5 B2B Use Cases for a Customer Data Platform to Grow Revenue and Shorten Sales Cycles

ABM Marketing Programs

CDPs grow wallet share and accelerate account penetration for targeted outreach by connecting stakeholders and identifying needs through a trusted view of contacts, accounts, and behaviors.

Cross-sell/Up-sell

CDPs offer optimize bundling strategies for higher acceptance rates by mapping a complete view of the customer journey through linking the products owned, services used, and license renewals.

Retention & Loyalty

CDPs produce 5-star service levels and grow customer trust and loyalty, supporting first-call resolution through a better understanding of product usage and customer satisfaction metrics such as NPS.

Next Best Offer

CDPs uncover the next best offer, action, or advice for well-timed and relevant interactions by identifying who will buy, what they will purchase, and when they will buy through predictive models applied to a deep awareness of buying stages.

8. Temkin, Customer Experience Leads to Recommendations

B2B CX Data Strategy: Keep a broad vision and a sharp focus

“Pick one area that’s really important to the success of the company, and deliver value quickly. People don’t have a lot of patience for this stuff if it isn’t delivering short-term value.” — Tom Davenport, MIT

Don’t try to sell a big, holistic data strategy all at once. While an enterprise-wide data strategy is important to the end game, start elsewhere.

Home in on the critical day-to-day opportunities or risks. Build confidence in your organization’s ability to deliver value through smaller, focused initiatives.

Align to the strategic goals of the business. Map out your most important business challenges best addressed through more effective use of data.

Look for quick wins. People get on board faster after a few quick, clear data strategy wins like segmentation, ecommerce personalization, cross-sell/up-sell.

Don’t compromise on your vision. If the reward is worth it, the work is worth it. There may be easier paths, but they may not have the payoffs you expect. Complexity doesn’t have to be complicated.

Want to unleash the power of your customer data? Experience how a modern 360° view creates loyal B2B customers.