



**How do you
define your
customer?**



How do you define your customer?

**“A single
source
of truth”**

**“The
golden
record”**

**“A 360
customer
view”**

**Call it what you like, it always means
the same thing: a definition of who your
customer is, what they want and how
to effectively sell to them.**

To get it, you need a clean, accurate, reliable source of customer data: one that can be accessed by every stakeholder and every department to turn your golden record into a golden opportunity for your business.

Here, we talk you through the process, from getting the information you need to making the right decisions with data.



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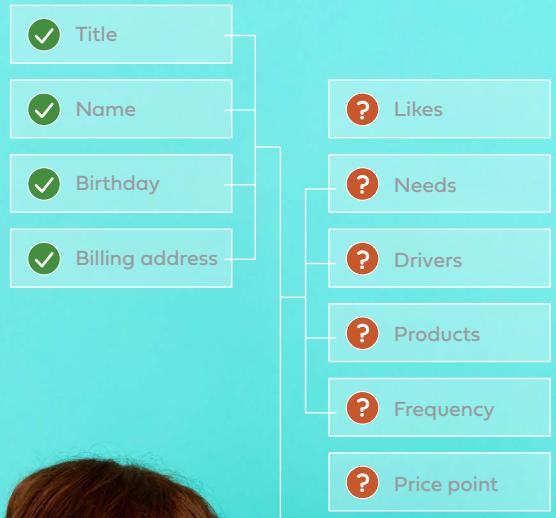
Who is your customer?

What data makes up each individual that you are selling to?
There's the obvious. Name. Title. Birthday. Billing address. But that isn't a complete picture of a person...

Who are they really? What do they like? What do they need? Why are they buying from you? What products? How often? For how much?

To define your customer, you need to be able to look beyond basic personal data, drawing on different aspects of their digital footprint within your business.

To do this successfully, you need to identify the attributes that make up a single customer and centre your key data rules around them.





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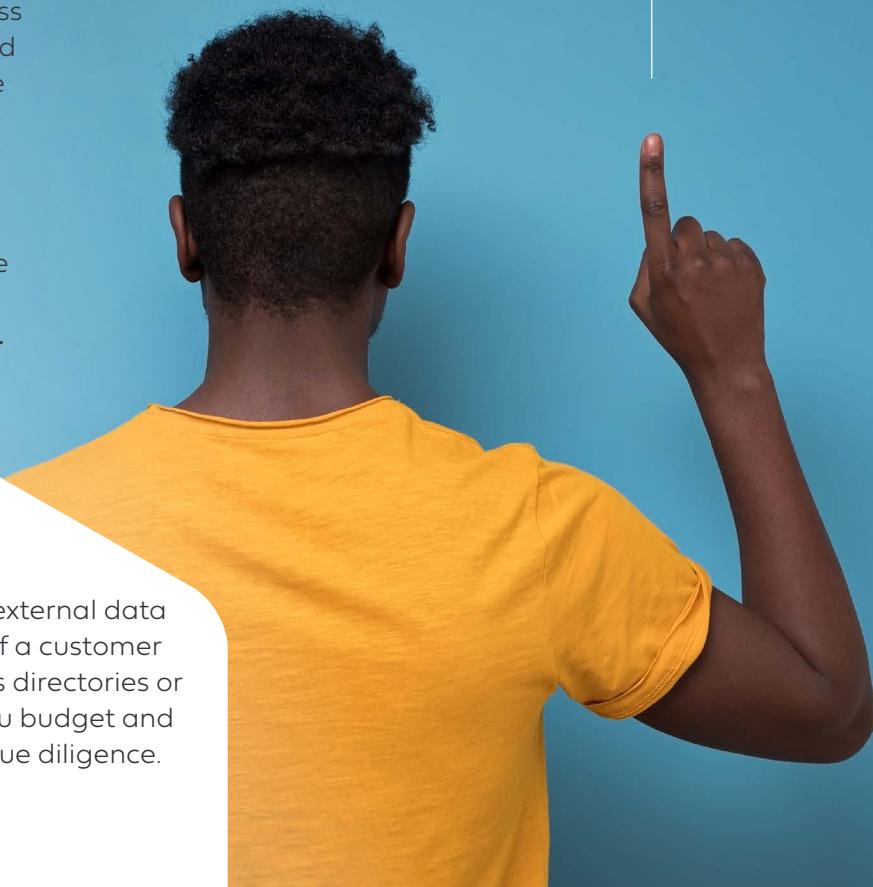
What customer data do you need, and where can you get it?

To get a full 360 view of your customer, you need to be able to collate data from across the business, analysing both customer and non-customer master data to reach more accurate conclusions about individuals.

Alone, each data set gives a narrow view of any one individual. Together, they start to build a complex, detailed portrait of the person you are selling to: **a portrait that enables you to create tailored experiences.**

Incorporating external data

Sometimes you may need to access external data sources to fully validate the quality of a customer record: for instance, access to business directories or public address systems. Make sure you budget and plan this in advance, and carry out due diligence.





How do you define your customer?

What can you do with a golden record?

Once you've gathered the right data and defined your 'golden record', you open the door to a whole host of data-driven possibilities. With detailed customer information, you can...



Target your customers with relevant promotions, marketing and services.



Track broader spending **habits** and create your own, more detailed demographics.



Create **bespoke experiences** to enhance brand loyalty.



Engage with your **customers** at a deeper, more personal level.



Discover **hierarchies** and **links** to present the right information to the right individuals.



How do you define your customer?

What should you do with a golden record?

Just because you can, doesn't always mean you should.

When starting any new data initiative based on personal customer information, take a moment to ask yourself: is this right for our business, our commercial goals, and for our customers?

Remember, customer data represents real people, who are entrusting your brand with their data. Not only do you need to be mindful of GDPR and other legal data policies, you need to consider your corporate responsibility and consumer trust.

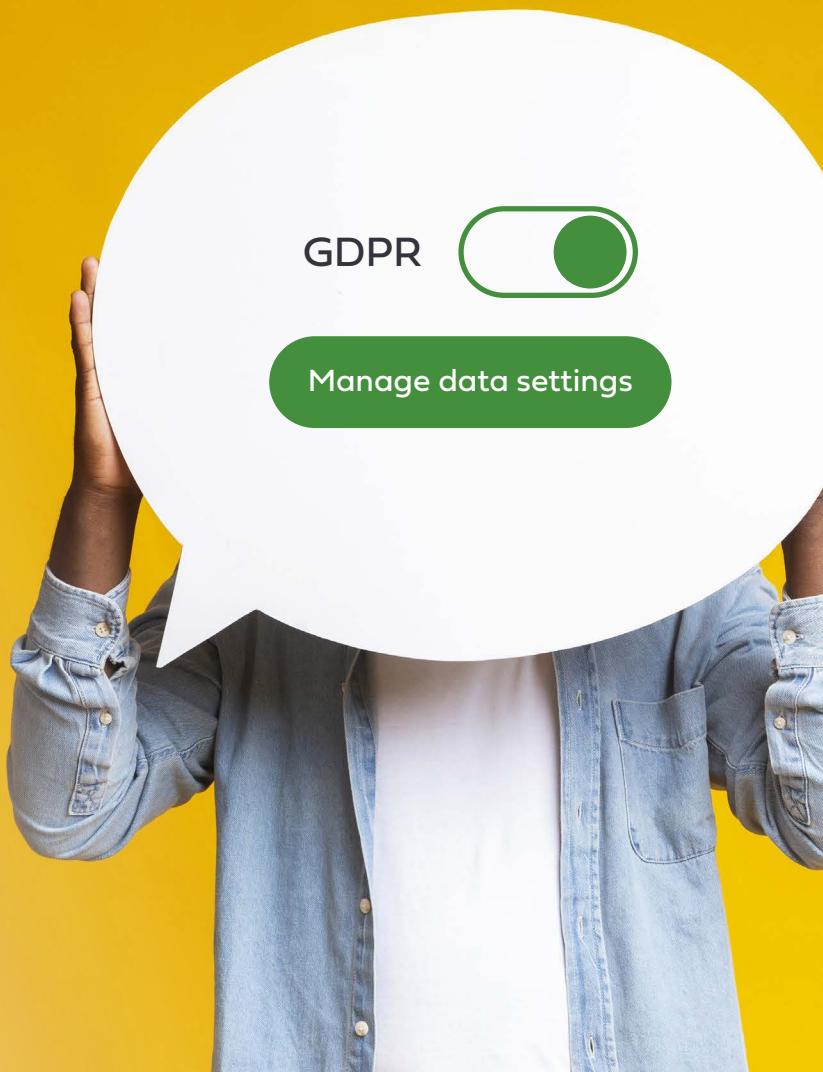
As we push the possibilities of what we can achieve with customer information, data quality, governance and effective management tools like MDM become more important than ever.

They are there to ensure that the data you use is reliable, secure and only being used in the way that its owner – your customer – intended.

GDPR



Manage data settings





How do you define your customer?

Breaking down silos

Are departments working together towards data goals – or hoarding and prioritising their own data objectives?

To maintain your golden record, you need to be able to break down data siloes and remove conflict between departments.

For example,
Logistics vs
Marketing.

When it comes to address data, Logistics prioritises 'Postcodes'. It's what they need to get any order from A to B.



Marketing, meanwhile, might want to know 'Address Type': is this an order for work, or home? It's what they need to send the right marketing message to the customer.

By working in siloes, Logistics could be holding information that's valuable to the business – and blocking access to vital customer insight.

If you want to get your hands on that elusive golden record, it's going to take collaboration from every department. That means communicating business objectives and ensuring that data practices across the board are working towards them.



How do you define your customer?

Writing the rulebook

The key to getting an accurate 360 customer view isn't technology. It's not the amount of data you can collate. It's not omni-channel analytics. It's not data lakes, or data warehouses, or Master Data Management (although that is useful).
It's data governance.

Whether you want to tighten up your marketing emails or start implementing facial recognition at point of sale, you need a robust data governance strategy to make it work.

Data governance allows you to write the rulebook on data: from uploading and collating to editing and using. It helps you to define the data sets that will, in turn, define your customers, and create practices that ensure that information is always clean, reliable and up-to-date.





How can Amplifi help?

Amplifi is an award-winning data management consultancy that works with organisations to uncover that elusive 'golden record'.

Not only do we understand the technical aspect of data, we also understand the positive impact that good data management has on businesses.

Data Governance is the key to better data management and the starting point for any company to become truly data centric – and to obtain a single version of the truth.

Our team has the experience and expertise to help organisations like yours to get real, tangible results due to the impactful decisions they can make with data.

We also provide the full suite of data management services including advisory, delivery and support services for Master Data Management (MDM), Product Information Management (PIM), Data Quality, Data Migration and Data Integration.

**Head to amplifiuk.com
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