Informatica MDM for Sales, Marketing, and Customer Service

> "To create competitive advantage, organizations will need to leverage sources of big data, especially social networks, in combination with their MDM strategy."
>
> – John Radcliffe, Gartner
>   The Impact of Social and Other 'Big Data' on Master Data Management,
>   June 25, 2012

Harness the Power of Social Media to Engage with Your Customers

As a sales, marketing, or customer service executive, your mission is to grow revenue by engaging with your customers. This means finding more prospects, converting more prospects into customers, and keeping customers happy so they'll remain customers for life.

The key is to engage with your customers where they are now.

Where are your customers? They're on social networks: Facebook, Twitter, and LinkedIn. Consider these staggering statistics[1]:

- 845 million active Facebook accounts
- 1 billion daily Facebook posts
- 465 million Twitter accounts
- 175 million daily Tweets
- 11 Twitter accounts added every second

- 175 million members on LinkedIn
- 2 new members join LinkedIn every second

Your Customers Are Talking About You

Your customers are on these social networks. They're communicating who they are, who they know, what they like, and what they don't like. They're talking about you—your company, products, and services.

Your customers' social media networks are full of valuable information. They can alert you to a potential service problem, a question about a new product, a job change, or new possible sales contacts. You can use social media data to better understand your customers so you can offer them pricing, incentives, support, and services that keep them buying from you.

Cut Through the Clutter to Create a Social Customer View

This executive brief explains how you can sift the massive amounts of available social media data to find and focus on the data that's relevant to your business. It then describes how you can use this relevant data to engage with customers on social networks.

Your secret weapon is Informatica® MDM. This is master data management (MDM) software. It creates a social view of the customer. First, it recognizes disparate customer data, across enterprise systems and social media, and resolves this data into a single customer identity. It then relates this customer identity to friends and family to create a social view.

Revealing the proportion of your customer base that has a social media presence can provide valuable insight into the most lucrative marketing channels for your company to pursue. This executive brief explains how Informatica MDM can help you use social media as a channel to target new customers and how you use this new channel to improve sales, support, and service.

1: http://thesocialskinny.com/100-more-social-media-statistics-for-2012/

Engage With Customers on Social Networks

With so many people on social networks, how can your company find information about specific customers? How can you target only their most relevant social media data? And how can use social media to be more proactive when it comes to providing service to your customers or making them offers?

Here are a few suggestions.

Match Customers' Corporate and Social Identities

A great way to develop a richer, more nuanced, more comprehensive view of your customers is to connect customer profiles in Salesforce (or other CRM and ERP applications) with their profiles on social networks such as Facebook, Twitter, and LinkedIn. With Informatica MDM, you can match and link your customers' identities on social networks with customer information in Salesforce.

Enrich Corporate Customer Profiles with Social Media Profiles

Enriching corporate customer profiles in Salesforce with your customers' social media profiles creates a more complete picture of their preferences. With Informatica MDM, you can augment customer profiles with their "likes," birthdays, hobbies, and interests.

Add a Circle of Influence to a Corporate Customer Profile

As the saying goes, no man is an island. Your customers have friends and family, managers, and direct reports—their circle of influence. Adding this relationship data to your corporate customer profiles expands your company's opportunities for engagement. The number and types of relationships an individual customer has can have a direct impact on their value to your company.

Does a low-volume purchase history indicate a low-value customer? Not necessarily. If your customers have a wide or particularly influential network, or if they're vocal advocates of your products or services, they may be considered high-value customers. Informatica MDM can provide you with this level of visibility into your customers' relationships.

Embed Master Data in Salesforce

Embedding enriched customer profiles—your customer master data—into Salesforce provides your frontline sales, marketing, and customer service people with a more complete customer view within the applications they use every day. With Informatica MDM, you can embed relationship hierarchy information about your customer—who she reports to, and who reports to her—directly within Salesforce.

With Informatica MDM, you can enrich your corporate customer profiles in Salesforce with your customers' social media profiles.

Create a Social View in Salesforce

With Informatica MDM, you can create a single, trustworthy customer view that is enriched with information from data.com, as well as with sphere-of-influence information from friends, family, and followers. Most importantly, you can see this social customer view right in Salesforce.

With this deeper understanding , you can assign an appropriate value to individual customers and ensure that your sales, marketing, and customer service people treat them accordingly.

Empower Your Workforce to Take Action in Real Time

When you have a better understanding of who your customers are, and who they're related to, you're in a better position to shift from being reactive to proactive with your offers and service. You have the customer data foundation in place to uncover opportunities and engage with customers in real time to maximize revenue opportunities.

With Informatica MDM, your mobile workforce can access a single, trusted source of customer information on the iPad. For example, if a sales rep is on the East Coast, he can do a search to identify all his accounts within a particular square-mile radius. If he is on his way to a customer meeting, he can remind himself of his customer's organizational chart. He can see all customer purchases as a quick refresh before the meeting. He can also see the latest news about his customer's company.

Make the Right Offers, at the Right Time, in the Right Place

You should be engaging customers where they are now—on social networks. Using Informatica MDM, you can provide targeted offers to your customers on Facebook. When you combine master customer and product data with recent purchase history, you can make real-time offers that are hard for your customers to ignore.
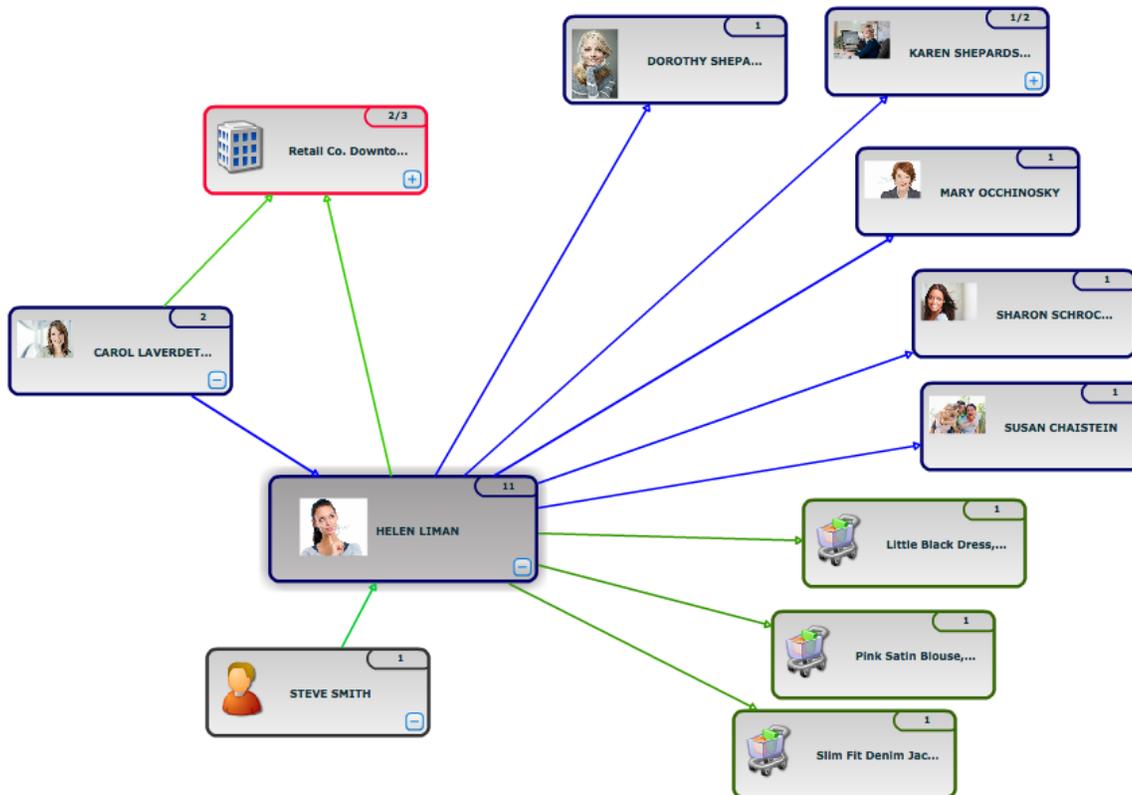
With Informatica MDM, you can add your customers' circles of influence to your corporate customer profiles to extend visibility into your customers and their relationships.

Social Media Is the Key to Improving Sales, Support, and Service

Ask yourself:

- Has one of your top customers Tweeted about your company recently?
- Has one of your top customers just asked a question about your new product line on Facebook?
- Do your top customers have influential "friend" networks?
- Do you have an existing relationship with this circle of influence?
- Has your top customer updated her LinkedIn profile to reflect a promotion to a position with more purchasing power?

In all likelihood, the answer to one or more of these questions is "yes." Since your customers are on social networks, that's where your company should be, too, engaging with them.

By using Informatica MDM to create a single master view of your customers—one that extends corporate customer profiles with social media data—you can better understand your customers to improve sales, support, and service.
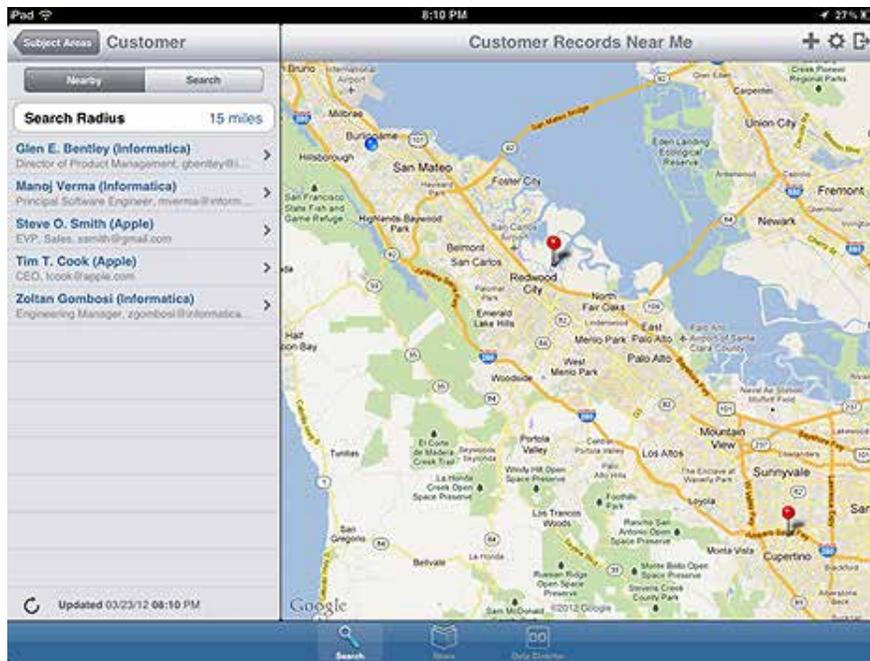
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About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry's first and only embeddable virtual data machine (VDM), powers the unique "Map Once. Deploy Anywhere." capabilities of the Informatica Platform. Worldwide, over 5,500 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

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