

UNISERV DATA MANAGEMENT

MARKETS & ISSUES

CUSTOMER DATA MANAGEMENT IN MARKETING AND SALES



CHALLENGE A targeted customer approach and sustainable customer loyalty are decisive competitive advantages in today's highly dynamic and competitive market. But although the information necessary already exists, it is often spread around the company in heterogeneous IT systems. Data silos prevent a 360° customer view and inconsistencies in the data dilute the customer image. The result is that marketing campaigns fail to have the desired success, cross- and upselling potential is not realised, and compliance demands cannot be observed.

SOLUTION With the Customer Data Hub (CDH), Uniserv has created the complete solution for effective management of customer master data, which is the prerequisite for a unified, fully-complete and up-to-date view of all customer data. The Customer Data Hub collects and combines customer data in guaranteed quality across all channels, functions, applications and databases. With the help of the Uniserv solution, companies can improve such issues as the efficiency of their marketing campaigns and sales initiatives, thereby creating added value for the whole company.

Back to the Corner Shop.

In bygone days it was quite normal to buy food, household goods, textiles, haberdashery, stationery, and much more, from the local corner shop. The little businesses managed to do what most companies dream of today. They knew the names, wishes, preferences and domestic situation of his/her customers and could make targeted buying suggestions. The proprietor noted what the customers talked about and what they bought over a prolonged period, and then gradually altered the range of products to precisely suit their needs. Go shopping elsewhere? Unthinkable!

The CRM system of those days was in the head of the shopkeeper. In this business enterprise with its high-level customer centering, the Point of Sale (POS) was operated from behind the counter where the shopkeeper provided effective customer relationship management. Today, the shopping situation has changed dramatically, but not the customer's wishes. The customer wants to be taken seriously and to receive individually personalised offers, with the feeling that company knows him (or her). Do you write to Mrs Smith as Mr Smythe? This might in itself be a reason

for rejection. In today's increasingly faster market environment a targeted customer approach and customer loyalty are central success factors.

From the customer's point of view, other factors independent of the actual product are taken into consideration when making a decision, such as the quality of the marketing approach, or competence and efficiency of customer service. This is particularly the case in markets driven by demand for replaceable products (telecommunication, financial services, FMCG, food, providers, etc.). Product competition has grown, and with it, the price battle. In many cases, only an improvement in service can give the possibility of standing out from the competition. The offers from the competition are just a click away, therefore it is even more important for the provider to do everything possible to retain existing customers. Metaphorically speaking, it's a matter returning to the corner shop principle of "Knowing Your Customer". Customer loyalty is not a romantic, outdated concept from past years – but instead, an important commercial factor. To ensure that this loyalty is implemented profitably, no company today can do without a 360° view of its customers.



Challenge: Customer Centering.

Companies must master the challenge of keeping individual customers in focus and to make them transparent and steerable in today's diversified mass markets. To achieve this, a 360° customer view is necessary. Where the corner shop once remembered the wishes of about 150 customers; today's modern companies have CRM and ERP systems, call centres, service hotlines, complaints administration, support portals, web shops, etc. But the common result is that customer information lies spread around different silos, in different departments and at different locations. Employees then have to work laboriously to find and collect it together.

When a unified platform for customer master data is unavailable, problems are inevitable. A heterogeneous data basis with obsolete and inaccurate address data and differing formats means that elaborately organised marketing campaigns pass by unnoticed, and unnecessarily increase postage costs. The profit margin of the marketing budget is endangered and marketing campaigns with critical timing are doomed to failure from the start. Missing segmentation characteristics make the choice of target group more difficult. To address the customer and enquirer with the right product at the right moment is more a case of luck than anything else.

Company strategy must be systematically targeted towards the customer.

Isolated solutions are used in the sales department, meaning that each representative has a personal store of information and data. But this also means that with separate systems, but without interfaces, it is extremely difficult, e.g., to determine, if and when an enquirer becomes a customer.

Customer information often only enters the system when a product is actually sold and the related order is entered into the system. Any additional information remains in the heads of the sales staff or customer service. But when such an employee later leaves the company, the information is then lost.

Effective CRM means far more than just collecting customer data. When a company can fully exploit all available data (such as contractual data combined with usage data, or evaluation of surfing behaviour in the internet) on just one platform, the customer can be given precisely targeted offers and taken care of individually. In a modern business enterprise with many thousands of customers, customer centering as defined in the corner shop principle can only function when the following pre-requirements are met:

- 1. COMPLETE KNOWLEDGE:** The capability of collecting all available, unified and up-to-date customer information and making it available for all relevant employees, in real time, and throughout the entire business organisation.
- 2. MICRO-SEGMENTATION:** Communication and sales need finely controlled campaigns to ensure
- 3. RELEVANT COMMUNICATION.** Offers and campaign topics must match the current interests and needs of customers in real time.
- 4. PERFECT TIMING:** Campaigns that target the wrong person at the wrong time are negative customer experiences and a waste of money.
- 5. SERVICE ACROSS CHANNELS:** A consistent, competent and targeted service experience during every customer contact is enormously important for loyalty and positive word-of-mouth advertising.

The Customer Data Hub: A 360° Customer View.

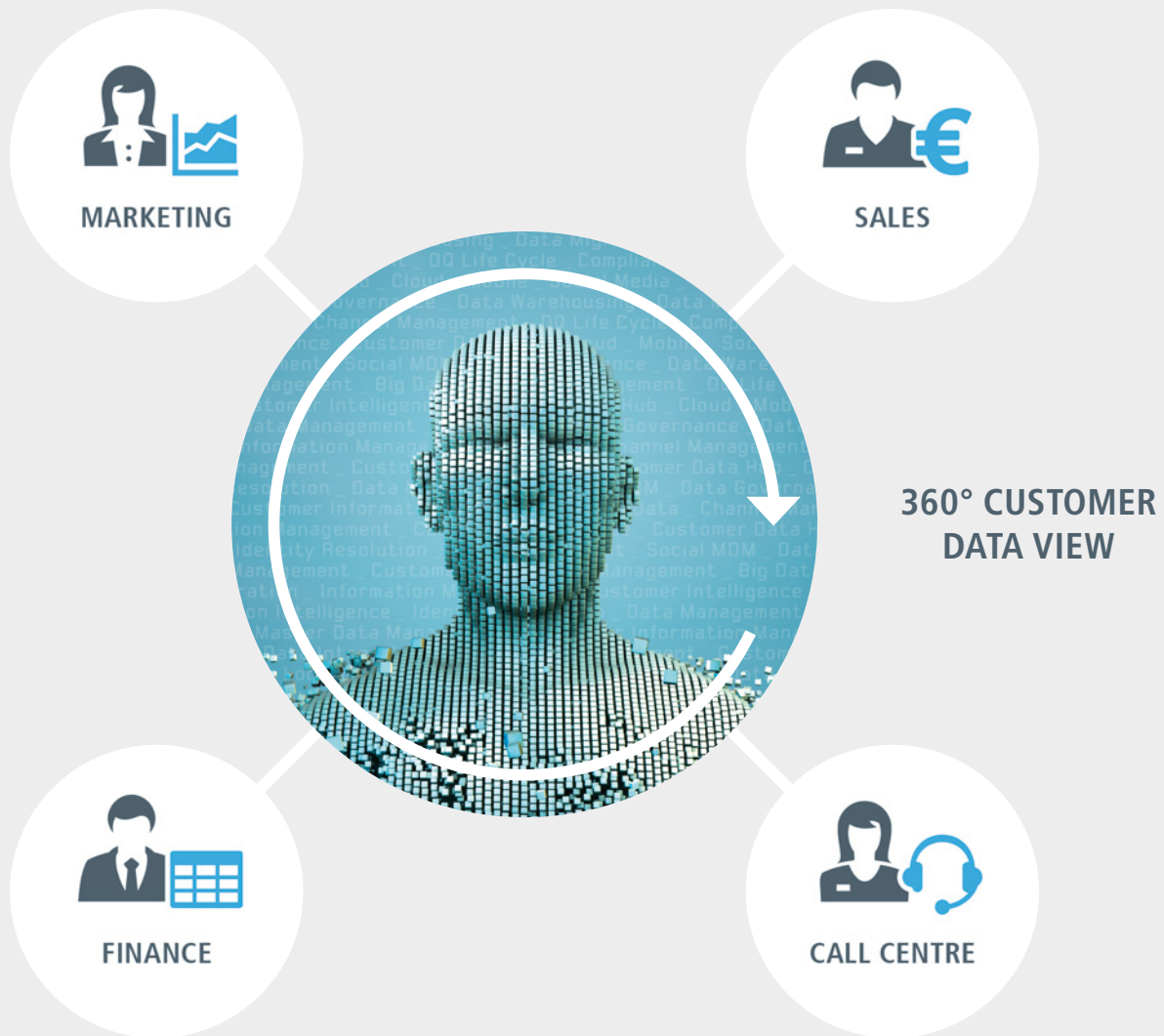
For more than 40 years Uniserv has been specialised in the creation, administration and care of high quality customer data throughout its entire data lifecycle. The central focus of our product portfolio and consultation is always on the quality of your data. We provide a complete solution of software and consultation, enabling you to create and efficiently manage consistent, up-to-date and readily available customer master data: the Customer Data Hub. With this MDM solution for customer master data, we help to achieve a comprehensive image of your customers, and make this information available to all areas and departments of your company. The Customer Data Hub does not require any complex integration project, nor do any alterations have to be made to existing data models. The MDM solution from Uniserv means that exhaustive programming, periods of adjustment and lengthy software servicing can now be forgotten. This solution is individually tailored to the requirements of each individual company and implemented in a multi-level, methodically defined process. After just three months you will profit from tangible added value. The ROI will soon be clear.

By consolidating your customer master data centrally with the Customer Data Hub, you will profit most of all from reliable, high quality data in two main areas: On the one hand, marketing departments can plan, perform and evaluate data-driven campaigns more precisely, because they work with a reliable data basis. Stray losses are minimised and customer communication and product offers are more relevant and can be formed more precisely for specific target

groups. Also, the data quality can be improved further with data enrichment. All of this provides a measurably higher economic contribution from marketing, which in turn contributes to company success. The sales department too can fully exploit its possibilities by working more efficiently in the field of new business. It can rely upon qualified leads and information about customers' needs and other up-to-date information necessary for cross- and upselling, even when this information is kept at another location in the company.

A 360° CUSTOMER VIEW MEANS IN CONCRETE TERMS:

- an all-inclusive view of all available information about the customer
- more efficient marketing and more effective sales activities
- accurate selection of target groups
- identification and increase of cross- and upselling potential
- rapid identification of a customer (e.g. in the call centre)
- individual communication and a precisely targeted customer approach
- fundamental knowledge about your customers



On the other hand, the Customer Data Hub helps to enter customer data into strategic data governance. Legal and regulatory demands are particularly stringent in the case of customer data and the risks of contravening compliance requirements are accordingly high. Centralisation of customer data management with the Customer Data Hub creates the pre-requisites for company-wide unified stand-

ards and strict observance of compliance demands. Central data governance also relieves specialist departments of the task of compliance, which is often insufficiently observed due to a lack of resources. With Uniserv you can exploit the full potential of your customer master data and generate added value for marketing and sales, and thereby for the whole company.

Four Steps to Effective Customer Data.

1. IMPROVE DATA QUALITY Customers make contact with companies using many different channels: Omni- and multi-channelling mean that customer data enters company systems in equally different ways, e.g., registration in a web shop, in the call centre, by individual lead generation using website or telephone campaigns, as well as from the purchase of outside data, e.g., marketing lists. The data often lands in different quality in various different data stores. This leads to inconsistent and redundant data, which is insufficient for the demands of perfect customer service.

During discussions with our customers and specialist departments having customer contact, the same effects of poor data quality are repeatedly mentioned:

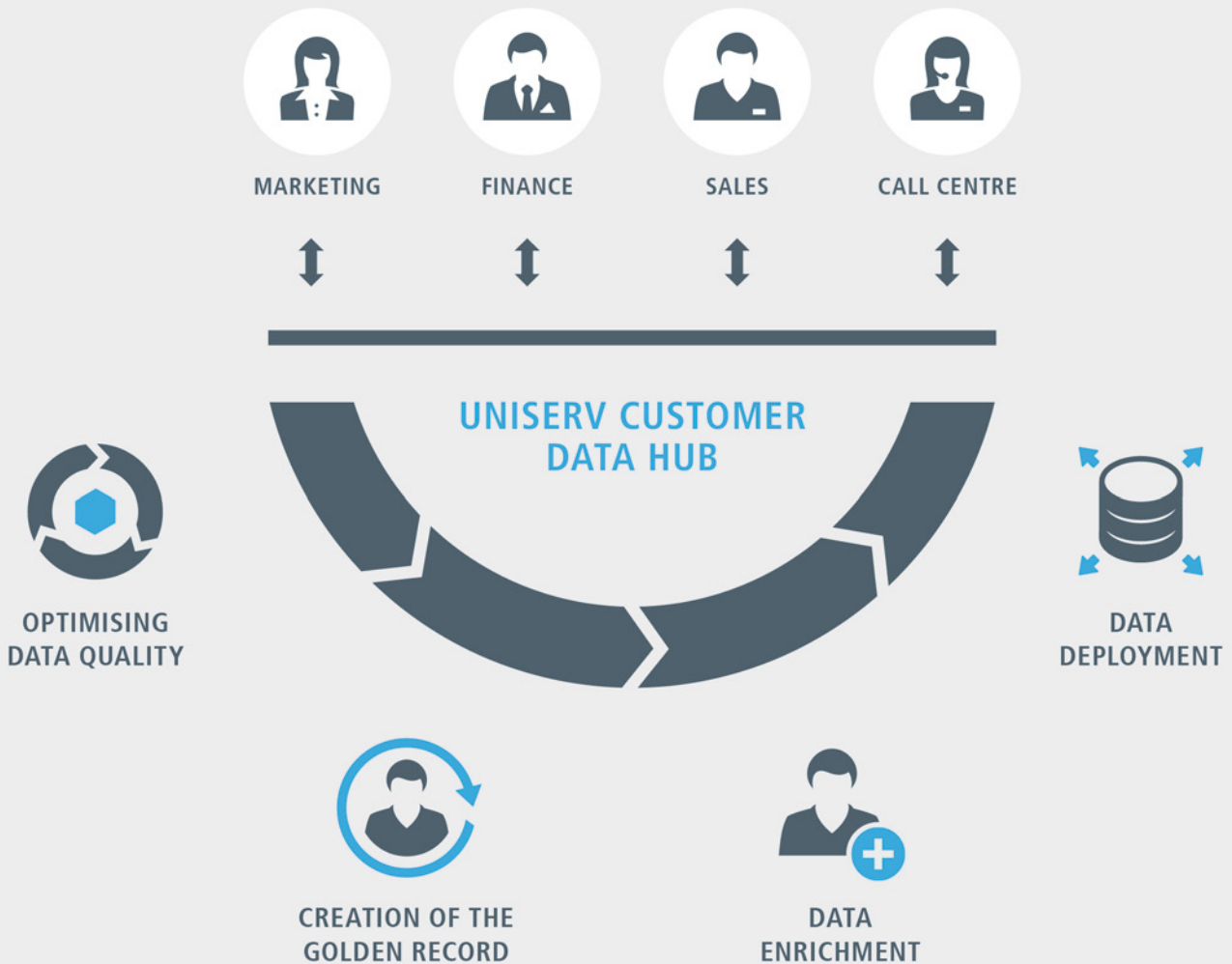
- ▶ customers and business partner records appear several times in the system
- ▶ contact partners are outdated
- ▶ high return rates for mailing campaigns
- ▶ customers complain about multiple deliveries of the same item
- ▶ low response rates for marketing campaigns
- ▶ incorrect letter salutations and address elements
- ▶ employees complain about the high level of effort for manual research
- ▶ legal requirements cannot be complied with

Data quality is the foundation of successful master data management. But even before the information from the various sources can be integrated in the Customer Data Hub at all, the data quality tools from Uniserv first ensure cleansed, structured and up-to-date data. For this purpose, the Customer Data Hub is fitted with all data quality functions required for dealing effectively with customer data: Our postal address check examines and corrects address

data in the widest range of languages and character sets for 246 countries. Our tools mean that formatting name and address lines and country-specific address formats are no longer a problem. Email addresses, telephone numbers and bank data can be checked at different levels in the same way.

2. CONSOLIDATE DATA There is almost certainly no company which does not have redundant customer data somewhere in its systems. To ensure a unified view and availability of this data, it must be consolidated step-by-step. The target: Creation of a golden record. Uniserv Identity Resolution, as a component part of the Customer Data Hub, enables you to clearly determine the identities of your customers across all processes and systems. Identity resolution ensures that only suitable datasets are consolidated from the source system and then suggested as a component for the golden record. By using individual rule sets, the leading dataset can be automatically processed and enriched. This means that you always have a high quality and duplicate-free database complying precisely with your demands and requirements.

3. MAKE DATA MORE VALUABLE By enriching datasets with information, such as geo-coordinates or marketing-relevant information, you can increase the quality of your data even further, and give your customers a more clearly defined profile. Data enrichment also includes coordinates, responsibilities of government offices and authorities, delivery information about freight services, information about the local residential situation, as well as data about your own company, such as the details of a particular area branch, or the responsible representative. Allocation can be targeted for a single house, a section of road, a whole street, a suburb, or for a complete town.



4. MAKE DATA AVAILABLE CENTRALLY As soon as the golden record exists; it should be made available for all customer-related (departmental) processes, whilst at the same time conforming to data protection legislation and other regulations. This task is dealt with by the Customer Data Hub. For example, by allocating appropriate rights to persons who may read, and who may write, particular forms of data. In this way you can control and coordinate your powerful master data management within the framework of your data governance initiative with dependable customer master data. Customer centering is not just a theoretical concept.

The Uniserv Customer Data Hub helps marketing and sales departments to achieve a unified, complete and up-to-date image of their customers and to make it available for all areas of the company. Employees have the information they need and customer care improves; employee satisfaction increases, the activities of sales and marketing are more transparent, controllable and steerable, and thereby more successful. In short: Better Data – Better Business!

Data Quality from the European Market Leader

Uniserv is the largest specialised provider of Data Quality Solutions in Europe. Data management – the interlocking of data quality protection and data integration – has always occupied a central position in our portfolio.

We support our customers with our solutions competence and our many years of expertise with performing data quality projects, data warehousing, data migration and Master data management. Our product portfolio has many potential uses; within the field of CRM applications, for eBusiness, direct and database Marketing, CDI/MDM applications and for Business Intelligence.

Uniserv software solutions can be smoothly integrated into all business processes, all IT architecture and applications.

With the benefit of comprehensive and successful customising and Best-Practice experience of our consultants and partners, we can offer individually tailored data management solutions and can optimise business processes enabling our customers to achieve more success in the market.

Numerous renowned companies place their trust in the data management solutions from Uniserv, for example Deutsche Bank, eBay, EDEKA, E.ON, France Telecom, Lufthansa, OTTO, Siemens, TUI and Volkswagen.

Further information is available at:
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