

The Best Customer Experiences Start with a 360-degree Customer View

“We’re building a data foundation with Informatica so our partners can do business with us more easily. It’s helping us to look at our business interactions holistically across our customers with 99 percent accuracy.”

— Peter Stormer, Director of Data Management Strategy, AmerisourceBergen

Fuel Your Interactions with Trusted Customer Data

Compete on Customer Experience

Customers have more power and choices than ever before. With information available at their fingertips, they are well-informed before making a purchase decision—not only about your products but also about the experiences others have had with your company.

And customers share a lot of information with the companies they do business with. That often means they expect your business to know who they are, their preferences, their products, and how they want to do business with you—regardless of your sales channels; and they also want you to swiftly resolve any service issues. Miss the mark and customers quickly disengage or, worse, they move on.

When your interactions are fueled by a 360-degree customer view, you can quickly improve customer experience through better decisions and insights. You know how much they spend with your company, the products they own, when a contract should be renewed, who’s in a household, their preferences and channels used, and so on. The 360-degree customer view provides the information you need to be more relevant and timely with offers and messages that lead to increased customer engagement.

According to Gartner, “You must win at every interaction the customer has with your organization, whether that be a marketing campaign, a call to a contact center, an invoice, or a delivery reliant on the supply chain.”¹

And with the many different ways of interacting with customers across channels, business areas, and locations, executives who want to compete on customer experience are breaking free of departmental constraints and building a trusted 360-degree customer view.

Expand Your Capabilities Beyond a Departmental Customer View

To deliver the experiences customers expect from the companies they do business with, employees need a complete understanding of the relationships their customers have across products, channels, and touch points. Many businesses create unique departmental customer

¹ Gartner: “Future of Experience: A Gartner Theme Insight Report,” Ed Thompson, Augie Ray, Lisa Callinan, Jessica Ekholm, Helen Poitevin, Magnus Revang. May 2017.

“We expect the combination of the operational CRM, MDM, and analytics to make us much more accurate in our segmentation, for example. And we’re also going to be much more efficient in improving our KPIs for cross-sell, up-sell, and churn.”

– José Guilherme,
Business Intelligence Manager,
SulAmérica Seguros

profiles within their applications, such as sales and marketing automation applications, but what’s missing is a company-level view of the complete relationship with customers.

In this fast-paced and hyperconnected world, employees engage with customers more meaningfully when they have access to and can act on trusted, relevant customer data that builds a complete view across a company’s applications, lines of business, brands, and geographies.

With a 360-degree customer view that captures all customer connections, your employees securely access the essential customer information they need to do their jobs productively and effectively. What’s delivered is trusted insight into customer preferences about products, locations, employees, and communications—as well as household, business, and network relationships.

This allows marketing to segment customers more meaningfully and create relevant individual marketing offers. Sales can ensure targeted cross-sell, and up-sell offers are timed for just the right conversation. And customer service can resolve issues faster and deliver more relevant (and appreciated) customer experiences. Your company can act as one entity, and with consistency, instead of as an unrelated collection of departments or interactions.

Manage and Share a Trusted Customer Profile

A 360-degree customer view is built using trusted data that’s actively managed, validated, enriched, and shared across the business. Business-critical data created in application silos and data sources used by your teams is identified; duplicate customer records are reconciled and consolidated into a single, trusted customer profile. The result is a “master” customer profile. One that is centrally and securely managed on an ongoing basis. It then fuels your key business processes, applications, and analytics so your teams are empowered to deliver more authentic interactions.

Informatica MDM Customer 360 delivers a trusted customer profile that includes interactions and transactions captured in data lakes and eliminates manual data reconciliation processes that plague most businesses. By automating the process of connecting, cleansing, validating, consolidating, and enriching customer data, your teams are always working with the most accurate, trusted profile of the customer.

Rethink how you manage and share customer data by:

- Starting with a scalable foundation that pulls together and consolidates fragmented and inconsistent information across application silos into a trusted customer profile.
- Detecting key customer relationships, such as household, business, social, and network relationships.
- Enhancing customer profiles with preferences and other valuable information, including products purchased; employees, partners, or agents customers work with; and preferred locations, assets, and communication channels.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

- Filling in any gaps in the customer profile with business and consumer data from external sources such as Acxiom, Dun & Bradstreet, R. L. Polk, and other third-party data vendors to fuel richer, more meaningful interactions.
- Linking the trusted customer profile with all relevant transactions and interactions and then enriching it with key insights from social, mobile, sensor, machine, and other next-generation data sources for a 360-degree customer view.
- Empowering your teams to directly access, manage, and analyze business-critical customer data in a trusted, multidimensional view of the complete 360-degree customer relationship.

Deliver Real Customer Benefits

Strategically managing and sharing a 360-degree customer view across the business has measurable benefits, including more effective marketing campaigns, higher conversion of leads to opportunities, increased wallet share, and improved cross-sell and up-sell success.

Brazil's largest independent insurance provider, SulAmérica Seguros, knew that a product-centric perspective was insufficient to meet its vision to be the insurance company of the future. With 10 different lines of business, the company's view of its customers wasn't just fractured, it was broken. It needed a 360-degree customer view. So SulAmérica Seguros created a centralized customer data hub and data lake that cut across its business lines. Now SulAmérica can see who its most valuable customers are across its business units, while the data lake powers self-service analytics that help SulAmérica better understand customer needs and prepare for new business models.

By strategically managing and sharing a 360-degree customer view across your business, your employees can evolve the customer experience across all dimensions and interactions and deliver the exceptional experience your customers expect. And by taking a data-centric approach to customer experience, your teams are empowered to be customer-centric.

Learn More

Exceptional customer experiences rely on superior customer data. Learn how José Guilherme from SulAmérica and four other intelligent disruptors are challenging how their companies manage data to transform customer engagement. Download the Informatica e-book [Intelligent Disruptors: Meet the Experts Behind Customer 360 Initiatives](#).



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