



Digital Transformation

Only those companies which see Digital Transformation as an opportunity will ultimately survive in the competitive environment of the increasingly networked digital world. Anyone who wishes to be successful in future must react to the structural challenges with intelligent concepts and take advantage of the possibilities of digitalisation and networking.

Innovations in information technology are driving digital transformation forward at a breathtaking pace: the Cloud, social media, mobile, Big Data and the Internet of Things have an impact on the strategy, structure, culture and processes of every company. The issue leaves no branch of business untouched - not least, because the focus of attention is clearly on the customer and the demands made on companies have fundamentally changed: in the digital age, customers expect to be able to buy anytime and anywhere, in addition to a high service level and information which is available everywhere in real time. In this respect, they value authenticity, transparency and loyalty.

However, the customer service provided by marketing, sales and the service centre can only be as flexible, individual and quick as the IT which supports these processes in the background. All this radically changes the procedures in the companies: they have to critically examine their products and capabilities and increase their digital maturity, in order to identify, develop and quickly implement new opportunities. What needs to be done is to quickly evaluate enormous and ever increasing volumes of data, in order to be able to react appropriately to the needs of the customers as well as the employees.

Filtering, interpreting and using data relating to the customers from Big Data is one of the main concerns of digitally oriented companies, because this is the only way that they have a chance of managing the world of experience of the customer. Big Data becomes Smart Data, i.e. the continuous assignment of new data and data sources to the respective customer profiles and therefore convergence with the 360° view. Two things are especially important in this respect: integration and speed. Only companies which can integrate and use data, media and channels more quickly in their digital communication will gain a competitive advantage.

In view of these fundamental changes, the important thing is to make your company fit in time for the demands of tomorrow. But how do you make your company „digital ready“? We will provide you with the appropriate professional and intelligent support for this. With our complete solution, Smart Customer MDM, we create the foundations you need to implement Digital Transformation: consistent, up-to-date and available customer master data which can be efficiently managed. Smart Customer MDM enables the creation of the 360° view of the customer and makes it available to you for a wide variety of company areas and business processes.



MULTI-CHANNEL-MARKETING

The customers of today are information-hungry, price-conscious, flexible and mobile. They make contact with the company in a great variety of channels. Companies must therefore be present at all touchpoints, in order to make the customer the right offer at the right time in the preferred channel. Smart Customer MDM combines customer data from all channels and creates genuine personalisation and customer relevance through an all-embracing view of the customer for a successful multi-channel strategy.



CUSTOMER JOURNEY

Customers encounter a variety of customer touchpoints in their everyday life. In order to induce the customers to buy at these points of interaction, it is important to address them with tailored offers which are appropriate to the situation. In this regard, all the information available in the company must be consolidated into one data record – the Golden Record. This can hardly ever be achieved without the respective technical support. The Golden Record can be automated across individual rules and, if required, manually processed and qualitatively optimised with the aid of Smart Customer MDM.



DATA GOVERNANCE

Data must be organised and controlled by means of a reliable and higher-level Data Governance, in order to convert it into a strategic asset. In the process, tasks, roles as well as responsibilities must be defined, knowledge about business processes merged and guidelines for data use and maintenance created on this basis and implemented. With Smart Customer MDM, you create successful information management in which compliance with the defined guidelines is continuously checked.



LOCATION INTELLIGENCE

Customer data refined with geographical information enables a visualisation and analysis which permit new insights and the identification of new structures and trends. The possibility of displaying customer data in geographical terms conceals an enormous added-value potential. Location Intelligence becomes all the more important in the digital world, since the mobile Internet allows information to be placed in the context of time and space. Smart customer data enriched by geocoding is the prerequisite, in order to be able to profit from the amalgamation of the virtual and the real world.



COMPLIANCE MANAGEMENT

The constantly increasing volume of digital data is associated with a constantly growing number of statutory and regulatory requirements. The EU anti-terrorism regulation prohibits e.g. transactions with terrorist organisations and individuals. Deficiencies in these areas result in significant financial damage, damage to the image and legal consequences. With Uniserv, you cleanse your data, comply with the requirements and minimize business risks with the aid of international knowledge bases, country-specific rule and term tables and a fuzzy search.



PREDICTIVE ANALYTICS

The statistical, mathematical and linguistic processes used today enable analyses which identify correlations in data. Predictions of future developments and trends can also be made on the basis of the history in databases. You obtain credible data for these extensive analyses with Smart Customer MDM. The individual customer picture becomes even sharper through enrichment of the data. The prediction of probable developments of customer and market trends enables you to gain important knowledge and precise recommendations for action for future measures.

UNISERV GmbH

Rastatter Str. 13, 75179 Pforzheim, Germany, T: +49 7231 936-0, F: +49 7231 936-3002,
E: info@uniserv.com, www.uniserv.com © Uniserv GmbH, Pforzheim, All rights reserved

