Reltio

Moving Beyond Master Data Management (MDM)

6 Steps to Connected Customer Data

The customer experience you deliver today is even more important than your product or service. Regardless of your industry, success depends on understanding each customer and providing them with a seamless, connected journey. But there's one big problem: your data.

In most organizations customer data is siloed across multiple departments and applications so there is no single source of truth. In addition, your data likely contains many duplicates or inaccuracies, and the experiences you deliver across channels are often disjointed. This makes it very challenging to deliver the connected, personalized experience your customers not only want, but expect.

Legacy systems like master data management (MDM) can help, and business intelligence, data warehouses and even data lakes can provide some benefits. However, all fall short because they were not designed to power digital customer experiences and provide critical connected customer insights. A new, better approach is needed. As Forrester noted in a 2019 study[1], 41 percent of the companies surveyed are finding it extremely challenging to improve their customer experience.

WINNING IN EXPERIENCE ECONOMY

6 STEPS
TO CONNECTED
CUSTOMER
DATA

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[1] Forrester Analytics Business Technographics Global Data & Analytics Survey, 2019

Introducing Reltio Connected Customer 360™

To succeed in the experience economy, you need to understand your customer holistically, leveraging insights into their demographics, buying behavior, intent and preferences. Doing so requires moving beyond traditional master data like customer name, address and contact information. In order to orchestrate a memorable, rewarding customer journey, you'll need connected, real-time, comprehensive and contextual customer information. That's exactly what Reltio Connected Customer 360 provides.

With Reltio's award-winning cloud-native SaaS platform, you'll gain a deeper, more dynamic understanding of your B2B and B2C customers and prospects.

Reltio Connected Customer 360 will transform the customer experience by driving hyper-personalization, accelerating real-time operations, and simplifying compliance with customer consent and privacy laws. Best of all, it's possible to achieve in just six steps.

Reimagine the Future of Customer Experience in 6 Easy Steps

STEP 1

Single View of Customer

At the outset we help connect all types of customer data across all silos, departments and applications like customer relationship management (CRM), order management and point of sale (POS) systems. External third party customer information sources you subscribe to are also easily linked in Reltio Connected Customer 360 to create a richer holistic

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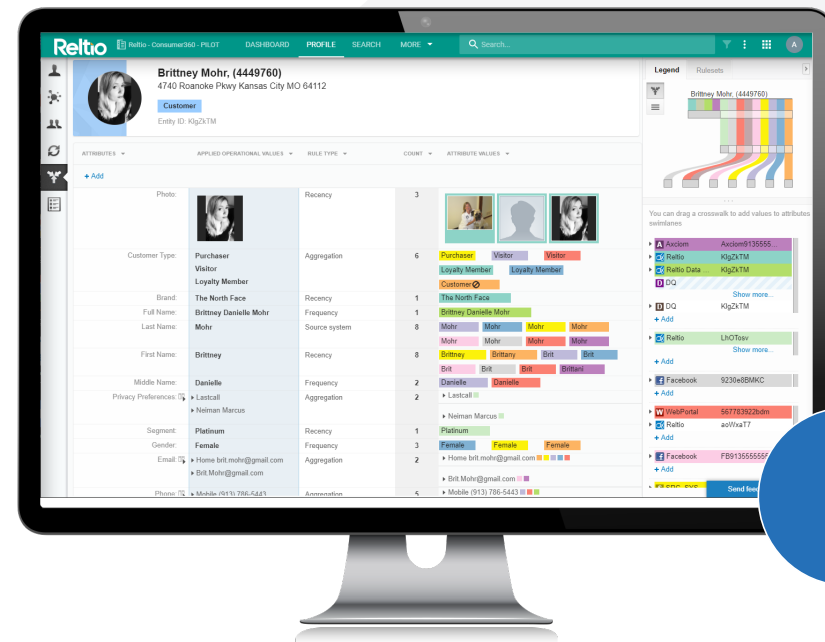
profile. By using cloud deployment and pre-configured data models we're able to speed up your time-to-value. In addition, our unique big data architecture boosts agility so you can adapt to changing data sources without any tedious customizations or downtime.

STEP 2

On Board All Data, Including Transactions

The next step is to populate each profile with additional information from external and public sources. With its Data-as-a-Service (DaaS) functionality, new information brought into customer profiles can be standardized and aggregated from thousands of sources like social media, Dun & Bradstreet, LexisNexis® and other verified third parties. Compared to traditional MDM that does not provide true 360, Reltio Connected Customer 360 correlates each profile with the customer's interaction and transaction history across all channels.

The bottom line: with Reltio Connected Customer 360, you can leverage accurate, consistent, and comprehensive information—including omnichannel interactions and transactions—to understand customer behavior and intent to power personalized customer experiences and real-time operations.
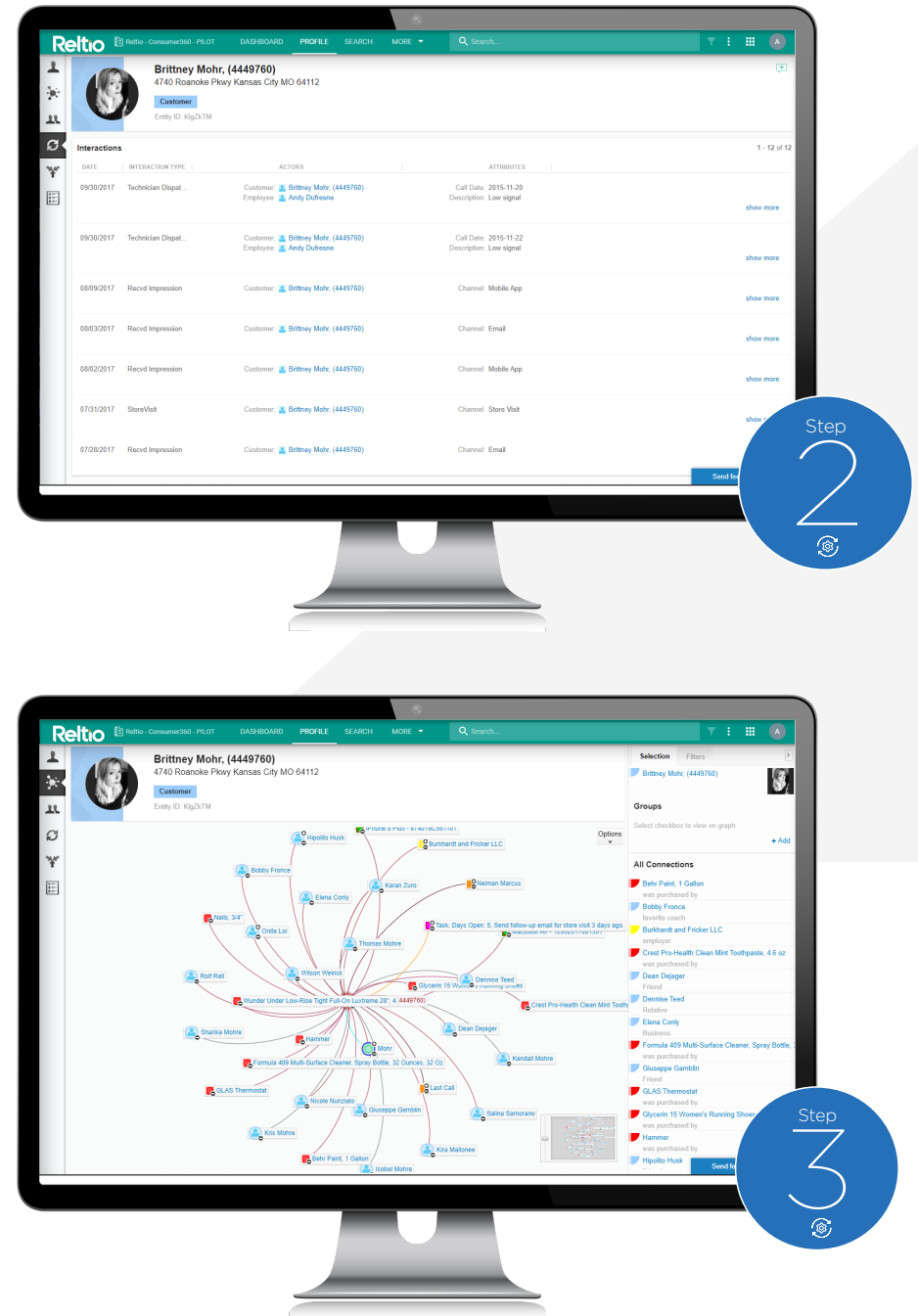
STEP 3

Discover Relationships

With an accurate, unified view of people, organizations, products, places and activities, the next step is to uncover the interrelationships between these entities. Using graph technology, Reltio's platform provides a rich, easy to understand, multi-dimensional picture of consumer relationships as well as an understanding of complex, contextual organizational hierarchies. These are similar to LinkedIn where you see people-to-people, people-to-organization and people-to-institution relationships, as well as their skills and job titles. As a result, you will quickly understand how each customer is related to a household, what products they buy, from which store location, which brand websites they visit, and the devices they use—critical information that will help you deliver a unique, hyper-personalized experience. In addition, you can understand the influence of a person in a network and identify the influencers in your target segment.

Only Reltio Connected Customer 360 combines the strengths of graph technology within a high-performance MDM environment. With high quality, consolidated data and maps of customer relationships built in, you can finally gain the visibility needed to truly understand each customer.

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STEP 4

Uncover Actionable Customer Insights

After bringing all data together, Reltio uses artificial intelligence and machine learning to uncover actionable insights. Now you can leverage analytical insights to power enhanced experiences as well as continuously

improve data quality. Reltio Connected Customer profiles can be used downstream by powerful analytics and data science tools for comparative segmentation and additional insights, enabling users to find new ways to deliver high quality products and services.
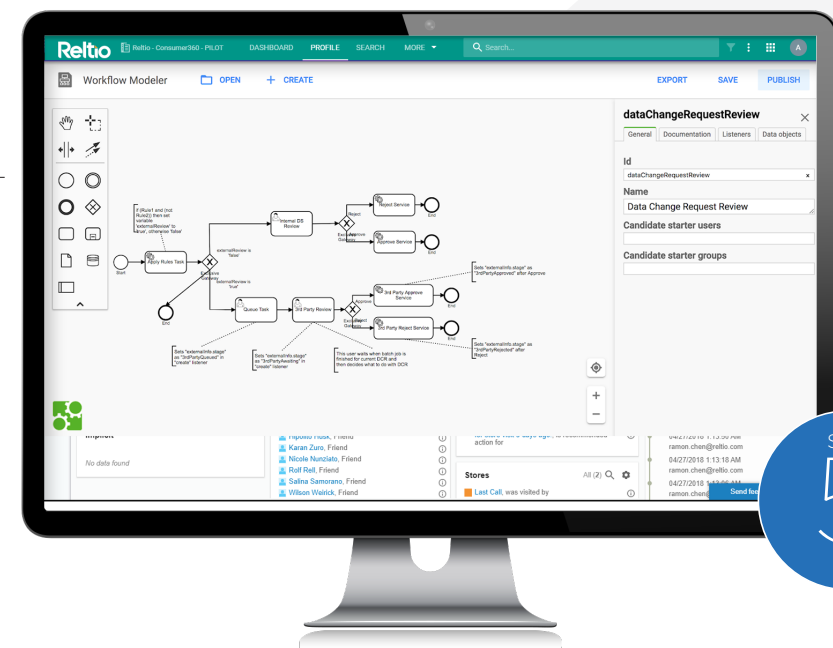
Reltio Connected Customer 360 provides insight-ready data that can be quickly made available to data science or analytics platforms such as Google Big Query or Snowflake. Insights gleaned from these tools can be brought back in closed loop to customer profiles as attributes, providing relevant insights and next-best action recommendations. Now your data scientists can focus on delivering business results rather than spending time on data clean up. Because Reltio Connected Customer 360 provides an on-demand environment that delivers big data at scale, you can use analytics earlier, enhance your agility as well as obtain more relevant, accurate and actionable insights.

STEP 5

Manage Compliance and Consent

Reltio Connected Customer 360 simplifies compliance by making it easier to adhere to ever-evolving customer consent and privacy regulations including the EU General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Because these laws give consumers the right to their information, they have significant implications for the way you collect, store and use your customer data.
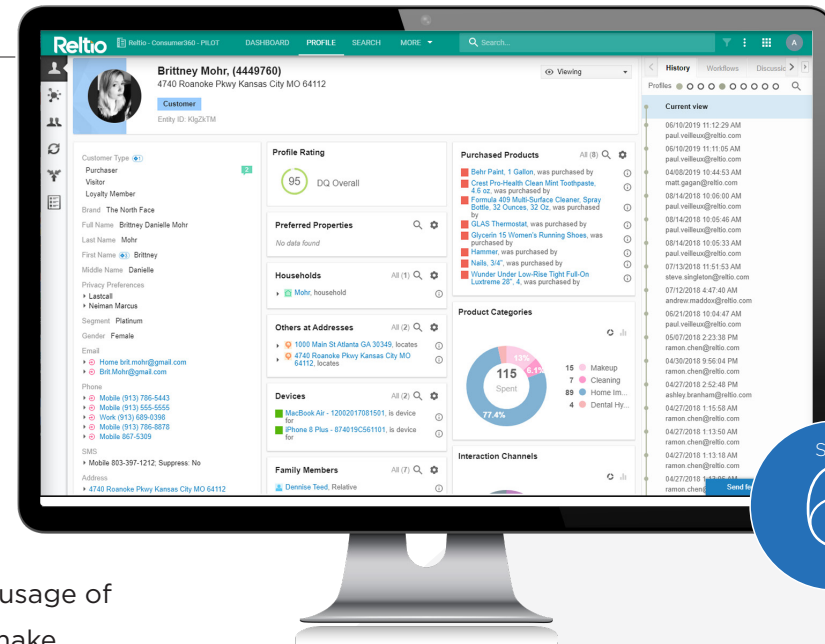
Reltio Connected Customer 360 features identification of sensitive data, consent management, and workflow capabilities that make it easy to manage and define processes for data governance, including handling consent changes, deletions, updates, corrections and more. As a result, fines, lawsuits and the resulting brand and customer loyalty fallout can be avoided.

STEP 6

Use Contextual Connected Customer Profiles

Reltio Connected Customer 360 provides your team with the comprehensive customer information they need in real time in the context of their roles and business objectives. For example, sales, field service and marketing all need different information to do their jobs effectively. Instead of overwhelming users with thousands of data points, Reltio Connected Customer 360 provides only relevant contextual views and actionable business insights that can transform day-to-day operations and ultimately your entire business. In addition, consumer grade interfaces accelerate adoption and usage of Reltio Connected Customer 360. As a result, employees can make faster, smarter decisions to positively impact your business.

Step

6

The Foundation for Experience Excellence

With Reltio Connected Customer 360, you will be able to:

Drive Hyper-Personalization—Boost customer acquisition, retention and lifetime value by creating connected, consistent and engaging customer journey across every touchpoint.

Accelerate Real-time Operations—Accelerate revenue from new business ideas, prevent revenue leakage by reimagining business processes, and streamline customer interactions with actionable customer insights.

Simplify Compliance—Simplify the customer data sprawl nightmare to comply with GDPR, CCPA, and emerging regulations for customer consent, and communication preferences.

For More Information

You can find more details on Reltio Connected Customer 360 at www.reltio.com.

ABOUT RELTIO

Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It's an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas.

Reltio

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