

SINGLE CUSTOMER VIEW

A Single Customer View is a database, which brings together all your customer, behavioural and transactional data into one central location.

Often companies have multiple data sources held in separate silos. This data could relate to different parts of the business or just be from multiple data sources that have never been linked; for example:

- Website data – online accounts/ browse history
- Transactional data – online and offline
- Communications history
- Acquisition data and mailing lists
- Response data – Voucher redemption, email opens/clicks
- Surveys, Questionnaires and preference data

KEY FEATURES & BENEFITS:

- Delivers a holistic view of customers and prospects
- Bring together disparate data sources into one central location
- Gain a better understanding of customer behaviour, preferences and value
- Use insights to drive customer engagement, retention and cross selling activities
- Create a Single Version of the Truth for reporting, understanding and sharing your data
- Support the delivery of targeted and personalised communications and campaigns

WHY A SINGLE CUSTOMER VIEW?

While your data is held across multiple sources without any unifying link, you risk wasting a valuable asset and will not be able to form a complete view of your customers.

With only a partial view of your customers, your understanding of their true value is limited. You could miss opportunities, risk contradictory reporting, and potentially alienate customers if you are limited to a “one size fits all” marketing strategy.

By linking all of your data sources you can create a single version of the truth, which will give consistent results and can power everything from campaign management to data analysis, customer insight and business decision making.

Implementing a Single Customer View will give you the best possible understanding of your customers. This can help you identify patterns and insights that can inform your entire marketing strategy.

By truly knowing your customers and combining this knowledge with a multi-channel marketing strategy, you are able to engage with your customers as individuals with truly personalised and targeted communications.



HOW IS A SINGLE CUSTOMER VIEW ACHIEVED?

At Data HQ we design and build bespoke relational databases, designed to meet the specific requirements identified during scoping. The database we design will be optimised to link with your relevant data sources and any other systems within the solution.

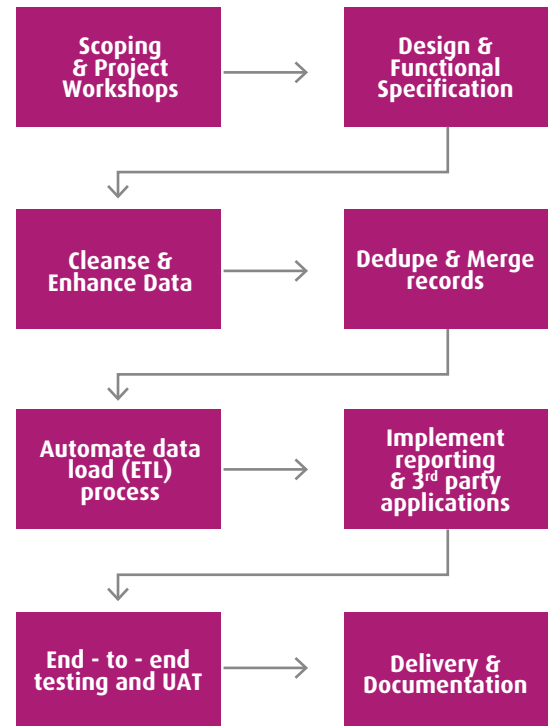
- We will use specialist tools and access to multiple B2C and B2B datasets in order to cleanse and enhance your source data.
- Routines will be created to deduplicate and merge your data sources into the single view.
- All data will be flagged by source and its original integrity will be maintained along with the enhanced, consolidated version.

Due to the flexibility of the tools we use, the database can be configured to link directly to operational and source systems, and provide back any derived or enriched data to these systems.

Once the Single View has been created, we can also supply and configure third party applications to help you get the most out of your data, such as:

- FastStats Discoverer – Data mining, analysis, selection and data extracts
- PeopleStage – Marketing Automation
- Excelsior – Dashboard Reporting

Implementation Process



WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver to your unique business requirements.



FOR FURTHER INFORMATION CALL US NOW

+44 (0) 1245 807470 info@datahq.co.uk www.datahq.co.uk

DATA HQ LIMITED HYATT PLACE 50-60 BROOMFIELD ROAD CHELMSFORD CM1 1SW

