

Deliver Exceptional Retail Insight and Experiences Using Reliable Data

Know your customer and deliver superior results.

Today's digital-first customers demand exceptional retail experiences, whether shopping online, in-store or from their phone. They want a seamless experience across all channels and expect retailers to provide more information about their products, services, sustainability efforts, and how they protect consumers' personal data.

This means retailers around the globe must accelerate their digital transformation efforts if they want to provide the experiences and data transparency customers have grown to expect. For those that can't deliver on these new expectations, the consequences can be significant. With more channel, direct-to-consumer and digitally native options to choose from, customers can easily move from brand to brand if a retailer does not earn their loyalty or trust.

Retailers have made significant strides in their digitalization efforts in response to the Covid-19 crisis, but there is still much work to be done. **Euromonitor research shared at NRF** revealed that 53% of retailers say that having a digital presence is an important component of their value proposition, but only 15% are setting the pace of digital transformation against their industry peers.

A key aspect of digital transformation is creating a foundation of high-quality master data that allows retailers to know their customers in a context, rather than simply as a system of record. Yet capturing and maintaining customer data is more challenging than ever before. Explosive data growth, combined with fragmented digital identities spread across channels, results in retailers relying on incomplete, outdated or duplicate records.

To give customers the personalization they demand, you need reliable data and a single, unified customer profile. Without it, you run the risk of creating customer communications based on incomplete and outdated data.

A complete, reliable record of your customers empowers your business to:

- Gain insight for targeted marketing
- Personalize communications and customer experiences
- Maximize campaigns and increase sales
- Reduce product delays, returns and billing errors
- Improve customer service and demonstrate customer care
- Cater to customers in-store with better intelligence

If you're competing on customer experience in today's dynamic market, it's essential to have a single, unified customer profile. Retailers must be able to create a cohesive view of prospects, buyers, partners and suppliers that is current, accurate and reliable in order to remain competitive. By leveraging a solution that consolidates and governs critical data across systems, you can enhance analytics while empowering operational agility.

A unified view: Customer MDM for retailers

Stibo Systems Customer Master Data Management (Customer MDM) solution helps you reach strategic goals by creating a central repository for your marketing, sales, service, support and other types of customer-related data. Consolidate data from multiple siloed systems to help create a single, consistent customer profile. Customer MDM improves your customer 360° initiatives by connecting accurate customer data to transactional, behavioral and social data. By building a single customer view and integrating this data with marketing technologies, retailers can rapidly improve and sustain increased personalization – an effort that can yield great returns such as increased loyalty and revenue. According to research from McKinsey & Company, effective personalization can **increase store sales by over 20%**.

Customer MDM also powers better analytics. Data teams responsible for examining and reporting on advertising programs, marketing campaigns and cross-sell and upsell initiatives can replace fragmented, duplicate and obsolete profiles with high-quality records.

In addition, you can enrich your data to build full customer and organizational profiles that include firmographic, hierarchical and other valuable data fields.

With Customer MDM, retailers can:

- Eliminate silos and connect data from separate systems (e.g., marketing automation, CRM, ERP)
- Improve data quality, consistency and reliability
- Enrich data with insights from third-party sources
- Discover, create and manage data relationships
- Enhance data governance and stewardship
- Achieve compliance standards (e.g., GDPR, CCPA)
- Optimize IT processes and data delivery
- Improve visibility, analytics and insight

The benefits for your organization

Customer MDM gives retailers a comprehensive method to create a golden record that serves as a single point of reference. You gain a clear understanding of people, their preferences and behaviors to fuel customer-centric business and IT initiatives.

Differentiated experiences

Offer the right product, service, discount or warranty at the right time and in the right channel. Traditional companies can employ new business models, moving from bricks-and-mortar retail to omnichannel engagement that continues the conversation from social to in-store to online.

Personalized marketing

Improve messaging and drive revenue-generating campaigns, using records that detail precisely whom you're targeting. Deliver personalized content, ads and recommendations based on their specific data. Companies can reduce costs by avoiding redundant mailings or emailing the wrong contacts. More importantly, they can avoid damaging their brand by using inaccurate contact data.

Ecommerce

Integrate data from the web, CRM, marketing automation and mobile to accurately determine online customer preferences. Bring clarity to the customer view, including their browsing and purchase history, to proactively offer personalized product suggestions.

Customer loyalty and satisfaction

Improve your customer loyalty programs and service centers by working with customers, using their complete data. You can consolidate service centers and reduce wait times, using accurate, sharable records throughout the organization.

Reduced friction and returns

Reduce billing, invoicing and shipping errors – and minimize returns – by efficiently gathering, managing, publishing and sharing customer and related product information. Establishing solid and up-to-date customer delivery information, as well as physical retail preferences, enables the team to reduce errors and notify customers of changes and updates to their local stores. This ultimately reduces friction in the relationship and builds loyalty.

Customer MDM gives businesses a reliable data foundation for improving CRM, ERP, marketing automation and other essential business systems.

Reduced risk

Monitor, report and enforce compliance by understanding customer identities and consent, as well as what and how personal data is collected and used. You also track data from where it enters, who uses it and how long it remains valid.

Your reliable retail data foundation

Stibo Systems Customer MDM gives businesses a reliable data foundation to ensure data integrity for improving CRM, ERP, marketing automation and other essential business systems. It enables a 360° view of the customer by taking advantage of powerful functionality for identifying and handling duplicates. It also identifies erroneous data and creates complete records with unmatched profiling, cleansing and enriching capabilities. The result is that you know your customers, enabling you to deliver value at any point along the buyer journey.

Learn more about how you can leverage **Customer MDM** to deliver **retail** insight and exceptional experiences.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.