

# Customer Insights Quick Start for Manufacturing

Connect customer data from source systems, unify and analyze to drive effective promotion and outstanding customer experience.



## ABOUT RSM's Quick Start Customer Insights Deployment:

Your organization has customer data, but it's siloed and actioned across separate systems. To drive superior customer experience, Customer Insights can unify manufacturer's data for personalized messaging at the right time, across digital channels, direct sales and support interactions.

RSM's Quick Start focuses on design of customer data segments, automated triggers and builds out Customer Insights using data exports from your source systems. Results are demonstrated with a roadmap for real-time data connectivity, AI and third-party data enrichment.



No license subscription required.  
The QuickStart engagement can utilize trial Customer Insights and Azure environments.

- Deal Size: Quick Start \$38K
- License Count: 20+
- Organization Size: \$83M - \$150M
- Timeline: 3-4 weeks

- Manufacturing-specific elements:
- Segment based on interaction history
  - Guide distributors to focus on most profitable products and customers

## WHAT RSM OFFERS



### Client Discovery

- Business Model
- Strategy/Organization/Capabilities
- Business Requirements
- Business Processes
- Known Issues



### Assess Customer Systems, Data and Touchpoints

- List potential behavioral data segments and automated alerts goals
- Identify end-point message and alert systems
- Determine data sets that represent customer intent



### Design Source Data Extracts, Plan Data Profiles

- Modern technology available through browser and mobile devices
- Built to seamlessly tie in with the Microsoft stack, including Office, SharePoint, and Power BI



### Demonstrate Your Data

- Customer profiles
- Data exports
- Segments and message automation scenarios
- Roadmap to automated data refreshes from source systems

*"64% of customers will buy from socially responsible brands*

*20% increase in customer preference for contactless touchpoints*

*40% of consumers have increased digital media usage across desktop, mobile, social & streaming*

- Forbes Magazine

LEARN MORE

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