



CUSTOMER360++

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Released On
01 June 2019

Overview

Customer 360 view is a holistic customer profile capturing customer data from across channels and systems of the organization. The customer view is from a collection of relevant data, which provides meaningful inferences, understands the customer need and displays a 360 view (Dashboard) to the vendor executive (Seeker). The view displays what is important to his/her customers.

With this customer "Insight Visual" the Vendor executive then can deliver personalized, contextual, predictive and engaging customer experience. Customer 360 view results in higher CSAT, drives customer intelligence, provides insights to solve customer issues, become customer delight, customer retention and help in up-sell or cross-sell, thus meeting the objective of the vendor organization.

Many customer grievances are because of information asymmetry which provides inaccurate Data View of the customer with their counterparts in the "supplier organization". This becomes an elephant in the room of a CEO or a CMO of the supplier organization. Wrong data provides wrong views of the customer at the vendor organization. The vendor is handicapped to provide appropriate service because of the inaccurate views about his/her customer. This results in unhappy customer and may lead to the loss of the business. To overcome this issue, CRMIT provides "360 ++ Customer View" to all customer facing executives of the vendor organization mapped to their counterparts in the Customer end.

Customer 360 view is derived from Customer profiles and Customer segmentation which are further classified by Customer Data Types such as Customer Demographic Data, Transaction Data, Environmental Data, Behavioral Data, Social data etc. For any Customer 360 view there are 2 major imperatives

1. Customer Connectivity - Key to Optimizing Customer Satisfaction

With more ways to connect Apps than ever before, businesses are finding it necessary to change the ways in which they communicate with potential and existing customers.

Vital information is scattered across departments and distributed throughout numerous applications, services, databases, systems, hence role of Customer Data Integration assumes significance.

- Recognize customers and their relationships with executives in the organization across channels and lines of business
- To provide each end customer exactly the right offer, at exactly the right time based on his/her 360 degree view
- The "Customer Connect" helps organization to achieve instant personalization as required by the seeker for better decision making



2. Customer Data Integration (CDI)

CDI by definition is the process of defining, consolidating and managing customer information across an organization's business units and systems to achieve a "single version of the truth" for customer data. Customer Connectivity with CDI will provide

- a. Empowers organizations by providing a comprehensive a single view of the customer through enterprise Integration Strategy for Connected and Digital (Digital API)
- b. Single View of Global breadth of Customer base
- c. Relationships across records (customer to business relationships)
- d. Helps Create more Strategic Sales, and Marketing campaigns
- e. CMO 360++ View (example)
 - Lead generation, Digital Marketing, Marketing Performance
 - Campaign performance, Pipeline Health, Net Revenue
- f. CEO 360++ View (example)
 - Monthly Rev Growth, Net promoter score, Large deals in pipe line
 - Monthly opportunities created Monthly leads created, Budgeting



CRMIT Differentiator with “Customer 360 ++ view”

Access to a customer’s real-time profile, including legacy or last mile information has always remained an integration nightmare for businesses. Achieving that view has been on the wishlist for over a decade, although many large businesses have come reasonably close. To this day, data is still housed in old-fashioned silos, inaccessible from one product group to another. Even with integrated systems, matching records and then syncing and reconciling data seems somewhat convoluted. Earlier in 2018, Salesforce made two major announcements, the launch of Customer 360 ID and its acquisition of Mulesoft—an application network platform. Complementing these recent announcements, CRMIT’s Customer 360++ isn’t exactly new, but its execution will be an extension of Customer 360. To achieve Customer 360++ view, CRMIT adopts a layered approach, the building blocks are as shown in Fig-1

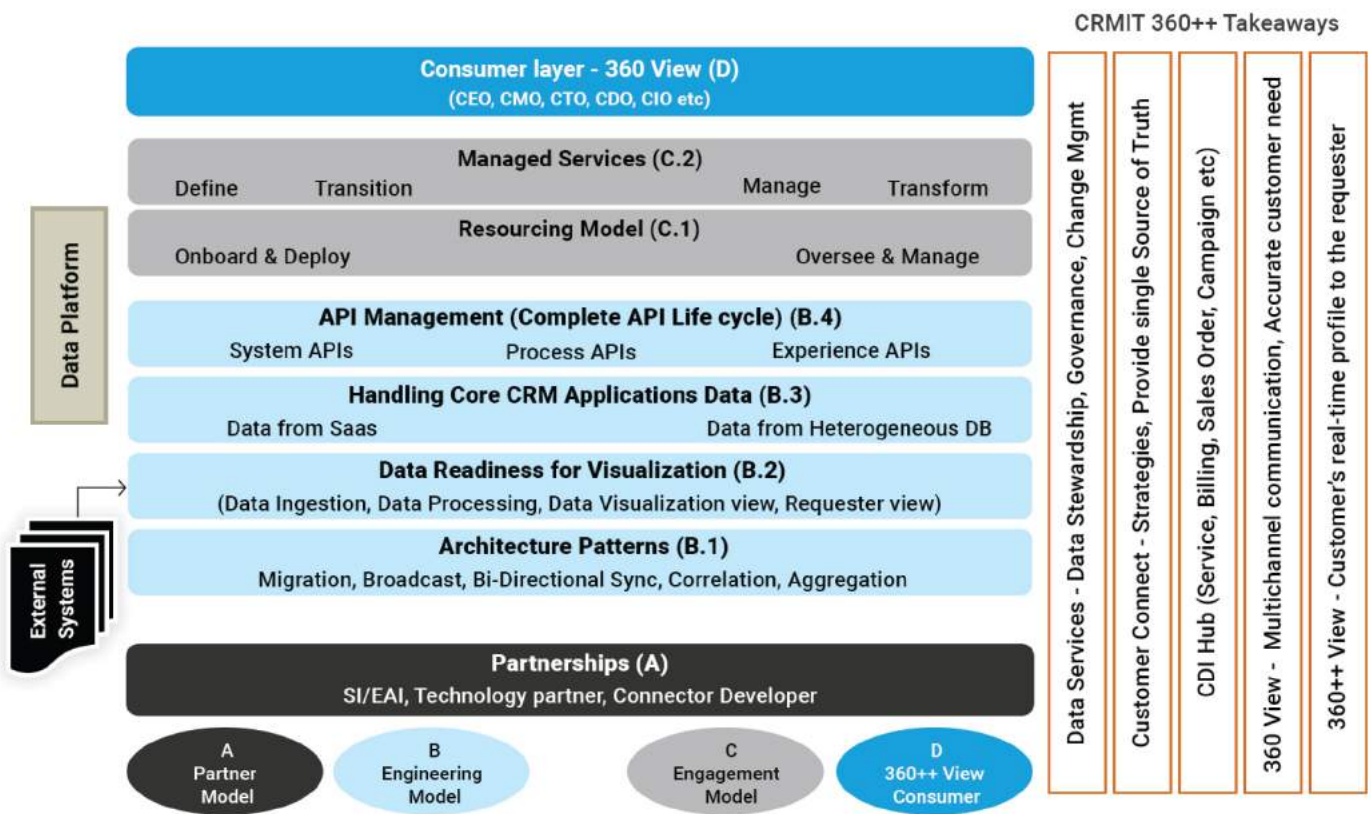


Fig-1 – Customer 360++ Building Blocks

As a first step towards providing a Customer 360++ view, CRMIT gets into partnerships with their customers. The partnerships can be as an

SI and Consulting Partner

As a “System integrator and CX SME Consultant” CRMIT delivers value added services which integrates CRM solutions with Customer data into a customer’s platform to improve processes and provide appropriate Views to the requester.

Technology Partner

As a Technology Partner, CRMIT will be involved in all aspects of Architecture decision making, Design thinking/patterns, Customer Connect and CDI (Data Stewardship), API Management (shown in Fig 3). An illustration of Data Stewardship is shown in Fig-2

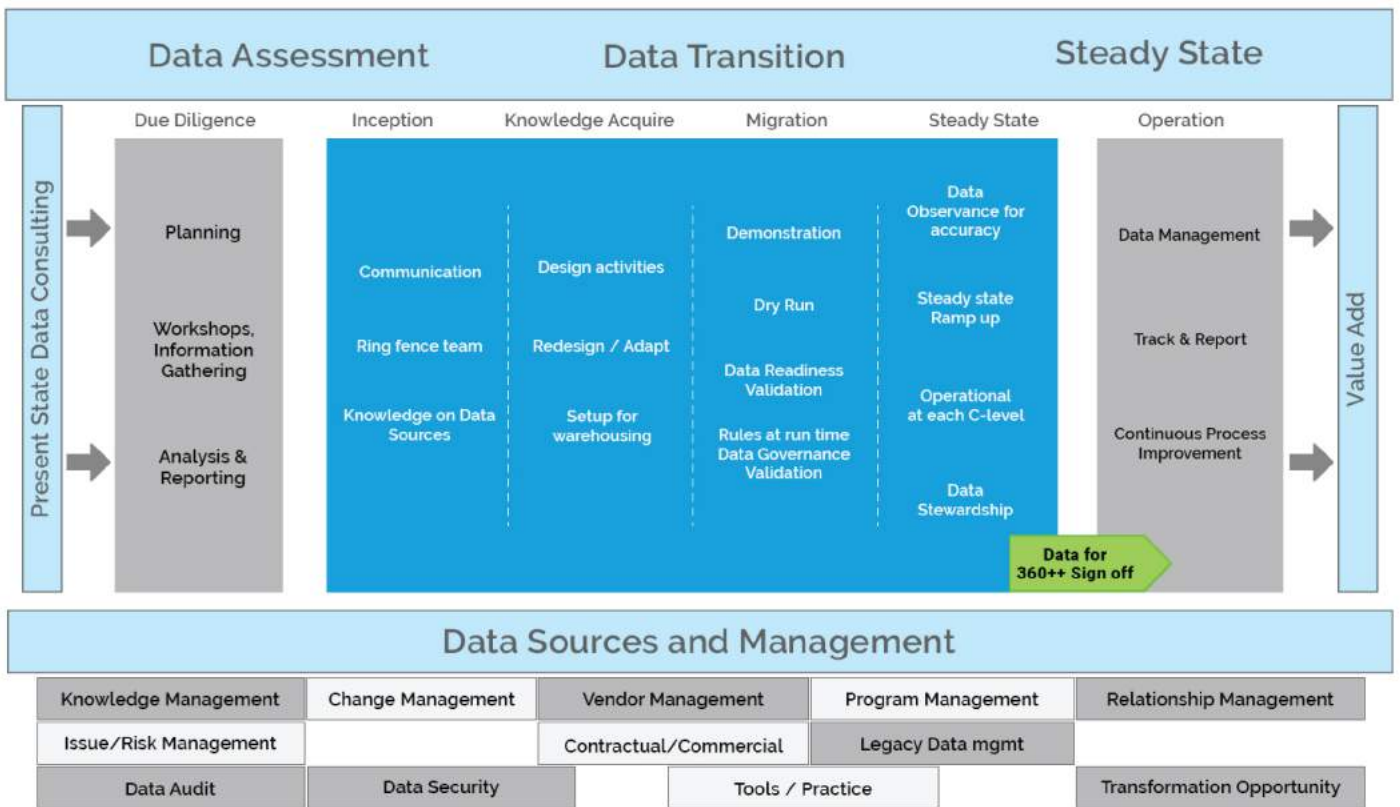


Fig-2 – Data “From” State to “360 ++ Required State”

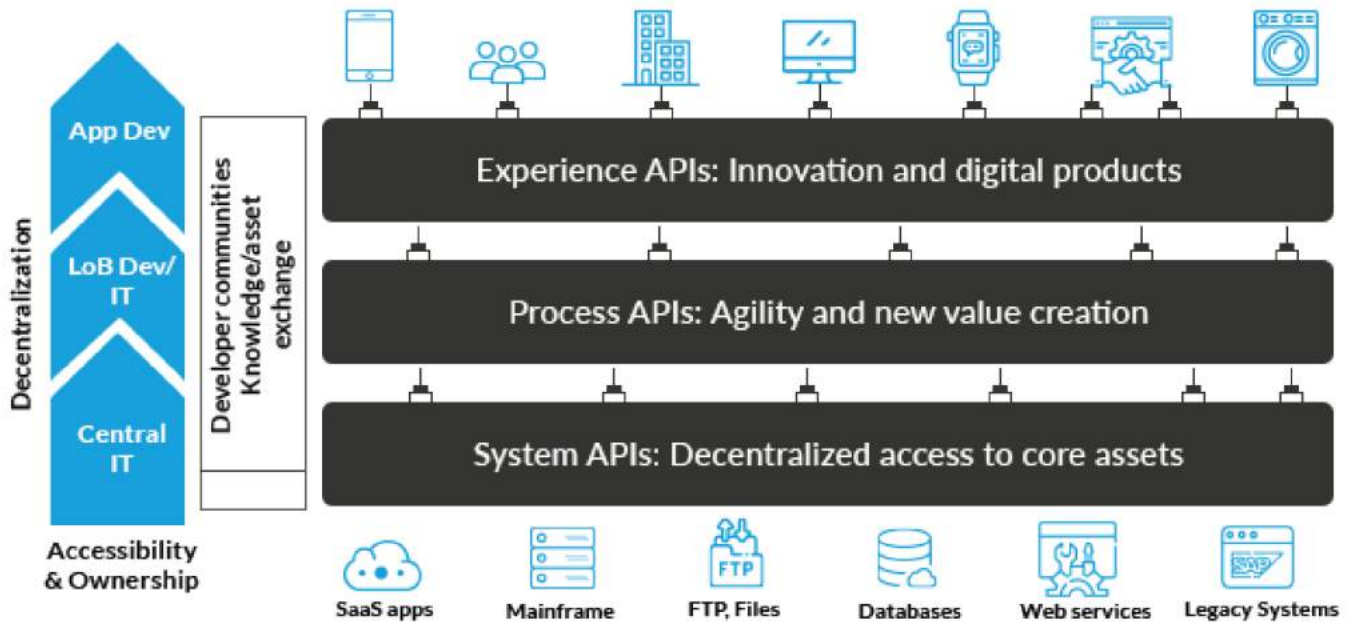


Fig-3 – APIs for Customer 360 ++ view

Types of APIs	Advantage content of 360++
System API	System APIs access the core systems of record and provide a means of insulating the user from the complexity or any changes to the underlying systems. Once built, many users, can access data without any need to learn the underlying systems and can reuse these APIs in multiple projects
Process API	Process APIs interact with and shape data within a single system or across systems and are created here without a dependence on the source systems from which that data originates, as well as the target channels through which that data is delivered.
Experience API	With Experience APIs data can be reconfigured so that it is easily consumed by an intended audience or seeker (say a CMO or a CEM). From a common data source, rather than setting up separate point-to-point integrations for each channel or seeker. An Experience API is usually created with API-first design principles where the API is designed for the specific user experience in mind.

Operating Model

Resourcing Model

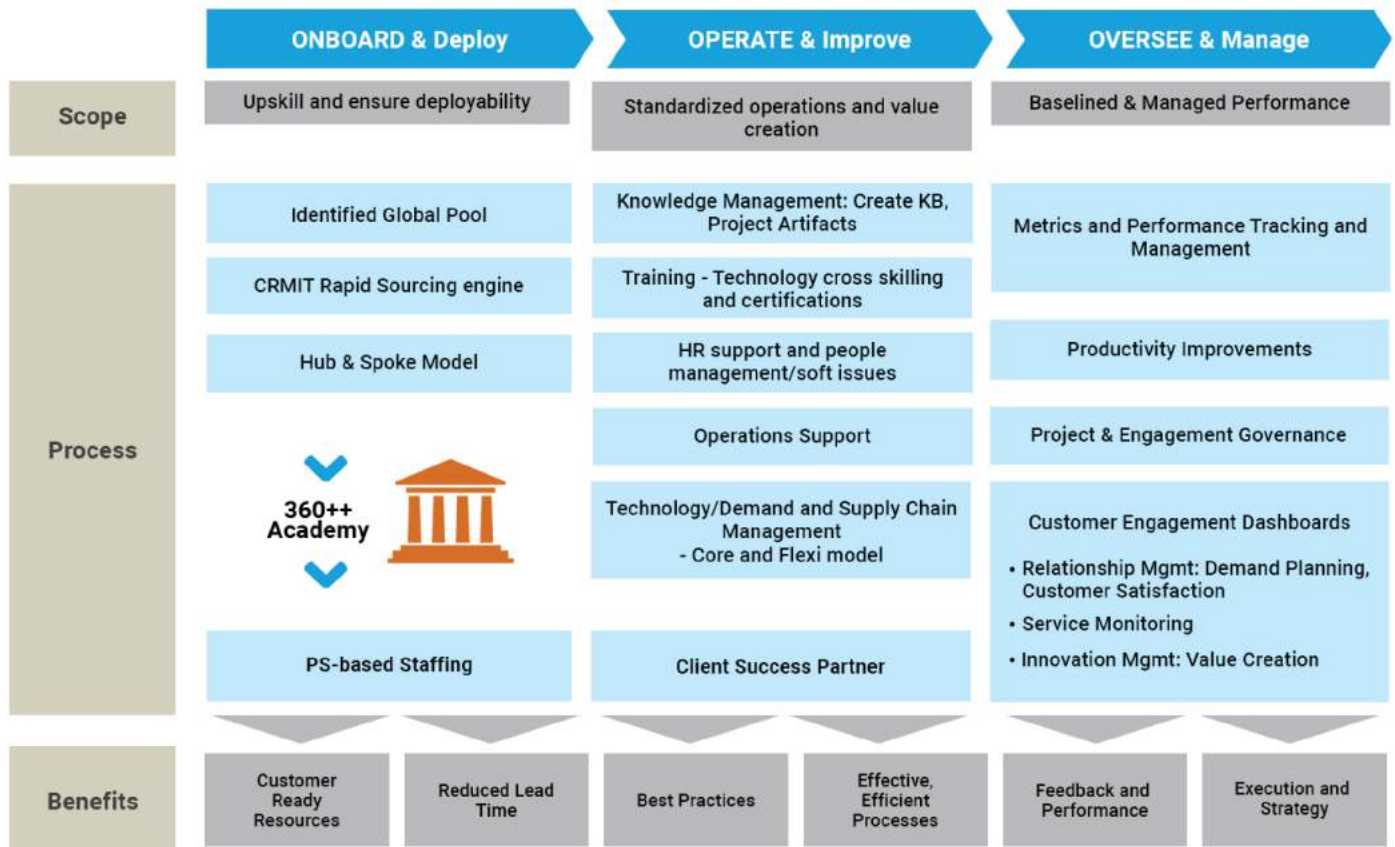


Fig-4 – Resourcing Model for Customer 360++ view and Support

Consumer layer

According to a recent survey by Salesforce, only 47% marketer agreed to have a unified view of customer data sources. Even after unification of data sources, marketers are continuing to face vexing problem like data deluge. Multiple digital activities like email, web social, e-commerce, point-of sales etc. need a unique identity to achieve a unified view. Different technologies have emerged to solve this unique identity issue which again created disparate data management systems owned by multiple departments. Customer 360++ CMO View is a way to connect all these disparate data management system, enable customer success with Speed, accuracy, innovation. Real time marketing, sentimental & behavioral analytics. Enable Interaction via every channel and capture the customer hub. Make meaningful inferences with the insights from historical data, using correlation methods and for customer Segmentation

CMO View Benefits (An illustration)



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Customer 360 view will help to optimize all aspects of marketing with absolute true mix of customer data. CRMIT 360++ dwells deep into behavioural tracking based on Data, content with the customers look for giving insights into their position in their buying cycle. This gives incredible insight into leads interested and their buying influencer, which lets the target organization custom-tailor everything from content marketing to sales pitches. It eventually improves lead generation customer acquisition and upselling.

Digitization in Marketing

The adoption of AI has grown significantly. Personalization is a treasured commodity. Customers are always willing to share their consent and personalized information in exchange for contextualized engagements. To stay relevant, some marketers are experimenting with intelligent technologies including Artificial Intelligence (AI), Internet of Things (IOT), voice activated personal assistants, virtual reality (VR) or augmented reality (AR). Despite of data norms and regulations like GDPR, customers are more likely to trust companies with personal information.



Summary

Decades of complexity in customer data is slowing the digital transformation and preventing a unified customer experience. Customer 360++ addresses the last mile adoption challenges by mapping customer data with the vendor and their disparate systems using unique identifier. While customer experience is spanning siloed organizations, processes and infrastructure across marketing, commerce, sales and service, Customer 360++ offers a comprehensive solution to tie them together, resolve multiple records of the same customer across systems, and then roll out connected experiences. Customer 360++ also promises to deliver an enterprise-grade analytics capability that can easily be refined and modified to respond to new data sets in real time.