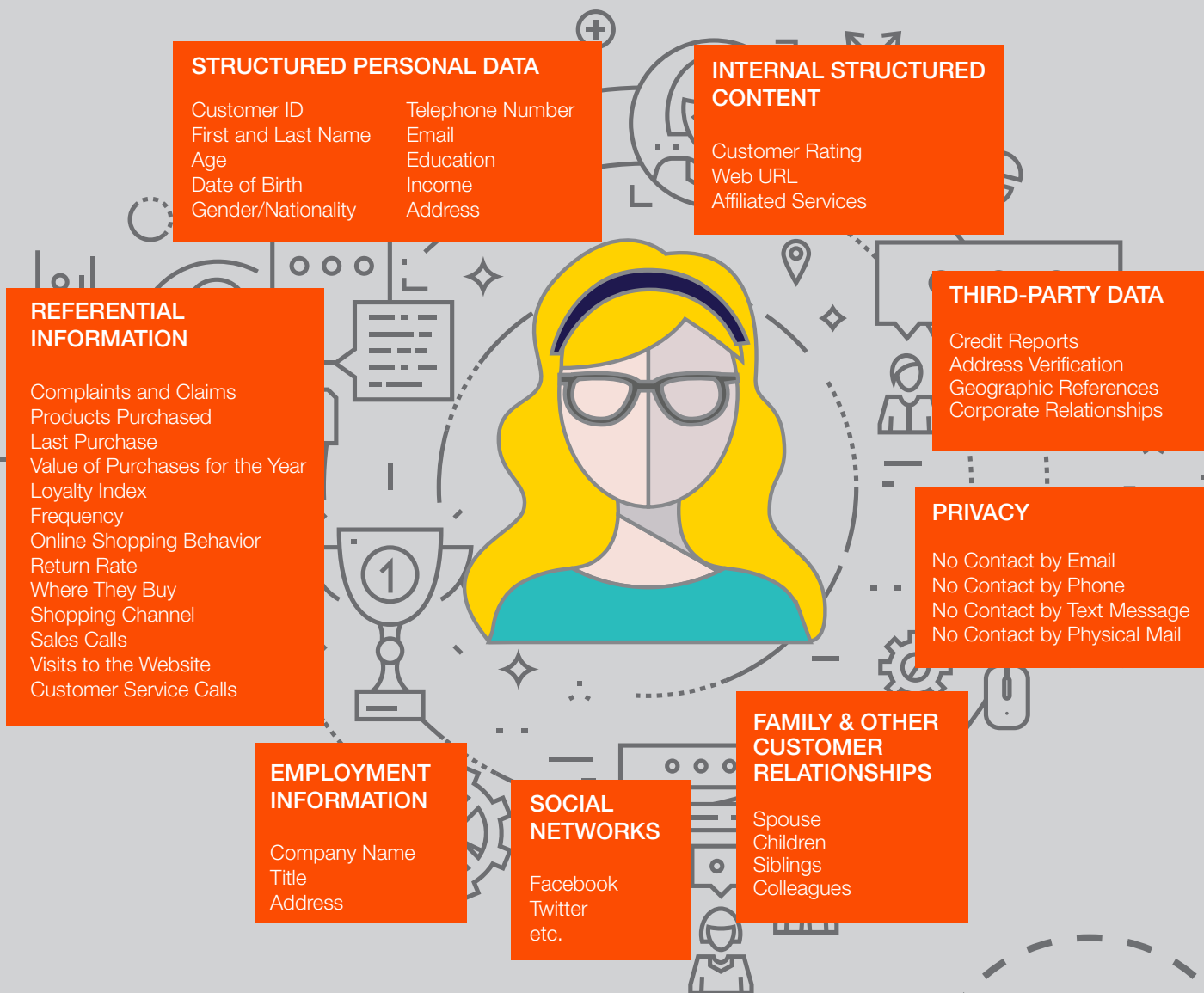# Drive Great Customer Experiences with a More Complete View

In many organizations, customer information exists in complicated data models across various disconnected systems, resulting in unecessary complexity and an incomplete view of the customer.

A customer master data management platform serves as a central hub between these systems to centralize, clean and de-duplicate enterprise customer data.

This enables a true 360-degree view of customers, driving internal efficiency along with sales, marketing and service effectiveness.

Common Types of Customer Information

STRUCTURED PERSONAL DATA

Customer ID
First and Last Name
Age
Date of Birth
Gender/Nationality

Telephone Number
Email
Education
Income
Address

INTERNAL STRUCTURED CONTENT

Customer Rating
Web URL
Affiliated Services

REFERENTIAL INFORMATION

Complaints and Claims
Products Purchased
Last Purchase
Value of Purchases for the Year
Loyalty Index
Frequency
Online Shopping Behavior
Return Rate
Where They Buy
Shopping Channel
Sales Calls
Visits to the Website
Customer Service Calls

THIRD-PARTY DATA

Credit Reports
Address Verification
Geographic References
Corporate Relationships

PRIVACY

No Contact by Email
No Contact by Phone
No Contact by Text Message
No Contact by Physical Mail

EMPLOYMENT INFORMATION

Company Name
Title
Address

SOCIAL NETWORKS

Facebook
Twitter
etc.

FAMILY & OTHER CUSTOMER RELATIONSHIPS

Spouse
Children
Siblings
Colleagues

The Business Benefits of Customer MDM

Centralized, clean and connected customer data enables you to...

- Create differentiated, personalized experiences based on a deeper understanding of your customers
- Deliver highly targeted and relevant marketing promotions
- Improve customer loyalty and long-term value
- Boost strategic decision-making capabilities
- Reduce internal data management inefficiencies
- Eliminate data silos and barriers to cross-departmental collaboration

4.5x

customers are 4.5 times more likely to pay a premium for an excellent experience

*source:
Forrester Research*

StiboSystems