

# Customer Data Management in Publishing



## CHALLENGES

- ▶ **Falling sales, shrinking markets and crumbling customer loyalty force a reaction:** The demands of service and personal recommendations are increasing.
- ▶ **Development of a longterm customer relationship:** Individual communication, high speed and competent customer service increase customer satisfaction and hinder subscriber cancellations.
- ▶ **Trend towards digital and multi-channel sales:** On and offline data from different channels and data sources must be matched in real time.
- ▶ **Lack of trust in company-own data and difficult identification in different channels:** Uncleansed and incomplete customer master data leads to a watered-down customer view and hinders up- and cross-selling potential.

## ADVANTAGES OF A 360° VIEW

- ▶ Cleansed and valid customer data enables efficient customer data management
- ▶ Up-to-date, correct and consistent data enables matching of data across all channels and systems and provides publishers with a 360° view of their customers.
- ▶ Customers can be identified in their different roles, as subscriber, contributor or author, in real time and across the widest range of channels.
- ▶ The possibility of simply and rapidly enriching data (e.g. with subscribers' history, preferences and interests) means that each customer profile is more clearly defined, thus allowing a precisely targeted and individual customer approach.
- ▶ Up- and cross-selling potential in all channels can be identified and customers given the best possible support and assistance throughout their entire customer experience.

## CHALLENGES

The age of digital media as well as the competition from internet newspapers and electronic magazines all pose major challenges for the publishing branch. The traditional form of offers made in printed media requires well thought-out marketing strategies for reducing customer fluctuations and gaining new customers. Offers made in online media must also be developed further and considerably expanded. A large potential lies concealed in digital sales strategies, however these strategies can only be successful when companies react quickly to their customer's interests. The move from analogue to digital sales requires fundamental changes to existing structures: the customer is the central focus and there is increasingly less time available for making decisions and reactions.

Publishing companies today use many different sales channels to attract the desired readership to their publications. But without efficient identity resolution, the different roles played by customers in each channel makes prompt and accurate identification increasingly difficult and potential cross- and up-selling opportunities remain unexploited.

Large stocks of data are frequently not updated, cleansed or maintained for long periods of time and this can have serious negative results. Incorrect or obsolete addresses cause delays and deliveries are misdirected or duplicated, and this worsens the customer relationship. The quantity of returned items increases and costs rise.

## SMART CUSTOMER MDM

Sales of media – whether in analogue or digital form – requires comprehensive and professional data management. Uniserv's Smart Customer MDM is the answer for publishers wanting a master data management solution for ensuring absolutely correct customer data at all times. Data sourced from the widest range of channels is first cleansed of duplicates and then quickly and simply merged with existing stocks, and also reliably protected from subsequent contamination. Smart Customer MDM reduces the manual effort necessary for data cleansing to a minimum, optimises operative processes and reduces purchases of external data. By creating golden records, publishers have a comprehensive 360° view of their entire customer data. This allows better customer analyses and a more intensive understanding of each customer and is the pre-requirement for sustaining sales of the publisher's products.

Smart Customer MDM enables publishers to turn a passing customer into a loyal customer and to gain new customers with targeted marketing campaigns. It disintegrates any data silos existing in publishers' systems and gives a prompt insight into complex customer behaviour to enable appropriate measures to be quickly implemented across all channels

as required. Marketing and sales departments can exploit current trends and up- and cross selling potential from the widest range of channels. The time to market (TTM) period is reduced and new target groups can be discovered and added. The speed of online business is also maintained. Improved data quality means that administration of subscribers and customers is considerably more efficient, cost effective and service orientated.

The MDM solution from Uniserv means that laborious and time-consuming programming, lengthy adaptation times and tedious software maintenance are all a thing of the past. Uniserv Smart Customer MDM doesn't require a complex integration project and no changes are necessary to the existing data model. Its approach is based upon the principle of Lean Integration and will soon provide the first operative results. Additional customer data is merged step-by-step, thus keeping costs low, the project lean and the risk calculable. After just three months, its rapid implementation, high scalability and our targeted handling of the data will provide tangible added benefit – and the positive ROI is soon clear.

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