

Deliver Exceptional Retail Insight and Experiences Using Reliable Data

Know your customer. Supply superior results.

Today's tech-savvy customer demands exceptional retail experiences, whether shopping online, in-store or from their phone. This means retailers, wholesalers and department stores around the globe must adapt to the age of the customer, where the buyer has more purchase options than ever and can easily move from brand to brand to find the right product. In fact, [Salesforce](#) reported that 76% of customers stated that it's easier than ever to take their business elsewhere to find an experience that matches their expectations.

While customers demand experiences that speak directly to them, retailers own the responsibility of delivering it. Effective engagement depends on high-quality data that allows retailers to know their customers. Yet capturing and maintaining customer data is more challenging than ever. Explosive data growth, combined with fragmented digital identities spread across channels, results in retailers relying on incomplete, out-of-date or duplicate records.

To give customers the personalization they demand, you need reliable data and a single, unified view of the customer. Without it, you run the risk of fragmented records that create an inaccurate or duplicate view.

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

- Gain insight for precision targeting
- Personalize communication and customer experiences
- Maximize campaigns and increase sales
- Reduce product delays and billing errors, and improve support

Retailers can create a cohesive view of prospects, buyers, partners and suppliers that is current, accurate and reliable. By leveraging a solution that consolidates and governs critical data across systems, they enhance analytics while empowering operational agility.

A unified view: CMDM for retailers

Stibo Systems' Customer Master Data Management (CMDM) solution helps you reach strategic goals by creating a central repository for your marketing, sales, service, support and even more types of data. You take data from multiple siloed systems to help create consistent customer data. CMDM improves your customer 360° initiatives by connecting accurate customer data to transactional, behavioral and social data. The 360° view, fueled by a "golden record," delivers seamless experiences across channels — which [McKinsey and Company](#) reports can increase buyer satisfaction by 20%.



The 360° view, fueled by customer data...
...can increase buyer satisfaction by 20%.

CMDM 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.

What retailers can do with CMDM:

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

The benefits for your organization

CMDM 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 records, sharable throughout the organization.

Minimized returns

Reduce billing, invoicing and shipping errors — and minimize returns — by efficiently gathering, managing, publishing and sharing customer and related product information. Remove incomplete, missing or inaccurate product descriptions and images to provide accurate details and ensure satisfied customers shopping on your website.

CMDM 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' CMDM 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 at any point along the buyer journey to deliver value.

[Learn more](#) about how you can leverage CMDM to deliver [retail](#) insight and exceptional experiences.

About Stibo Systems

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark.