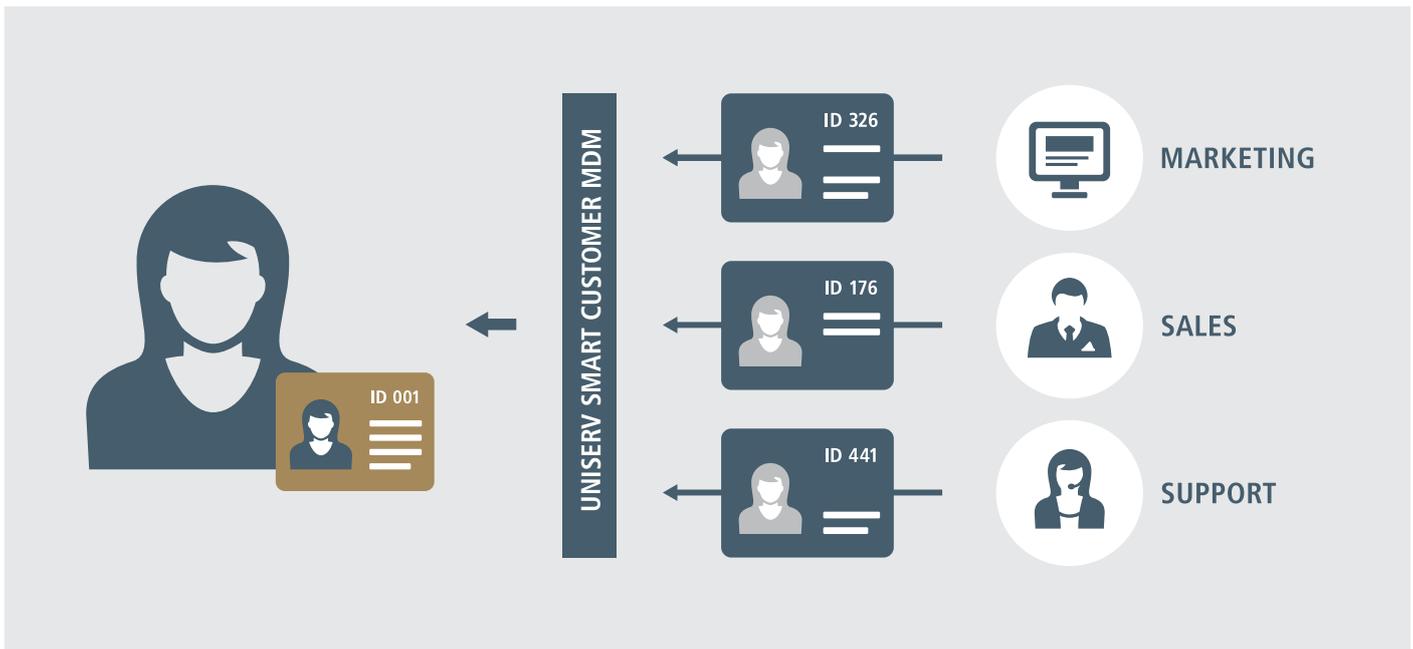# The Golden Record

An all-encompassing customer view with Uniserv Smart Customer MDM

CHALLENGES

- no comprehensive view of the customer

- no individual customer approach or tailor-made offer is possible

- difficult up- and cross-selling opportunities

- customer's omni- and cross-channel activities cannot be followed

- poor segmentation negatively affects marketing campaigns

ADVANTAGES

- Customer information from fragmented systems and all other channels is consolidated to a single, comprehensive view

- Customer data is kept in a central source, readily available for use throughout the company, e.g. for deeper analysis, campaign management, etc.

- Customer data is kept consistent, complete, current and correct and made even more valuable with data enrichment.

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CHALLENGE

Customer-oriented companies have a simple target: To deliver the correct customer with the correct product, in the correct quantity and at the correct price, with the correct invoice addressed to the correct location. But when examined more closely, it's not so easy to fulfil these demands, because to achieve this target, customer master data must be kept consistent, complete, up to date and correct at all times.

In daily business life things are different. Companies use an average of approximately 50 applications, with each application having its own store of customer data. Data silos are the result, and redundant master data is spread around at different locations. When data in one application is updated, this change is not made to any other application, meaning that the others now operate with outdated information. This situation makes management of customer data a nightmare.

Low quality data causes a considerable amount of wasted effort in specialist departments. Retaining redundant data means that data volumes increase unnecessarily; the data itself develops different levels of quality and topicality, and inconsistencies and mistakes occur regularly in daily business. All of this could be avoided simply and easily - with Uniserv Smart Customer MDM.

SOLUTION

Uniserv's Smart Customer MDM helps you to achieve effective customer data management within the shortest possible integration time. With this tailor-made solution you create a Golden Record.

A Golden Record is a master dataset in which all available data about an individual is consolidated and stored. You can now avoid duplicates and have all information about each customer available company-wide with just a mouse click.

Golden records are kept in a central repository where data quality tools ensure that the customer data is kept up to date, unambiguous and reliable. Identity resolution arranges similar datasets from differing sources to form a single golden record, thus further increasing data quality. The leading dataset provides links to the master datasets in the different data sources containing the attributes used in the Golden Record. When an attribute is altered in a particular data source, you can choose whether other sources should be updated too. Your data remains consistent, and is no longer duplicated and stored in different systems. Data silos disappear and the problem of dealing with fragmented data belongs to the past.

A centralised view of your customers allows you to exploit hidden growth potential. Professional master data management soon pays for itself. By creating Golden Records you avoid legal costs, increase your time-to-market speed, accurately reach your customers, and increase your turnover – all of this with Uniserv Smart Customer MDM.

PROFIT

▸ Direct and individual customer approach

▸ Improved customer satisfaction increases customer loyalty, based upon better service and individual consultation

▸ Hidden potential for cross- and up-selling is exposed because all relevant information is available

▸ Considerable cost savings by avoiding returned deliveries, cancelled orders, unnecessary postal charges, etc.

▸ Improved efficiency of processes with increased productivity

▸ Precise customer segmentation improves response rates and conversion rates considerably. Marketing costs are reduced and campaigns are more successful

▸ Consistent and reliable reporting provides solid foundations for sound management decisions

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