

# Five Steps to Creating Actionable Data for Personalization and More

## How retailers can get the most out of their customer data

The world of retail has gone omnichannel. Consumers shop online and in-store, from their phone, laptop, iPad or any other device they own. And they expect a consistent experience across each channel. Every digital interaction leaves a data footprint, providing retailers with a rich array of potential intelligence about what customers want and what will drive repeat visits.

But the gap from data to insight, for many, is a bridge too far. These multiple interactions and channels result in an ever-growing amount of data that is unwieldy and unwelcoming, making it a challenge to truly know the customer. The problem involves the volume, veracity and velocity of data generated, which continues to grow at an exponential rate.

In response to the data challenges of the modern marketplace, retailers are increasingly turning to customer master data management (Customer MDM) to transform inaccurate data into useful insights.

Why? Because managing locations and delivering the hyper-personalization that consumers crave requires getting the most out of your customer data so it becomes a strategic enabler to your business. To do this, retailers must first understand how to bring together data from multiple sources to create a complete, accurate and timely customer profile.

So exactly how can retailers leverage customer data as a business asset? By leveraging Customer MDM from Stibo Systems, you can get the most out of your data to drive superior decision making. And by following these five steps, you'll start seeing the results that come from leveraging complete customer profiles for insightful personalization, improved workflows and better business outcomes.

**1**

### Match, merge and repeat

If you're sending multiple emails to the same person because you have three different names – one with a middle initial, one without and one with misspelled name – then you're not only wasting resources, but you're turning customers away with a bad experience. Customer MDM makes the day-to-day data maintenance and management seamless and automatic so that you can expect more from your data.

Advanced matching technology enables you to create of a unified view.

**2**

### Leverage integrations

Customer MDM extends functionality by leveraging third-party integrations and a growing partner ecosystem. Experian, Loqate and Dun & Bradstreet are just a few best-of-breed partners integrated with Stibo Systems Customer MDM to provide customers with enhanced data validation and enrichment. In addition to core capabilities within the solution, you can leverage integrations to enrich your data, enable data-driven decision making and accelerate growth.

**3**

### Focus on data stewardship

The role of a data steward is specifically tasked with maintaining data control in governance and MDM initiatives. You can use Customer MDM for data monitoring and root cause analysis, as well as to proactively examine data and create reports that describe patterns, missing data, metric scores, values analysis and data outliers. Customer MDM also provides robust capabilities to remove human error and check records that require additional vetting.

**4**

### Plan for compliance

GDPR, ePrivacy regulation in Europe, as well as regional legislation in the U.S. like the California Consumer Privacy Act have all led to increased requirements for how businesses capture, use and dispose of personally identifiable information (PII). With Customer MDM, you can enable greater transparency into this effort by more efficiently governing, monitoring and reporting data, and gaining greater transparency.

**5**

### Create a single customer view

Leveraging Customer MDM, you can build a 360° customer view that is available across the enterprise. The catalyst for hyperpersonalization begins by mastering customer data to create a single view that is trustworthy and reliable. You can leverage Customer MDM to connect siloed systems across the enterprise. The result is complete, accurate and timely customer records. Once customer records are consolidated and checked for accuracy, you can begin developing a detailed understanding of your target audiences.

### Make data your strategic enabler for success

Using Customer MDM as part of an integrated platform, you can follow these five steps to meet the changing demands of customers now and into the future. You can fuel your business systems and improve your marketing, sales and loyalty initiatives with trusted data to engage,

convert and retain customers in their preferred channels. With Customer MDM, you can improve personalization, deliver exceptional experiences, increase revenue, lower costs and enhance operations.

Want to learn more about how retailers can get the most out of their data? Visit [stibosystems.com/retail](https://stibosystems.com/retail)



### 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](https://stibosystems.com).