

THE JOURNEY TO A COMPLETE CUSTOMER VIEW

Achieving a single customer view is about more than better marketing practices; it is a necessary objective that touches every part of your business. With so much data being managed by organizations today, it can be hard to know where to start. Here's how you can navigate the journey to a better view of your consumers, constituents, patients, and more.



1. START

1. START

Centralize customer data

Customer data tends to live in departmental silos across organizations, so the first step to building an SCV is bringing this information together in one central repository like a CRM, a marketing automation platform, or a data lake. While each department might have unique requirements from an SCV, it remains critical that the data is trustworthy and shows a holistic view of your customers.

2. EVALUATE

Uncover errors and anomalies

Use data profiling techniques to comb through your data sets and target the areas where you can spot the most errors. Laser in on duplicates, incomplete values, and anomalies. Profiling can also find relationships with your data and help you spot trends and outliers.



3. IMPROVE

Transform and triumph

Similar data can come in all shapes and sizes. Get your data into shape by standardizing inconsistent formats; validating emails, addresses, and telephone numbers; and appending additional information to incomplete records. By verifying and transforming your data, you can be sure the information in your SCV is accurate and timely.



4. CONTROL

Harmonize data elements

Match up relational data to create a consolidated record for each customer. For example, you can merge names and contact details like mailing addresses, emails, or telephone numbers. Better yet, you can "harmonize" these records to automatically pick-and-choose the most accurate data elements prior to merging the records. This can help you create the most accurate records for your SCV initiative.



5. MAINTAIN

Monitor and manage data

An SCV is not a one-and-done project. To ensure the data in your SCV remains accurate and fit-for-purpose, you may want to create automated data quality reports to identify and resolve errors proactively. In addition, appointing data stewards and creating workflows can help ensure you have the people and processes in place to make sure the integrity of data in your SCV is maintained over the long haul.

*Provide better intelligence for decision-making.
Improve marketing efficiencies. Drive greater customer satisfaction.
Discover what a single customer view can do for you.*

LEARN MORE AT
EDQ.COM/SINGLE-CUSTOMER-VIEW