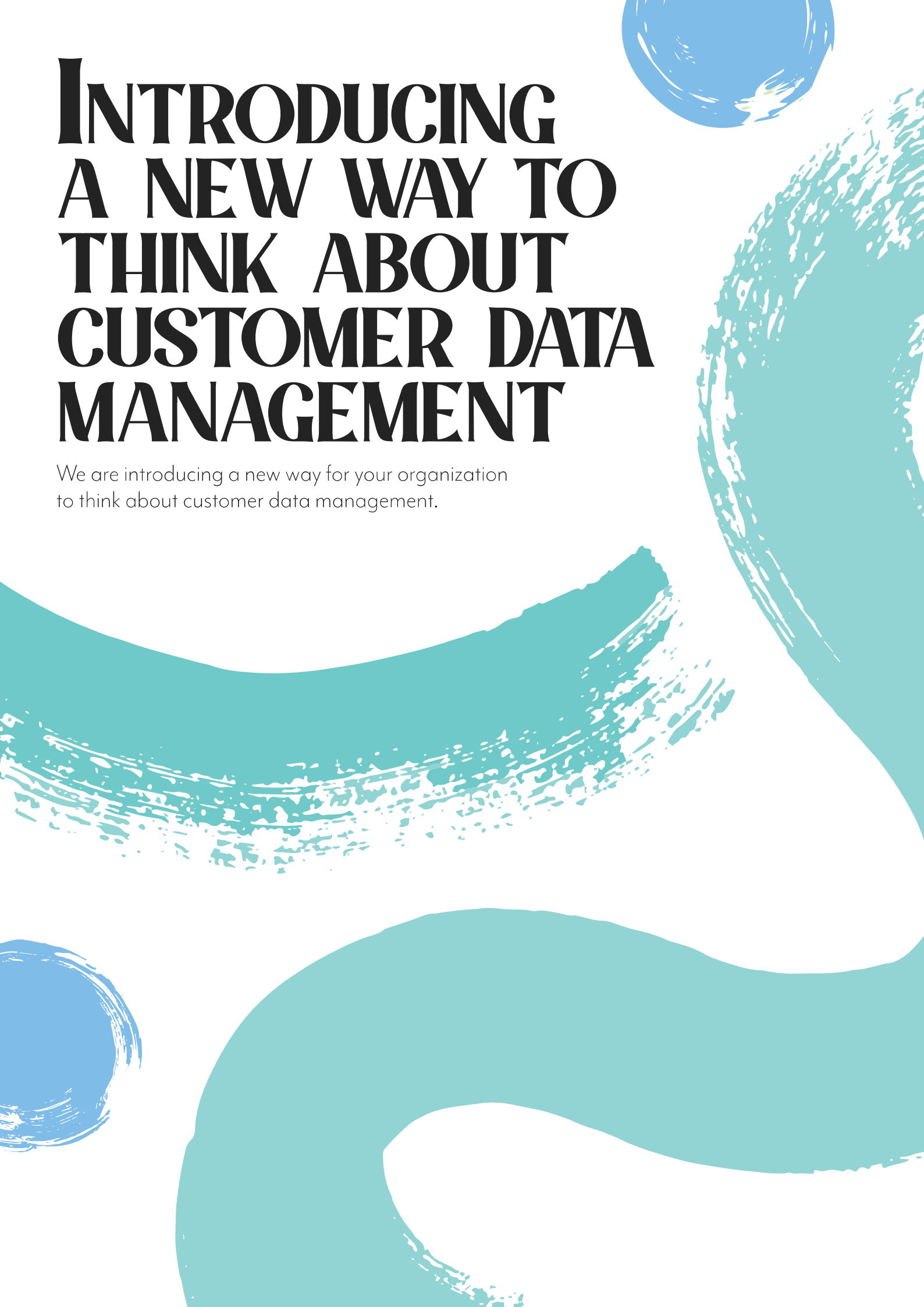# Introducing a New Way to Think About Customer Data Management

We are introducing a new way for your organization to think about customer data management.

Organizational Pressure Points

- Your relationship with your customer
- Privacy, Regulations and Compliance
- Challenges with your customer data
- Business process challenges

Your Relationship with Your Customer

YOU WANT TO ...

- get closer to them
- ensure that you remain their first choice
- differentiate from your competitors
- retain, cross-sell, upsell
- maximize customer lifetime value

THE SOLUTION TO THIS IS...

- Great products and services.
- A unique understanding of the customer and their circumstances.
- Sincerity in the way that your organization interacts and communicates with cu.
- A great customer experience.

Challenges with Your Customer Data

- Missing data attributes
- Old or out of date data
- Data that is simply incorrect
- Data that is inconsistent

- Data that is irrelevant
- Data in spreadsheets
- Data in multiple disconnected siloed systems
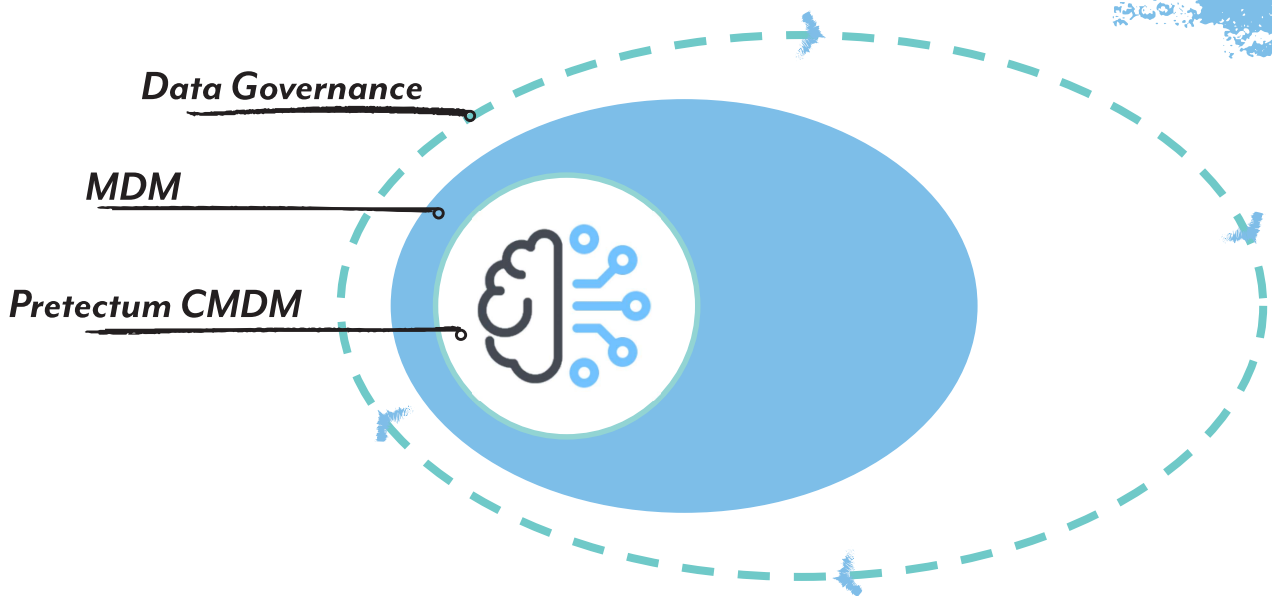- Duplicate customer records

Business Process Challenges

- Who is responsible for creating customer records?
- How do you avoid the creation of duplicates?
- How do you ensure all the key and critical data is captured?
- How do you verify that the data is proper and correct?
- How do you maintain the customer records after the first transaction?
- Who spots data issues and corrects them?
- How do teams identify the right customer in the system when they engage?
- How do you ensure customer messaging resonates and is appropriate?

These aren't IT problems. they are business problems.

The Customer Data Goal

- Solving for a closer relationship with the customer can often be addressed with increased personalization.

- Data must be of good data quality securely, but accessible and the access controlled.

- Increased personalization and being compliant means gathering more zero-party and first-party data but with customer consent.

CMDM and Data Governance

Data Governance

MDM

Pretectum CMDM

Customer Master Data Management with Focus

COLLECT	PRETECTUM CMDM	SYNDICATE
Products	Data Maintenance	Accounting
Locations	Data Stewardship	Service
Assets	Golden Records	Support
Customers	Data Quality	Partners
Employees	Date Enrichment	Sales
Suppliers	Data Modeling	Marketing

Your Business Areas that can be impacted

SERVICE

A personalized conversation is only possible if you know something more personal about your customer

MARKETING

A targeted and appropriate marketing message is only possible if you know the tastes and preferences of the customer

SHOP

Presenting the customer with the most appropriate products first through customized preference selections and interests leads to a stronger possibility of transacting

The Types of Data you Might Collect

PARTY DATA

Financial

First party data that describes average cost to sell to and serve the customer – this might be reflected as an annual value or the cumulative cost over time accompanied by the average cost per transaction or event - ultimately this is your customer lifetime value, customer investment ROI and customer profitability.

Demographic

You may have this as first party data or zero party data like marital status, household size, income. gender, race, age, children, disabilities, mobility, education, home ownership, employment status, and location data but facets might have to be inferred based on data provided by market insights data providers based on data like neighbourhood, zip or postcode.

Transactional

First party data that describes purchase and engagement history including seasonal buys, average spend, payment preferences, event recency, shopping trends; channel preferences, tastes

Behavioral

First party or Second party data that describes email behaviour like open rate, social media interests, responsiveness to promotions and discounts, conversion reactions, ways of engagement, phone, message use – these all speak to the sophistication and level of interest of the customer in the brand.

Customer Master Data Management

YOUR SINGLE SOURCE OF TRUTH

The Right Data

Define the customer master the way you need it and apply validation and controls with data appends as required.

Unified Customer View

Avoid and eliminate duplicate records and create relationships between families of customer records to fine tune your customer master data.

Improved Insights

Curate attributes of customer data that are derived from your transactional masters or external data stores and slice and dice your customer data as needed.

Data Governance

Define the customer master with as many dimensions as are appropriate. Curate the data onboarding process with data quality assurance at the outset.

Enhanced Compliance

Curate only the data that you need and support customer self-curated data and consent.

Syndicated Customer Master

Make your customer master accessible to all those who need it with controls and permissions

Unifying the Customer Experience

PRETECTUM CMDM AS A CUSTOMER DATA HUB

Shopping Carts

eMail

Mobile Apps

Direct Mail

Messaging

Sales

Support

Marketing

Payment Processing

Delivery