Chief Executive Officer of Clootrack. "With our advanced analytics capabilities, we will empower Danube to gain a clearer understanding of their competitive landscape fast, deliver the best to their customers,

enabling them to solidify their position as a leading property developer in the region.”

This collaboration marks a significant step forward for Danube as it seeks to maintain its leadership position in the real estate sector while continuously improving its offerings based on customer feedback and market dynamics.

By integrating Clootrack's patented unsupervised analysis into its operations, Danube is poised to elevate its customer experience strategy and ensure that every interaction is informed by deep, authentic insights into consumer behavior.

About Danube:

Danube Group is a Dubai-based diversified business conglomerate with interests in building materials, home décor, hospitality solutions, and real estate development. Established in 1993 by Founder and Chairman Rizwan Sajan, a UAE-based entrepreneur, Danube Group reported an annual turnover exceeding US\$2 billion in 2022. Danube Group stands tall with several verticals that include Danube Building Materials, Danube Properties, Danube Home, Danube Sports World, Alucopanel Middle East, Danube Hospitality Solutions, Starz Media (Filmfare), American Aesthetic Center, Casa Milano, and others. Danube Group employs more than 4,500 people across the GCC and India, representing 44 nationalities.

About Clootrack:

Clootrack is an AI-driven, patented consumer intelligence platform that delivers qualitative insights 7.5 times faster. By integrating a comprehensive blend of data from various customer touch points, Clootrack provides brands with a complete understanding of customer sentiments and priorities.

Clootrack's patented unsupervised analysis facilitates rapid achievement of desired outcomes, enabling companies to identify patterns and make informed decisions. With the ability to analyze text and voice data in over 55 languages, Clootrack empowers brands to drive meaningful engagement and enhance customer satisfaction.

Discover the impact Clootrack can have on your brand by visiting <https://www.clootrack.com/>.

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