

WHY DO I NEED A SINGLE CUSTOMER VIEW?

Today's marketplaces are now moving even faster, with both competitors and consumers getting more tech savvy. To remain competitive and exceed customer expectations, companies must have the capability to align with customer needs with the latest technology.

"An aggregated, consistent and holistic representation of the data known by an organisation about its customers".

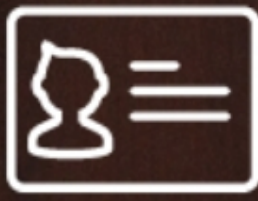
Experian

Today's CRM solutions, like Microsoft Dynamics 365, provide a platform for achieving a Single Customer View (SCV); bringing departments together into one centralised system.

POSSIBLE DATA SOURCES:



Online Behavioural Data



Offline and CRM Data



Transactional Systems

BENEFITS OF A SINGLE CUSTOMER VIEW



MORE INFORMED MARKETING DECISIONS

Gives a more accurate view allowing you to make decisions underpinned by reliable data.



INCREASED CUSTOMER LOYALTY

Drives a more personalised experience resulting in improved customer service.



PREDICTING BEHAVIOUR SAVES TIME, MONEY AND RESOURCE

The more you know about your customers, the better you can anticipate what they'll want from you next.



IMPROVED RETURN ON INVESTMENT

Increased conversions from an increase in more targeted marketing and decrease in wasted money spent on unnecessary marketing activity.