YOUWE

How to solve the biggest data-driven challenges to create the ultimate customer experience

Learn why data management is the solution in your digital transformation

Contents

Introduction

Have you heard the expression: "data first, experience last," already? In many organizations, people overlook the importance of data. But, in fact, your data is the most important part of your organization and helps you create a better customer experience if you are using your data in the right way.

Using your data properly is a difficult task and, in many organizations, data-driven challenges arise. But as data is the backbone of all digital transformations and everything in today's enterprises revolves around data, it is extremely important to solve those challenges.

In this whitepaper, we will show you the 8 biggest data-driven challenges and how to solve them, we will also present you with a data quality roadmap, tell you more about how to create a better user experience with the help of Product Experience Management, and show you a successful customer case.

Enjoy!

The current situation

The chain is changing

Organizations are working on new business models and business intelligence. They are forced to redesign their IT-landscape in areas like e-commerce, warehouses, and ERP systems. Operational processes are becoming increasingly digitalized or require optimization, now more than ever. Compliancy, legislation, and regulations are increasingly becoming an issue. There are various challenges, with one recognizable red thread: organizations are only moderately succeeding in making correct, rich data available and managing that data well, in other words in such a way that it is done efficiently, and the data can be distributed to all desired channels.

How much data does a company have these days? First of all, there is a mountain of data linked to a product or service with a supplier or wholesaler: a functional product description, a how-to-video, order and price information, reviews from users, leaflets, PDFs, drawings, catalogs, technical specifications, marketing content, feature lists, or manuals. All data has to be updated, managed, and integrated. Also, this data is from various sources and is stored, improved, and managed by various people or departments.

In addition to all data about products and services, there is also content for the website: informative articles, cases, inspiring articles, successful applications, events, and all other information that must be available online. That content is intended not only for the website but also for marketing campaigns and mailings, as well as for social media channels, Google Shopping, external sales portals, customers, and suppliers. And then the question arises of how that host of data can meet internal quality requirements and legal requirements within a certain time and with minimal effort. For example, think of the regulations within the food industry and all requirements for ingredients. This makes data management one of the greatest challenges of an organization.

All key players for data management will come upon their problems during this process. An ICT, product, e-commerce, or marketing manager is confronted with fragmented data. There is no uniformity in appearance towards the target group, the source data cannot be found, and no one feels like the owner or is responsible for the data. Management of data with several individuals is not easy to manage. Especially if those employees are all making changes to the same data. There also is a risk that the data will be overwritten or is not even used. Duplicate data is also a common problem in organizations. To solve these data problems, we listed the most common challenges and provide you with the solutions.

The 8 data-driven challenges

Challenge 1: Data from an ERP system

How do I use data from an ERP system, or can I use rich data of partners and data sources?

Next, use external data parties to enrich your data automatically. Within many branches, “rich data” parties are active. Parties that enrich branch data and provide images and features of products, so that data becomes rich. This data is for sale for a fraction of the amount that you would be able to organize it yourself.

Well-known data pool companies are:

- 2BA: data improvement/distribution
- ETIM (2ba.nl) - ETIM: classification technical branch (etim.nl)
- EZBase: data enricher for iron branch (ez-base.nl)
- PSinFOODservice: data enricher for the food industry (psinfoodservice.nl)
- BAB: terms and conditions architects and construction companies must comply with (bouwendnederland.nl/bab)
- GS1: data standard/classification for detail industry, health care, consumer electronics and automotive (gs1.nl)

Challenge 2: External appearance and communication

How do we ensure that the consistency in external appearance and communication to the target group is organized efficiently and effectively?

Marketers, product data specialists, a CEO, and CMOs see that the data within their organization is in many systems, but never in one system. Uniformity and communication are lacking, no one in the organization knows where to find the source data and no one feels responsible for it. The desire to be able to present all data about products and services consistently and uniformly on every channel and every device starts with organizing the data in one spot.

Employees within the organization experience:

- Managing data with several people is difficult to manage
- Employees work hard on improving data, but those employees experience that the data is often over-written by “data from other sources” or “data from other co-workers”
- The data that the data specialists create is not used by all sales and marketing people, because they are not reached, or they have a better version of the data!
- People are working inefficiently, often because many people think they have source data and there is duplicate data in many different places.

Challenge 3: One place for data

How do I create one place for data, with a real digital experience for my customer – on every device and every channel?

For those cool, digital experiences, (rich) product data must not only be centralized, but this data must also be mixed with other information, such as 'inspiration', 'knowledge', 'application'. 'events', and 'case'. Put all your data in your PIM/MDM-tool.

Choose 1 digital platform instead of separate tools for PIM/MDM, DAM, CMS, e-commerce & MAM. Why? Because the challenge is to create a digital experience on every channel on every device, it is not sufficient to only organize the data in one spot! Because this does not allow the data to be presented in a cool way with a lot of experience in the online presence, mobile app, and e-commerce system! In the 'old world', several systems were required to present this data on the website (often with a separate CMS), the webshop (separate e-commerce system), and on a mobile app (with a separate MAM application: Mobile Application Manager).

This immediately launches the next challenge, which is separate ICT Silos. The data must then go from one source (PIM/MDM) to three systems (CMS, e-commerce & Mobile app), each with their own software and challenges to be able to present this in a cool way with a lot of experience. Most likely, this will be problematic at the start of new content, because the content is added in the CMS and/or e-commerce system. This content should be pushed from one source! Or better yet... it should be possible to create the website, e-commerce, and mobile application from one platform!

One digital platform solutions: Take a look at the Adobe Experience or Pimcore software; these products aspire to reach one digital platform. They reason from two simple principles:
Data; There is data and it must be possible to manage it smartly. This is what we need a "data manager" for.
Experience; It must be possible to distribute data in a cool way, to channels, devices, or customers/suppliers.

These tools then offer tools and pre-programmed components to use for the construction of the e-commerce, website, or app. Everything in one source and everything created directly on one platform ensures extra simplicity of the ICT landscape and the creation of a big time-to-market. We recommend keeping the IT-landscape simple on the front-end too and not to opt for separate software for "PIM/MDM; data management", CMS for the website". "e-commerce with shop software" and an "app via app-software", but to opt for a solution that can do everything.

Challenge 4: Data quality

How do I get a grip on and insight into data quality? And how can I manage the process of data quality improvement successfully and efficiently?

Data in one spot is just the beginning. When that is achieved, you need to manage the process and improve the data quality. It is a solution to the question from C-Level or management, such as:

- What is the quality of the data now and what do we want?
- How can we activate this process and gain insight into where we are, in order to upgrade to the desired quality level?
- How do we enrich data efficiently and how do we monitor the quality at crucial points, such as legislation, specifications of materials, or ingredients in food?

This requires tooling that helps with organizing, determining targets, planning data improvement projects, monitoring data quality, filtering exceptions, matching data to legislation, and releasing data.

Challenge 5: Legal

How do I ensure that my data complies with legislation and regulations?

More organizations should be able to show that their data complies with legislation. Also, they must be able to show what data sheets (including specifications) were sent to which customers. Producers from the food industry must be able to show that the information provided about their products (ingredients) complies with the regulations of the country where they are actively being sold. Setting up this compliance process is very complex and labor-intensive without the right tooling! In the (electro-) technical branch, products are used in digital format by various construction, architecture, BIM software applications, where installations, buildings, and spaces are drawn. If there are errors in the product data, concerning “bearing strength, length, width, weight, or type of material”, the consequences in terms of liability could be huge. It is therefore very important for the product data to be correct!

Challenge 6: Data distribution

How do I distribute data to my customers?

The need to distribute data to customers, suppliers, portals, and other applications and systems is steadily increasing. This is happening in different channels and on various devices. Because of this, your IT-landscape needs to be organized correctly. Instead of, combining all systems manually you need to have a solution in place that can let your data communicate between different systems, Only if your IT-landscape is in order you will be able to communicate the right data to your customers. Let’s say that you manage your stock information in your ERP, if you want to show the right amount of stock in your e-commerce platform these two systems need to be able to communicate with each other.

Challenge 7: Content creation

How do I create magazines, leaflets, and brochures quickly and economically?

Data (content) is also needed for physical expressions, such as leaflets, magazines, and brochures, along with high-quality visuals and other images. If you control data in one digital tool, all data and images can then be distributed to graphic programs, such as Adobe InDesign, from this central place. An enterprise solution in the market for companies that currently create their catalogs & leaflets with Adobe InDesign is the tool EasyCatalog from 65bit. This tool ensures that the data from the PIIM/MDM is available in Adobe InDesign immediately. The tool also ensures that the products are automatically listed in the templates created for this, takes care of automatic page numbering and if visuals are placed between the products, automatically aligns them.

Tip: Make sure that all original images of products, other visuals, themes, etc., are saved in your digital data platform. Save designers a lot of time by setting up the 'EasyCatalog' tool. It does a lot of actions automatically and takes the images and data from your PIM/MDM tool, which should be part of your central digital platform.

Also, think of the possibilities of the PDF-catalogue generators. Various PIM/MDM tools support the generation of print-ready leaflets, price lists, and catalogs, without the involvement of designers. This saves not only workhours but also licensing costs for software programs. These tools can also generate leaflets and magazines for your customers. And errors in data belong in the past because the data is generated in real-time for every version.

Challenge 8: API

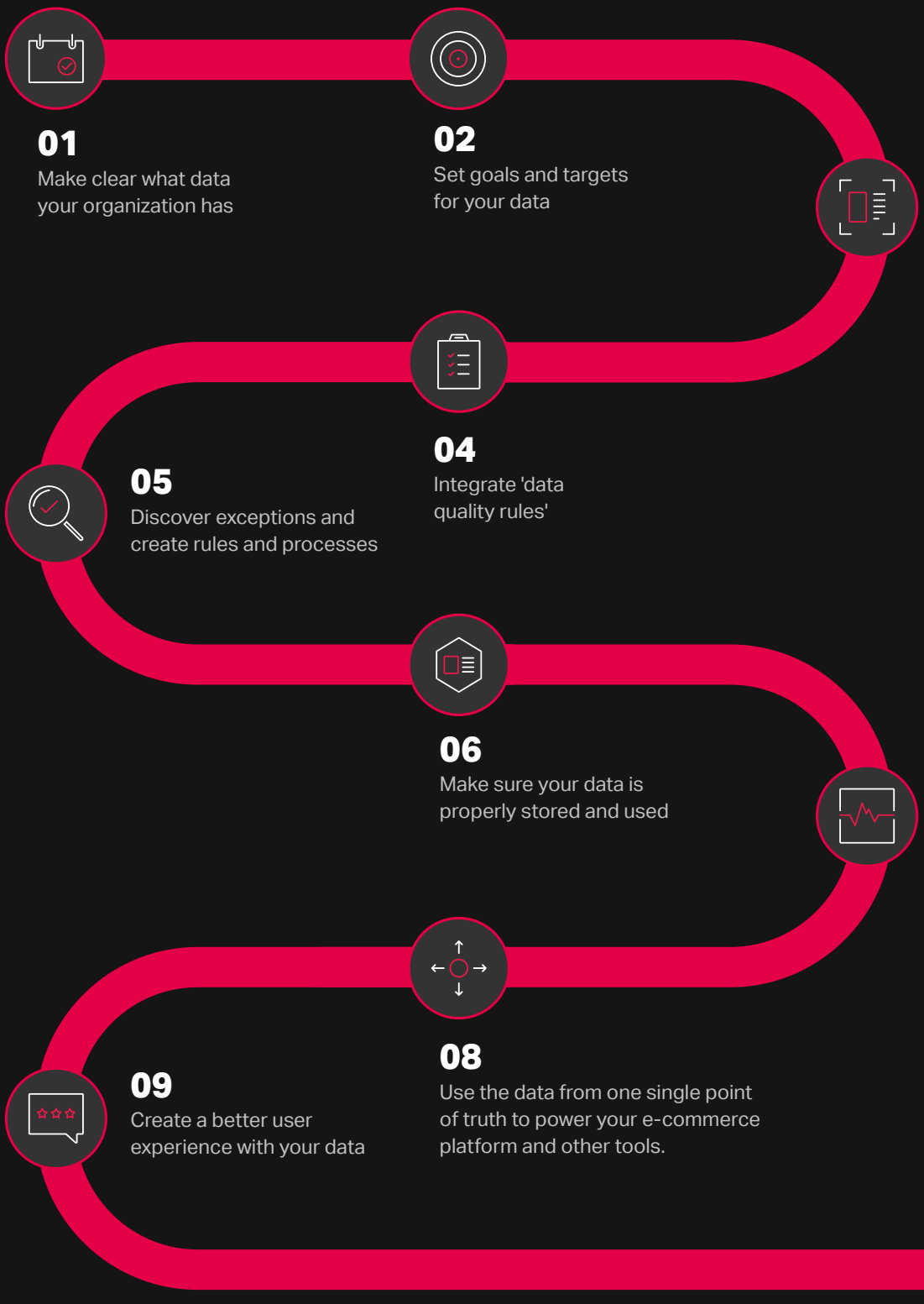
How do I create an API-driven IT-architecture and why should I?

Traditionally, there are various systems for data storage: CMS for website content, MAM for mobile content, DMS for documents, PIM for product data, DAM for assets like images and files, and MDM for all data. Next came the desire to link all the data to each other. This is often done by setting up an ESB which is above this and which can align data from all those systems and can distribute it. Tooling like Pimcore, which stores all data in one digital platform, effectively solves this problem.

However, there are additional reasons behind the need for an API-driven IT landscape:

- Data is increasingly distributed in real-time and therefore via web services (API). A central API solution ensures that data and functions per definition can always be excluded via the API. A function in a platform, however, can only be developed via the API. The data is therefore also available immediately via the API.
- The current IT landscape consists of many SAAS software packages, which each offer APIs. To be able to be connected to this world of available tooling, you must also be prepared to be "connected".

A perfect data quality roadmap



01
Make clear what data your organization has

02
Set goals and targets for your data

03
Design a data quality model

04
Integrate 'data quality rules'

05
Discover exceptions and create rules and processes

06
Make sure your data is properly stored and used

07
Monitor data quality in relation to your targets

08
Use the data from one single point of truth to power your e-commerce platform and other tools.

09
Create a better user experience with your data

The 9 steps of improving your data quality

As you have read before, you need to better your data quality to improve your customer experience. How you do this? With the following 9 steps of the data quality roadmap.

Step 1: Make clear what data your organization has

You need to make sure you know which data your organization is using and it needs to be accessible. Ask yourself the following questions: Which data is missing or cannot be used? Which data is stored, but not yet in the standard format? Which data is incorrect or outdated? Which data has not been checked for 'legal compliance'?

Step 2: Set goals and targets for your data

For step 2 you need to make a customer journey. You need to determine the data requirements from the mapped out 'customer journey'. You also need to think about when the data should be made available. Set a deadline and make a schedule.

Step 3: Design a data quality model

Which requirements must the data meet? Think of the target group for which the data is developed. Set rules about the quality of your data en choose a brand style for your images and videos.

Step 4: Integrate 'data quality rules'

Design clear processes so that the integration of other data does not lead to data pollution. To ensure data quality, data lines, or data quality rules can be created automatically, as well as rules that actuate workflows.

Step 5: Discover exceptions and create rules and processes

To continuously improve the data quality process, it must be periodically checked whether "SMART criteria" can be applied.

Step 6: Make sure your data is properly stored and used

You need to have a single source of truth and an owner of the product information, without this the data becomes inconsistent and unpredictable. A PIM is a perfect solution that can help you with storing and correctly using your data and the data will always be up-to-date. If the data is sent to various external systems, a PIM will also make sure the data is in sync automatically and you always use the latest version.

Step 7: Monitor data quality in relation to the targets

Good monitoring provides insight into the status of the products and the quality level of products.

Step 8: Use the data from one single point of truth to power your e-commerce platform and other tools

Consolidate your data and try to reduce your existing IT systems. Move all your product data into one central data hub. This will make this system a single source of truth. This means that instead of working with multiple versions of your data, you will always be storing just one version of your data which will optimize your business in each way and your platform will always be up-to-date.

Step 9: Create a better user experience with your data

When your data is always consistent and up-to-date you will never disappoint your customers, this will enrich the user experience.

Data first, experience last

Everything you need to know about Product Experience Management

A lot of companies are focusing a lot on improving their customer experience by choosing a DXP and marketing automation tools, but most of the time they forget an extremely important asset, their data!

You need to start your digital transformation by improving your data instead of upselling on experience channels. Certainly, if you don't have a solid PIM strategy in place. Stop thinking about your website and online shop and start with a PIM. It can be implemented in a couple of months and will centralize all your data in one place. After you have completed this step, you can start with your experience channels. Of course, you should keep the product experience in mind. You need to know which data you would like to display to your customers and in what way you would like to display the data on which channel, this is where PXM comes in.

PXM or Product Experience Management is a method you can use to deliver the right content, when, and where it is needed. This is done to drive sales, build loyalty, and grow market share. As product experience is the foundation of a good customer experience this is getting more and more important. A great customer experience is no longer a nice-to-have, but it's an urgent need for all companies. A great customer experience can't happen without a compelling product experience — consistent product information delivered in context wherever, and whomever, your buyers are. Also, it doesn't matter if you are operating in the B2C or B2B market in both markets it is extremely important to create a good customer experience. In a recent survey, 97% of manufacturers and distributors alike cite product information as a key asset to enhance their customer experience.

So it is clear, make sure your data quality is improved and you use a PIM to optimize your data, only then you can better your customer experience.

Successful customer case

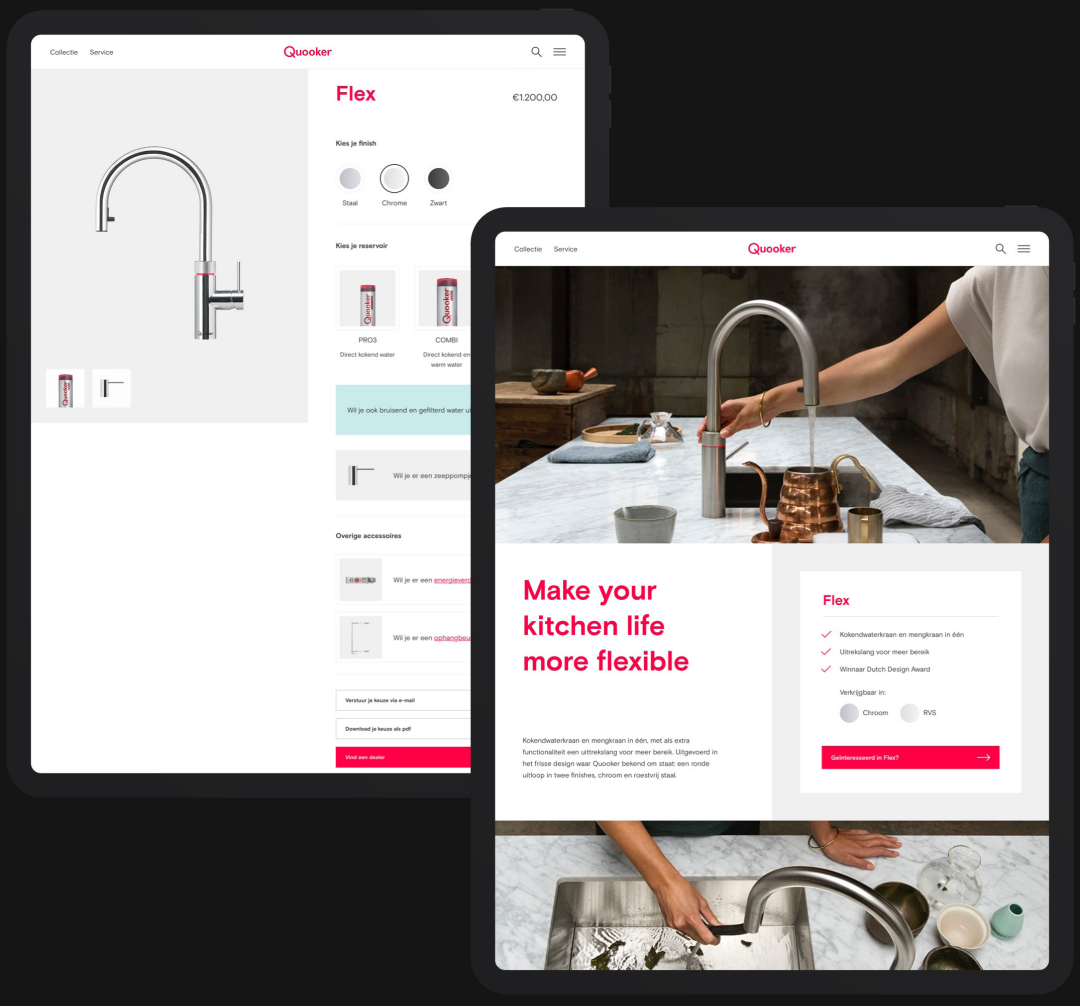
How Quooker used a PIM to better their user experience

The Quooker case is a great example of how a fully integrated IT-landscape, improved data quality, a user-friendly, attractive design, and features including a store-locator blend together into one seamless, harmonious retail experience for both the B2B and the B2C stakeholders of the manufacturer. Which made a global rollout happen in a matter of months.

Historically a Dutch B2B manufacturer, Quooker designs, develops, manufactures, and sells taps providing instantaneous boiling, chilled and sparkling water. The company was founded in 1970 and nowadays sells over 110.000 units each year. Quooker is a traditional Dutch family company, but Quooker is on the verge of conquering the rest of the world. Providing as many private kitchens as possible with boiling water, in a smart and responsible way with a Quooker tap, that is the ambition. The taps are sold all over Europe, the UK, Nordics, the Emirates, and even Asia. As a traditional B2B company the Quooker taps are distributed through more than 10.000 dealers and because of their growth, the company's turnover doubles every 2 years.

Through the new online platform, Quooker has evolved from a B2B manufacturer to a B2B2C company, serving the client directly through its web portal. The digital transformation was needed for Quooker because of tightening competition and rising customer demands. By using a state-of-the-art Magento 2 e-commerce platform and a fully optimized PIM platform Quooker uses its websites to drive traffic to its reseller network, thereby closing the gap of the channel conflict emerging from an online approach targeting end-users. But Quooker does not only sell via resellers as they have an online shop for accessories which they can sell to the end-user directly in the Netherlands. Due to their digital transformation, the company grew immensely, and they are having tremendous international success. Quooker is rapidly expanding to new foreign markets to scale their business. Therefore, the company needs to go live with new storefronts both quickly and efficiently, their online services need to be able to keep up with this rapid growth and the systems load that is generated. Additionally, the internal systems and software require continual evaluation to determine if they are still a good fit for the growth ambitions and scale of the business.

Quooker is a B2B company that transformed into a B2B2C business by starting to serve end-users on their website via an e-commerce platform. This demanded a different approach and strategy. An additional challenge was the channel conflict, meaning that dealers were not happy about Quooker directly approaching the end customer. This is why the platform also offers a store-locator, driving traffic to the dealers. Customers can now easily access information, while sales traffic is still drawn to the distributor network. To realize the new and improved platform, Youwe's design team created a new brand style to improve the customer experience, Quooker chose a modern e-commerce platform from Magento and used the Product Information Management system Pimcore to its full potential.


Collectie
Service
Quooker
Flex
€1.200,00
Kies je finish
Staal
Chrome
Zwart
Kies je reservoir
PRO3
Direct kokend water
COMBI
Overige accessoires
Make your kitchen life more flexible
Kokendwaterkraan en mengkraan in één, met als extra functionaliteit een uittrekslang voor meer bereik. Uitgevoerd in het frisse design waar Quooker bekend om staat: een ronde uitloop in twee finishes, chroom en roestvrij staal.
Flex
Kokendwaterkraan en mengkraan in één
Uittrekslang voor meer bereik
Winnaar Dutch Design Award
Verkrijgbaar in:
Chroom
RVS
Geïnteresseerd in Flex?

Magento

Magento offered Quooker a way to showcase their brand and the functionalities of their product on a responsive, design-oriented site that offers a great user experience. The possibilities to integrate with a PIM system and their own ERP system in addition to the many available plugins and possibilities to tailor functionalities such as a store-locator as well as the opportunity to launch a website in a bespoke design created by Youwe's design team were crucial to the decision. The brand moreover was convinced by the flexible CMS, mobile-friendly configuration, and multi-lingual and multi-currency support. Modules including the store locator and payment interfaces were built using the Magento Marketplace. On top of that, Youwe developed some extra features. The modular setup of Magento allowed us to extend the platform in a way that it stays easy to maintain.

Youwe is responsible for the continual development of the Magento 2 platform Quooker is using to conduct online sales. Continual development consists of delivering new features, ensuring the technical architecture can keep up with the growing demand, as well as discuss implementation options with Quooker. Youwe also ensures the platform can be rolled out to new countries in an efficient manner and provides support and guidance to Quooker in terms of using the Magento 2 platform as seamlessly as possible.

Pimcore

Quooker uses Pimcore as both PIM (Product Information Management) and DAM (Digital Assets Management), Pimcore contains all the product information, descriptions, and prices used on the Magento 2 platform. Additionally, Pimcore is also functioning as a CDN (Content Delivery Network) by serving all image assets to the Magento 2 storefronts directly. This prevents overhead and increases store performance. Finally, Pimcore is also used as an API to allow additional retrieval of product information. The API allows Quooker to use the data in a dynamic and innovative way.

PIM

Quooker uses Pimcore to create, update, and manage product information. In this case, product information contains all information about products such as descriptions and prices, but also all associated category information. All this information is exported by Pimcore on an hourly basis and then imported into the e-commerce application. This allows Pimcore to be a one-stop-shop destination for content editors to edit all product information, category structures, and the relationship between the two. Through the sheer number of options to extend and expand product information, managing a catalog of products, categories, and all associated information, Pimcore is the single point of truth.

DAM

Besides product information, Quooker also uses Pimcore to maintain digital assets. This is not simply limited to product images but supporting files and documentation can also be maintained through Pimcore. The ability to link digital assets to specific products or categories makes it easier to manage assets on a product level.

Additionally, since all assets are also retrievable on an individual level, this allows external applications to simply request an asset and show it directly, as opposed to saving a duplicated copy and serving it from local storage. In a way, this can turn PIM into a lightweight Content Delivery Network.

API

Due to the Pimcore architecture, the sky is the limit when working with product data and using it in innovative ways. The platform is capable of storing and managing complex relations between different pieces of product information, this creates unique opportunities to create additional value; both to merchants as well as customers. Quooker decided to leverage these opportunities by offering customers a product configurator to empower them to construct their own ideal Quooker system, which improved the customer experience tremendously.

Results

The result is a Magento 2 webshop with several external integrations that can keep up with Quooker's high growth demands for years to come. We built a service parts shop, a savings check tool, a renewed product/tap configurator, a brand and dealer portal in Pimcore, an address check, and an entirely new deploy structure. There now is a solid foundation to expand and extend the platform to new markets and territories, allowing an immense upscale potential of the business and digital presence. After an initial go-live in The Netherlands and Belgium, the platform has since been rolled out to multiple countries, such as the Nordics, Germany, Austria, Switzerland, Ireland and the United Kingdom (including its overseas territories), Hong Kong, and the United Arab Emirates. Also, we transformed Pimcore into a way that it can be used as a CDN, which serves all webshop assets directly instead of only using it as a product management system exporting data and images and making sure the PIM system is a single point of truth which took the data quality to the next level. Pimcore is used in the best possible way and contributes to a better customer experience just as the new and improved UX design and brand style of the brand.

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Youwe is your guide in the digital jungle. With our data-driven and interactive approach, we help our clients to succeed in their digital transformation and achieve growth with a smart and future-proof business model.

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