

# Customer Data Management in Online Trading



## BUSINESS PAINS

- ▶ **Stronger competition for customers:** The customer's demands regarding product range, price transparency and personal recommendations are high
- ▶ **Developing a long term customer relationship:** Correct communication, high speed processing and competent customer service are distinguishing features on the road to success
- ▶ **Trend towards multi-, omni- and cross-channel sales:** On and offline data from the widest range of channels must be matched in real time to make it profitably exploitable for the company
- ▶ **No trust in company-own data:** Uncleansed and incomplete customer master data leads to a watered-down customer view and hinders up- and cross-selling potential
- ▶ **Compliance:** Blacklist matching is essential for avoiding attempted fraud

## ADVANTAGES OF A 360° VIEW

- ▶ Valid and clean master data enables efficient customer data management and increases capabilities for analyses
- ▶ Up-to-date, correct and consistent data immediately during input ensures reliable deliveries, rapid cash flow, plannable turnover and satisfied customers
- ▶ Simple and fast data enrichment means that marketing campaigns can be optimised and a more precise and targeted customer approach is possible across all platforms
- ▶ Up- and cross-selling potential is identified in all available sales channels and customers are given the best possible service throughout their entire customer experience
- ▶ Constant matching with blacklists reduces payment defaults from attempted fraud to a minimum

## SOLUTION

A comprehensive view of customer data in every available channel and system is necessary for creating the foundations for successful online trading. The collective solution from Uniserv and ComSol provides you with a uniform platform for consolidating and checking your datasets, and for creating golden records as a 'single point of truth' (SPOT). Additional information provided in the golden record serves to update existing customer data in your ERP system and allows work with several operative customer numbers.

Each golden record gives you a unique, consolidated customer master dataset containing all currently available information, sources, allocations etc., at a single, central location. The golden record can serve as a "tool" in ERP for evaluations, marketing campaigns and other core functions.

## ABOUT UNISERV

Uniserv is the leading European expert for professional customer data management. With its Smart Customer MDM (the comprehensive MDM solution for customer data), Uniserv unites data quality and data integration to a single, holistic approach. Customer data is the central focus of all its initiatives for data quality, data migration, data warehousing, and master data management. These include CRM applications, as well as eBusiness, direct & database marketing, CDI / MDM applications and business intelligence.

With several thousand installations worldwide, Uniserv fulfils the demands for a holistic solution covering all business and customer data throughout its entire life cycle. Operating from its headquarters in Pforzheim, Germany and from its branches in Paris and Amsterdam, Uniserv employs more than 130 people. It lists many prestigious national and international companies from all sectors of industry and commerce amongst its customers; such as Allianz, Deutsche Bank, eBay, EDEKA, E.ON, France Telecom, Lufthansa, OTTO, Siemens, Time Warner, TUI and Volkswagen.

## ABOUT COMSOL

ComSol AG Commercial Solutions is an SAP system house and certified consultation partner, and offers professional consultation and innovative solutions surrounding the challenges of multichannel trading and big data to the retail and consumer goods industry. Customised SAP application management and compact training completes its business portfolio.

The pre-configured and SAP-certified csMultichannel+ complete solution serves to integrate and network each turnover and communication channel during all phases of pur-

chase. It includes valuable additional features, such as hybrid integration, modern user interfaces using SAP Fiori, as well as a 360° real time customer view using In-Memory technology with SAP HANA and SAP CAR.

ComSol employs more than 70 people at its headquarters in Frechen, Cologne and at its business office in Hamburg. Renowned companies rely upon its established branch and process competence, such as Gries Deco (DEPOT), HSE 24, Intersport, Lekkerland, MHK, REWE, SAGAFLOR, SPAR Austria, Telekom, Wein Wolf and WMF.