



# Customer Data Management for every Branch

Successful national and international companies from all branches place their trust in the proven methods, powerful tools and experienced specialists from Uniserv. With Smart Customer MDM, the MDM solution for customer master data, you can implement your requirements precisely and have data available in the specific form required by your branch. Here is an overview of the **KEY BENEFITS** for each branch:



## INSURANCE

- ▶ An all-encompassing customer view across all insurance sectors provides representative customer data shows which individual insurance policies already exist.
- ▶ Efficient policy administration, and optimal consultation and customer care
- ▶ More effective data exchange between external business partners and internal applications in compliance with branch standards (ACORD)
- ▶ Successful implementation of Solvency II rules thanks to higher data quality



## BANKS & FINANCIAL SERVICES

- ▶ Authoritative and trustworthy data ensures compliance with legal directives and implementation of international financial reporting requirements – such as IFRS and capital requirements acc. to Basel III
- ▶ Identity resolution enables effective fraud protection and trouble-free matching against embargo lists
- ▶ Implementation of company-wide data governance
- ▶ Successful implementation of personalised campaigns for gaining new customer



## PUBLISHERS

- ▶ Clear and prompt identification of customers across all communication and sales channels
- ▶ Identify cross- and up-selling potential of registered subscribers
- ▶ Rapid reactions to customer's interests
- ▶ Achieve loyal readers and acquire new customers with targeted marketing strategies



## ENERGY & SUPPLY COMPANIES

- ▶ Unambiguous and reliable master data, e.g. for communication, evaluation, developing new tariffs, and implementing energy and mobility concepts
- ▶ Higher service levels based upon exact knowledge of each customer
- ▶ High data quality, even in processes with high data volumes, such as complex invoicing, or processes involved in changing providers
- ▶ Fast and flexible reactions to market changes



## AUTOMOBILE INDUSTRY

- ▶ Differentiated and personalized customer service, based on respective preferences and needs
- ▶ 360° Customer View: Consolidation of all information from (often fragmented) management systems
- ▶ Consolidation of information from diverse sources, e.g., for enabling conclusions to be drawn about leasing companies, drivers of company cars, or individual drivers
- ▶ Transparent data about all business partners and suppliers



## PRODUCTION INDUSTRY

- ▶ A continuously updated view of customer data ensures that the right customer is delivered with the right product at the right time
- ▶ Realisation of cost savings for purchasers and procurement managers with quantity rebates from suppliers
- ▶ Combination of information from sources such as Dun & Bradstreet, or Bureau van Dijk, without any complex and long-winded integration project
- ▶ Compliance with current guidelines and legislation, such as foodstuff and pharmaceutical safety, or transport rules



## TRADE

- ▶ Individual sales and contact strategies based on a 360° customer view increase the customer lifetime value (CLV) and strengthen the brand experience
- ▶ More effective multi-, omni-, and cross-channel operations
- ▶ Address customers authentically in social media channels and with mobile commerce offers
- ▶ Comply with consumer preferences by ensuring that customers not requiring information are shown as such in all systems



## LIFE SCIENCE

- ▶ Compliance with European Union legislation, such as 2011/62/EU dealing with falsified medicines, and a complete overview of your suppliers
- ▶ A more exact view of who is responsible for processing which data sets
- ▶ Golden records as a reliable source of information; and to make data available for more detailed analysis
- ▶ Improved patient care by including important additional data

---

### UNISERV

Rastatter Str. 13, 75179 Pforzheim, Germany, T: +49 7231 936-0, +31 2030 80 371, +44 7535 418 180  
E: info@uniserv.com, www.uniserv.com © Uniserv GmbH, Pforzheim, All rights reserved

