

Unified View of Customer Data Improves Customer Profitability & Increases Customer Acquisition



SITUATION

The customer embarked on a CX 2020 Transformation program – a 5 year journey to improve customer experience resulting in improvement in brand recall and mind share.

IMPACT

Over a period of time, multiple customer silos with questionable data quality were created by the customer's various business functions. Unavailability of a unified and trusted view of customer data was impacting various customer centric functions.

RESOLUTION

ITC Infotech developed a holistic approach based on retail industry customer MDM best practices to address the customer's needs. The engagement involved preparation of the business case, democratization of business benefits and alignment with business and technical stakeholders to address the business need/challenges.

The Customer

The customer is a \$3 billion up market food, apparel and GM retailer having a strong financial services footprint. It has a very strong retail brand with 450 physical stores and a vast online footprint in the South African market. The company has subsidiaries in Australia and New Zealand as well.



The Need

The customer was facing multiple challenges due to the unavailability of a single trusted view of customer data.

Challenges

- Ineffective campaign communications due to customer data quality issues/insufficiency
- Service quality issues due to incorrect customer data (e.g. email id, address, mobile number)
- Fragmented view of the organization by customers due to unavailability of consistent data at customer touch points
- Ineffective customer analytics due to fragmented and non-standardized customer master data across multiple systems
- Inability to cross-sell and up sell due to unavailability of integrated customer interaction and purchase history data at customer touch points

The Solution

A team of consultants from ITC Infotech's Business Consulting Group (BCG) collaborated with the customer to deep dive into the business challenges and define a single view of the customer strategy based on a methodical approach. The solution focused on the following areas:

- **Business IT Alignment:** Identified business challenges, technology gaps and interventions required to meet strategic objectives of Customer 2020 Program
- **SVoC/Customer MDM Strategy:** Performed gap identification of Customer Management processes impacted by lack of a unified MDM solution, data and source system analysis, benefits and justification of Single View of Customer (SVoC)
- **Technology Selection and Architecture Definition:** Defined solution architecture and evaluated various MDM technology options. Recommended the customer to go with SFDC based Informatica cloud MDM

- **IT Roadmap Definition:** Defined a short-term(12 months) and long-term(5 years) IT Transformation roadmap
- **Customer Data Governance Process Setup:** Established a customer data governance process to manage overall quality, availability, coverage and security of customer data

Business Benefits

- Improved Customer Profitability through better cross-sell/upsell, increase in number of loyalty customers and more share of customer wallet
- Better brand recognition due to improved experience at customer touch points, differentiated servicing and need driven offers
- Improved customer experience due to accurate and timely customer insights and knowledge
- Increased customer acquisition through personalized targeting using analytics

About ITC Infotech Business Consulting Group

The Business Consulting Group (BCG) at ITC Infotech is a converging point for business & IT solutions. We aim to transform business performance, bringing a strategic perspective on process improvement and IT enablement. Our team blends domain experts and consultants, bringing unique capabilities to discover and resolve business concerns of the day.

Our expertise spans Consumer Goods, Retail, Process Industry, Logistics & Transportation, across key business functions such as product development, production, supply chain management, sales and marketing management, field force management, and customer relationship management.

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