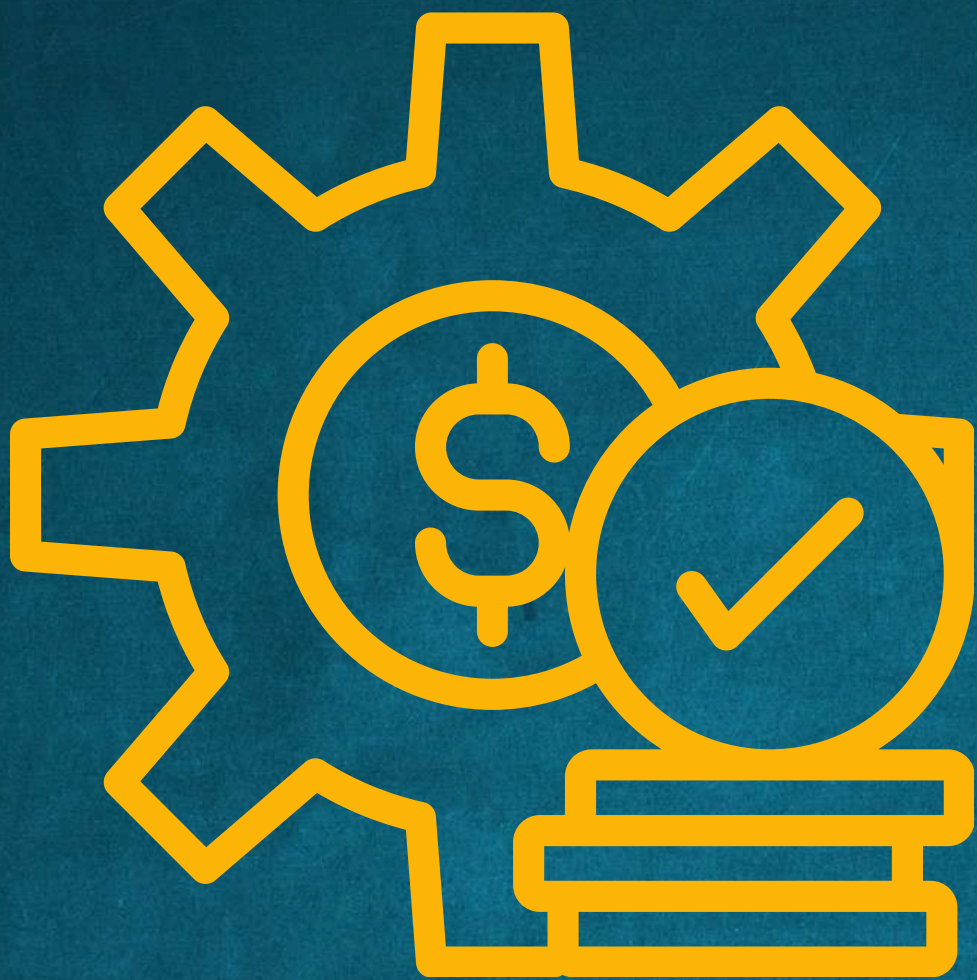# Single View of a Customer : a Guide

Align Your Data Owners and KPIs

Start by aligning all stakeholders, including marketing, sales, customer service, and IT. Define key performance indicators (KPIs) that will guide your SCV initiative.

Ensure everyone understands the goals and benefits of having a unified customer view.

01

Identify and Merge Data Sources

Identify all relevant data sources, such as CRM systems, marketing platforms, e-commerce databases, and customer service logs. Merge these data sources to create a comprehensive dataset.

This might include demographics, purchase history, customer behaviour, and interactions across various channels.

02

DATA-DRIVEN SOLUTIONS

Evaluate & Integrate Technology

Choose the right technology stack to support your SCV. This could involve data integration tools, customer data platforms (CDPs), and data warehouses.

Ensure the chosen technology can handle data from multiple sources and provide real-time updates.

03

Resolve Customer Identities

Use data matching techniques to resolve customer identities across different data sources. This involves deduplicating records and linking data points to create a single, accurate profile for each customer.

Techniques like deterministic and probabilistic matching can be employed here.

04

Implement Data Governance

Establish a robust data governance framework to ensure data quality, consistency, and security. Define data standards, policies, and procedures for data management.

Regularly audit and cleanse your data to maintain its accuracy and reliability.

05

Test and Validate

Before rolling out your SCV, conduct thorough testing to ensure data accuracy and system performance.

Validate the integrated data against known benchmarks and use cases.

Involve end-users in the testing phase to gather feedback and make necessary adjustments.

06

Provide Access to Relevant Teams

Ensure that all relevant teams have access to the SCV. This includes marketing, sales, customer service, and analytics teams.

Provide training and support to help them leverage the SCV for their specific needs.

07

Monitor & Optimize

Continuously monitor the performance of your SCV. Collect feedback from users and make iterative improvements.

Use analytics to track the impact of the SCV on customer engagement, satisfaction, and business outcomes.

08

Benefits

Personalized Experiences: Deliver tailored marketing messages, product recommendations, and customer service interactions.

Improved Decision-Making: Make decisions based on a comprehensive understanding of customer behaviour and preferences.

Enhanced Customer Loyalty: Build stronger relationships with customers by understanding their needs and providing relevant solutions.

Operational Efficiency: Streamline processes and reduce data silos, leading to more efficient operations

09

DATA-DRIVEN SOLUTIONS

Final Thoughts

In today's data-driven world, understanding your customers holistically is more crucial than ever.

A single customer view (SCV) provides a unified, comprehensive perspective of each customer, enabling businesses to deliver personalized experiences and make informed decisions

Creating a single view of a customer is a strategic initiative that requires collaboration, technology, and ongoing commitment. By following these steps, you can unlock the full potential of your customer data and drive meaningful business outcomes.

For more information get in touch.

10