

Customer Data Management in the Automotive Sector.



BUSINESS PAINS

- ▶ Establishing a relation with your customer, while manufacturer, importer and dealer all compete to get attention of this same customer.
- ▶ Providing all relevant and up-to-date information to the customer on his "mycar.com" page
- ▶ Creating lists for direct mail campaigns and promotions with regards to maintenance, check-ups and new car/ model introduction
- ▶ Dealing with incomplete and incorrect data. Dealers often enter customer data, but isn't he better trained in servicing and repairing cars?
- ▶ Integrating internal and external data sources in order to link the license plate number of the car to the real driver

KEY BENEFITS

- ▶ Interact directly with the customer based on his preferences and truly focussed on his needs
- ▶ Consolidate the information from your often fragmented (dealer) management systems and provide a single view to the customer
- ▶ Mone single source where all customer data is readily available for downloading, further analysis and list and campaign management
- ▶ Cleanse, validate and enrich data automatically, resulting in data you can trust
- ▶ Combine information from various sources and get grips on lease companies, company cars and individual-drivers

AUTOMOTIVE SECTOR: CHALLENGES

The automotive sector consists of many links in the complete chain from manufacturer to the final consumer. The consumer deals with the brand dealer, but at the same time the importer or manufacturer provides information directly. In most cases the brochures are sent by the importer, while the dealer will create the price quotation. When the customer buys a new car the maintenance will be performed by the brand dealer. After a few years and with second cars the local (unbranded, generic) dealer will often maintain the car. In such a complex distribution channel it is difficult to keep track of the customer and have all his details for marketing purposes up-to-date.

Uniserv provides a solution for managing customer data. The Customer Data Hub (CDH) consists of a centralised system, which collates, validates and deduplicates records from the various systems.

SMART CUSTOMER MDM

The Customer Data Hub from Uniserv extracts and consolidates customer master data from a wide range of heterogeneous data sources. Before integrating the information from these various sources into the Customer Data Hub, Uniserv's data quality tools will have already ensured that all the data is clean, structured and up-to-date. This means that the data quality mechanism is active immediately during initial data collection, and that the consistency of customer data from every source of data is guaranteed. External data (such as from purchases or from data suppliers) can be imported cleanly, simply and quickly.

Thanks to identity resolution, you avoid redundancies within your data storage arrangement and can determine the unique identity of your customer throughout all processes and systems. This qualitative optimised data can be consolidated to a Golden Record, i. e. Single Point of Truth (SpOT). Individual sets of rules enable leading datasets to be automatically processed and supplemented. Synchronisation of the golden record with the source systems is also possible as required.

The CDH solution collates the data of individual customers across all channels and systems and provides a Single View of the Customer. This Single View of the Customer is the starting point of targeted marketing campaigns. Examples of campaigns are the mandatory car check-up once a year, or inviting the customer for a testdrive when his lease contract is about to expire.

Combining the CDH with a personal "mycar.com" website for the customer, enables the marketer to truly engage with the customer. The marketer can extend the brand experience by offering invitations to relevant events to the target group. Based on our experience this marketing approach with is based on gathering the customer information throughout his lifecycle results in sustainable results. However it starts with the first step and that is collating and integrating data of the customer, so you know your customer.

The MDM solution from Uniserv means that exhaustive programming, plus the time needed for adaptation, as well as the time-consuming software maintenance usually required, are all now outdated. Uniserv's Customer Data Hub requires neither a complex integration project, nor any change of currently existing data models. Based upon the principles of lean integration, this approach enables fast presentation of the first, operatively pertinent results and gradual incorporation of further customer data domains into your MDM solution. This reduces costs, whilst at the same time keeping the project itself lean and the project risk calculable. The rapid implementation of the MDM solution with its high scalability, plus our targeted behaviour with the data, enables tangible additional value to be evident after just three months. Your positive return on investment (ROI) will soon be evident.

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