



eBook

How Companies Like Holiday Inn Club Vacations Enhance CX with AI-Powered Data Management

5 innovators' success stories transforming their businesses
with a single view of customer data

**Where data
& AI come to** 



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Introduction

In an era defined by rapid technological advancements, organizations face increasing pressure to adapt and innovate. The strategic application of technology reflects a broader trend of embracing generative AI as a transformative force in customer engagement and operational efficiency.

But there are hurdles that are slowing down progress when using AI to transform customers' experiences. A recent McKinsey report highlights that 72% of leading organizations already recognize managing data as a significant hurdle in scaling AI use cases, many of which focus within customer operations, sales and marketing.³ This challenge underscores the importance of strategic data management in unlocking AI's full potential. Additionally, findings from the 2023 Dresner MDM Study reveal an overwhelming 94% of respondents consider master data management (MDM) as critical, very important, or important to their organizations — a notable increase of 9% from the previous year.⁴ These statistics emphasize the growing recognition of effective data strategies as foundational for leveraging AI technologies, especially when applied to customer experience use cases which allow little room for error.

This eBook illustrates the achievements of five organizations in overhauling their data strategies, boosting customer engagement and operational efficiency. It details their progress in improving customer interactions, achieving regulatory compliance and gaining dependable insights through a comprehensive 360-degree view of their business. The case studies demonstrate the impactful role that intelligent cloud data management and AI play in facilitating major business advancements.

Discover how top companies stay ahead by embracing new technologies and achieving impressive results with AI-powered data management in today's fast-changing digital world.



72% of leading organizations note that managing data is already one of the top challenges preventing them from scaling AI use cases¹



More than 94% categorized the relative importance of MDM to their organizations as critical, very important or important (+9% increase from 2022)²

¹ <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-data-dividend-fueling-generative-ai>

² https://www.informatica.com/lp/dresner-master-data-management-market-study_4620.html

³ <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-data-dividend-fueling-generative-ai>

⁴ https://www.informatica.com/lp/dresner-master-data-management-market-study_4620.html



Customer Stories

Creating a Customer Data Paradise with an AI-Powered Data Foundation

With over 30 resorts across the U.S. and Mexico, the Holiday Inn Club Vacations (HICV) aims to become the most loved brand in family travel. Recognized for customer service excellence by J.D. Power, HICV understands that achieving this ambitious goal requires more than just great destinations and amenities. What's needed is a deep understanding of each customer's unique needs and preferences — and the ability to tailor every interaction to create moments of delight.

Goal: HICV aimed to transform its data infrastructure to improve agility and marketing strategies, thereby improving the customer experience. They sought to

increase efficiency in accessing, cleansing and leveraging vast amounts of data from various sources.

Solution: To create exceptional experiences, HICV unified its customer data with **Informatica Master Data Management (MDM)**, data quality and data governance services all built on a single cloud platform. Informatica's AI-powered cloud solution allowed HICV to scale the pace of data ingestion, using IDMC MDM services to apply **data quality** rules and merge duplicate entities into trusted profiles. The new MDM solution delivered a single, 360-degree view of each customer and helped automate data governance and security processes, all within

a cloud-native architecture that could scale with the business.

Results: HICV benefits from the flexible cloud architecture of MDM and IDMC, with the assurance that trusted member profiles are readily made available for downstream applications and services while mitigating policy and compliance risks. With many claiming the project as the most successful IT project in HICV's 40-year history, their transition to the cloud was completed in less than four months, consolidating over seven systems and resulting in more than 350,000 unified member views, driving greater personalization across online and offline touchpoints and building long-term loyalty.

350k+
unified
member views

"Having a 360-degree customer view allows us to see the customer journey from start to finish. We have a better grasp on our owners, prospects and guests and can enhance their experience by making sure that we have the most up-to-date information."

Tron Nicholas

MDM Product Manager, Holiday Inn Club Vacations

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Customer Stories

Modernizing MDM at Citizens Bank Pays Off

Rhode Island-based Citizens Bank operates more than 1,000 branches across 14 U.S. states, now managing over \$220 billion in assets. Keeping pace with continued innovation requires an evolving IT infrastructure. Its latest innovations include everything from virtual assistants at ATM drive-up stations to mobile-first college funding programs.

Goal: Citizens sought to transform its MDM into an operational asset to enhance real-time personalization across customer touchpoints. By transitioning from batch to real-time data processing, Citizens Bank aimed to support better insights and value for stakeholders.

Solution: The bank selected **Master Data Management (MDM)** as a service of **Informatica AI-powered Intelligent Data Management Cloud (IDMC)** for its enterprise scalability, cloud-native architecture and its close alignment with the bank's cloud infrastructure provider, Amazon Web Services (AWS). This setup provided 99.95% uptime and elastic scale, freeing up bank resources to drive innovation instead of managing infrastructure. It allowed them to modernize and rationalize its MDM footprint and focus on two key areas: reference data management and mastering customers and relationships. The resulting real-time reference data, a single customer view and

millisecond data synchronization enable more personalized omnichannel interactions.

Results: Citizens can now provision new reference datasets in days versus weeks, achieving up to 85 percent faster data onboarding and greater speed and efficiency for the business. Business users enjoy an improved experience, with streamlined data stewarding through the cloud-native MDM and enterprise API. **Informatica CLAIRE® as an AI copilot** helps Citizens open its metadata store to the business, democratizing data access. Authenticated users can now more easily find relevant data and evaluate different sources using automated context and multi-dimensional quality scores.

85%

approx. faster
data onboarding

"Operational MDM requires higher availability, scalability, and resilience – and Informatica supports all of that. Since it's a SaaS product, we spend less time on underlying complexities and more time ensuring data accuracy and powering AI use cases."

Anand Vijai MR

Unit CIO - Risk, Finance and Head of Enterprise Data Platforms Engineering,
Citizens Bank

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Customer Stories

Powering Data-Driven Public Health Decisions with Master Data Management

Dallas County Health and Human Services (DCHHS) helps secure the quality of life and protect more than 2.6 million citizens across 31 municipalities from disease. As a public health agency, DCHHS is responsible for tracking and reporting on diseases, immunizations, environmental health and food safety. The agency also provides essential social services, from housing aid to the county's Comprehensive Energy Assistance Program.

Goal: DCHHS aimed to power its disease surveillance and response efforts with trustworthy and timely data to identify trends across communities, populations and neighborhoods. It also needed to process and

combine that data more efficiently and reliably. Before the agency's transformation, staff would spend up to 15 hours per day just to eliminate redundant information spread across 4.5 million records and verify citizens' address data.

Solution: DCHHS created a centralized data engine for its entire organization with **Informatica's AI-powered MDM**. By managing all domains of master data in a single SaaS solution, DCHHS realized there were many advantages to making that shift, including artificial intelligence (AI) capabilities, natural language processing (NLP) and data profiling. In addition to integrating and improving the completeness and quality of DCHHS' data, Informatica has improved the user experience

for officials across the organization who rely on its data-driven services to power their decision-making. Seamless integration with the DCHHS Salesforce instance provides business users with a comprehensive and authoritative data record for each person to support the business.

Results: By automating data ingestion, matching and merging records from a variety of data sources, DCHHS cut 2,000 hours of manual review per year from their workloads. To date, DCHHS has deduplicated 20% of all data involved in its contact tracing integrations and manual entries, while automated matching and merging rules have improved the reliability of its most critical data elements by 50%.

4.5m
citizen records
unified

"A single source of truth provides DCHHS with a 360-degree view of the public health trends of Dallas County residents, including their data history. That comprehensive understanding allows DCHHS to respond more swiftly and effectively when faced with time-sensitive public health situations."

Dr. Philip Huang

Director at Dallas County Modernizes Public Health

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Customer Stories

Bringing Member Data to Life for Enhanced Productivity and CX

The National Roads and Motorists' Association (NRMA) in Australia offers benefits such as roadside assistance and discounts on travel, dining, entertainment and more to its 2.77 million members. Established in 1920, the NRMA is Australia's largest member-owned organization.

Goal: The NRMA aims to help members get the most out of their benefits by promoting partner organizations. With hundreds of diverse offers available at any time, personalization is an important way of making sure members see the benefits that interest them across web, mobile app or email. To achieve the desired level of personalization, all NRMA teams needed

access to the same data from a reliable, central source.

Solution: They embarked on a single data platform strategy to consolidate all data on Google Cloud, implementing Informatica's data management tools **powered by AI with the CLAIRE® engine**. The organization is now able to manage all data in centralized data warehouses and data lakes while improving data quality and automating workflows for greater productivity across teams. Disparate data sources are now reliably brought into Google Cloud using IDMC. Out-of-the-box connectors allow the NRMA to automatically ingest data from more than 150 partner files and third-party applications every day.

Results: IDMC Cloud Application Integration (CAI) empowers the NRMA to effortlessly create automated workflows that increase productivity tenfold, easily connecting applications in real time. Drag-and-drop UI and simple operations enabled teams companywide to access the analytics and build the reports they needed. Reporting commission-based performance was simplified by 50%, enabling the NRMA to check performance as needed by allowing self-serve capabilities for metric creation based on predefined rules. Analysis of member data previously could take at least three days to analyze. With the modern data platform, it takes the team just 30 minutes.

10x

increase in
productivity

"The NRMA plans to continue expanding its IDMC footprint to unlock the power of its data and provide even better personalization for its members, using master data management for a 360-degree view of customers."

Vamsi Krishna Dhalli
Head of Data Technology, NRMA

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Customer Stories

Transforming Customer Experience on the Road to Expansion

Headquartered in Scottsdale, Arizona, Discount Tire is the largest independent tire and wheel retailer in the world, operating more than 1,000 stores in 35 states. It sells products including tires, wheels, sensors, lug nuts and wiper blades, and offers services including tire installation, rotation, balancing and free flat tire repair for its customers. The company is owned by Reinalt-Thomas Corporation.

Goal: The retailer aimed to create a unified view of customers and vehicles across various systems such as point-of-sale, ERP and e-commerce. Their objective was

to ensure that accurate information is accessible in operational systems, analytics tools and executive dashboards to enhance overall customer care. Ultimately, they sought to improve the quality of customer data, maintain up-to-date contact information and enhance customer service and targeted marketing efforts.

Solution: Discount Tires consolidated over 70 million customer records to create a reliable source of customer data using AI-powered **Informatica Customer 360**. After onboarding and normalizing customer data and dispersing unique records to downstream

systems, they profiled and scored customer data and verified customer addresses using **Informatica Data Quality**, establishing reusable cleansing processes.

Results: Their new data management strategy reduced duplicate customer records by 50%, improving marketing response rates with customer segmentation and personalized communications. Business decision-making was accelerated by delivering trusted customer information to executives and business users, and there was improved customer satisfaction across channels.

50%
reduction
in duplicate
customer records

"We want to make sure that no matter which Discount Tire store or channel a customer enters, we know who they are and what vehicles they own. Informatica makes this easy by consolidating all the data about a customer into a single master record, then distributing it to various applications."

Gary Desai
CIO, Discount Tire

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Improve Your CX with an Enterprise 360-Degree View

Multidomain Master Data Management (MDM) is an all-in-one service powered by AI that simplifies and automates the complex real-time management, governance and sharing of consistent master data across multiple domains such as customer, product, supplier, financial accounts, location and more.

With Multidomain MDM, your teams can build a 360-degree view across the business to implement digital initiatives that support customer experience, digital commerce, supply chain optimization and finance transformation. This helps improve key metrics including revenue growth, cost optimization and business innovation.

Informatica Multidomain MDM is part of our open, low-code/no-code, AI-powered **Intelligent Data Management Cloud™ (IDMC)**, which helps organizations increase productivity, speed deployment and accelerate business outcomes. IDMC strengthens your data management game in today's frenetic digital landscape by helping you connect the dots on the things that matter to:

- Grow the business and reduce costs by delivering trusted and secure data for analytics and AI
- Reduce costs and improve business process efficiency by automating and orchestrating workflows

- Improve customer experience by creating a single source of business data and identifying relationships
- Increasing ROI of technology investments by modernizing to a multi-cloud/hybrid data stack

IDMC also helps businesses scale their data management and innovate with their data on virtually any platform, cloud, multi-cloud and hybrid. It is driven by **CLAIRE®, our AI engine**, which learns a company's data landscape to automate manual tasks and provide recommendations and insights, freeing up valuable resources.

Informatica offers a simple, consumption-based pricing model. It includes all-in-one capabilities of the IDMC platform including data integration, data quality, application integration, connectivity, master data management, data governance, etc., leading to a lower total cost of ownership. This model scales to address the budget, data volume and complexity requirements of companies of all sizes and industries.

With IDMC, you can have all the scale, productivity and flexibility necessary to collaborate with more data teams across the organization while also ensuring responsible data management, access and use. Great data reveals smarter decisions, fast...decisions that can chart the fate of your business. Drive real change and adapt faster with a 360-degree view of your business to achieve better outcomes — for you and your customers.

Join the Innovators: Transform Your Business with Informatica

In today's digital era, mastering the vast ocean of data and harnessing AI effectively is key to gaining a competitive edge for organizations, as highlighted in this eBook.

At Informatica, we understand that sophisticated data management lies at the core of AI's potential to make an impact on customer experience. The companies presented are just some examples of customers who are leveraging our advanced AI-powered solutions and focusing on master data management. Results include unprecedented operational efficiencies, enriched customer experiences and impressive market expansion.

This pivot towards a data-centric approach in business operations underscores the indispensable synergy of AI and data management. As we move forward, staying ahead in this dynamic landscape necessitates a deeper commitment to these transformative technologies.

Informatica is your partner in navigating this journey, ensuring your organization's enduring success and competitiveness.

Ready to level up your data management needs?

Contact us today to learn more.



About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.™

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