



Bottega Veneta puts its faith in Uniserv

As part of its pending CRM migration, Bottega Veneta will secure the quality of the migrated data with consulting and core components from Uniserv on the basis of the Smart Customer MDM solution from Uniserv.

CHALLENGE

Bottega Veneta, an avowed supplier of high-end leather goods in the high priced luxury segment and owned by the Kering Luxury Group, formerly the Gucci Group, since 2001, is introducing a new CRM system. In the course of the pending data migration, around half a million data records will be extracted from the old CRM system, transformed into the new data format of the destination system and loaded into the new CRM system (ETL - Extract, Transform, Load). In

this respect, the focus is on data quality. The quality of the internationally mixed data will be secured from the outset with essential core components - postal validation, email validation, telephone number checking and enrichment as well as country ID -, in order to utilise the capacity of the new CRM system to the full extent right from the start.

HIGHLIGHTS

The investment in the data quality is structured in such a way that it is both multi-faceted and „straight to the point“. The core components for securing the data quality are therefore used in combination with a consulting service, which is

provided directly by the experts from Uniserv. It is thereby guaranteed that the capacity, performance and scalability of the DQ components are really utilised in full.

CUSTOMER BENEFIT

In particular, Bottega Veneta will profit from data with a perfect quality in campaign management and catalogue distribution. Bottega Veneta will especially benefit from the freedom from duplicates and high deliverability here. This is because the quality of the catalogue must be appropriate for the high priced premium products it promotes, which results in a significant unit price compared with conventional

catalogues. The optimised quality of the data also plays a part in campaign management. Perfect data results in perfect campaigns. Target groups can be better granulated and data more precisely aggregated. This offers the prospect of higher revenue and therefore profit. To put it in a nutshell: costs down, sales up!

UNISERV SOLUTION

Smart Customer MDM is the MDM solution for customer master data from Uniserv. It combines technologies, processes and services to form a comprehensive concept. Smart stands for simple, intelligent and efficient. On the technical side, the Customer Data Hub product undertakes the integration, cleansing, enrichment and provision of the data. The methodological analysis, planning, installation and,

if required, also the operation of the provided software solutions therefore make customer data usable and the key element of the value chain. Smart Customer MDM enables Uniserv to help companies to obtain a consistent, complete and up-to-date picture of their customers and make it available to all areas of the company.

BOTTEGA VENETA

Discretion, quality and craftsmanship: Bottega Veneta has set new standards in luxury since its foundation in Vicenza in 1966. Bottega Veneta is deeply rooted in the tradition of Italian leather handicraft and has been known for its exceptional leather goods ever since. As a result, the brand has risen to become one of the most well-known luxury brands in the world in the meantime. Bottega Veneta has been part of the Kering Luxury Group (formerly the Gucci Group) since February 2001. The products of Bottega Veneta are sold globally, including in Europe, Australia, Asia, North and South America, where sales in selected department stores and the

specialised retail trade are augmented by a growing number of boutiques run by Bottega Veneta. These boutiques offer customers a luxurious, comfortable shopping experience, in which privacy is respected. Like the products on display, they represent the extraordinary legacy and unique quality of Bottega Veneta.

Further information is available in the Internet at www.bottegabeneta.com.

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