

# Customer Data Management in the Consumer Packaged Goods Sector.



## BUSINESS PAINS

- ▶ Establishing a relation with your consumers, as retailers are in the middle and try to capture the relevant interaction is troublesome
- ▶ Differentiating from your competitor has become difficult to achieve, resulting in lots of price promotions, effecting your bottom line
- ▶ Testing new products based on expensive qualitative market research based on focus groups with unknown people is costly and uncertain
- ▶ Managing systems with millions of records of your consumers and becoming more and more a "techie" distracts the focus of your marketeers
- ▶ Having your systems in sync with each other and capturing opt-outs across channels and being compliant with all data privacy regulation

## KEY BENEFITS

- ▶ Interact directly with the consumer and regaining true ownership of your own consumer
- ▶ Focus on value add and engaging with the consumer across all channels resulting in enhanced brand experience
- ▶ Market research executed on your known consumers, resulting in faster test marketing of new products and thus faster time-to-market
- ▶ An outsourced solution where you don't have to worry about the IT hazzles
- ▶ A solution which ensures all of the unsubscribes are replicated to all your systems, resulting in adhering to consumers preferences

## CPG SECTOR: CHALLENGES

In the past decade retailers have invested in relations with their end consumers using expensive loyalty programs, magazines and direct communication. As retailers control the shop experience, the CPG manufacturer could only use (price) promotions across different channels and social media to gain market share.

Customer Data Management (CDM) enables CPG manufacturers to change the balance in power. Using a CDM solution they are able to collate all data of an individual customer and engage with this customer, surpassing the retailer. Customer Data Hub, the CDM solution from Uniserv, collates the data of individual customers across all channels and provides a Single View of the Customer.

While a retailer tries to persuade the customer to spend as much within his supermarket, CDM enables a manufacturer to differentiate from the competition.

An example powered by the CDM solution shows great tangible results for a global baby food manufacturer. Since the introduction they are able to collate all the data points of their customers in real time. Their customers consists of mothers who expect or already have a baby or toddler. Based on the gathered information, they are able to target campaigns to an individual level and increase cross- and up-sell.

Most CPG manufacturers are very focussed on campaigns or shelf-facings. This CPG manufacturer took a different route and is only concerned in the longtime journey of a mother. By using the CDM solution they have been able to integrate information from numerous different providers. All providers have access to the most up-to-date information, which is used by the marketeers to enhance and extend the journey of the mother, day-by-day and week-after-week. The years of lower prices and declining margins are over. No longer they are surrendered to the mercy of retailers.

## 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 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.

### UNISERV

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