

Kohler achieves data excellence to boost growth

Consumer 360 views for smarter marketing, operations



KOHLER®

Kohler, built from entrepreneurial passion, brings innovation and modern convenience to the lives of everyday people.

Partnering with Reltio, Kohler sought to accelerate B2C growth and improve data governance.

Year founded

1873

Headquarters

Kohler, Wisconsin

\$8 billion

annual revenue

70 brands

including kitchen, bath, hospitality, and more

40,000+

employees worldwide

Meet Kohler

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is one of America's oldest and largest privately-held companies with over 40,000 associates. With over 50 manufacturing locations worldwide, Kohler is a global leader in the design, innovation and manufacture of kitchen and bath products, luxury cabinetry, tile, and lighting. Kohler also owns and operates two five-star hospitality and golf resort destinations in Wisconsin and St. Andrews, Scotland.

True to their values and purpose, Kohler employees believe more than ever that through design and innovation, they help people live more gracious, healthy, and sustainable lives.

Goals

Kohler Company is a 152-year-old global leader in kitchen and bath products, hospitality, and lifestyle brands, and they sought to accelerate their global B2C growth, reduce costs by sunseting legacy technology, and improve marketing to consumers.

Facing a fragmented data landscape and the need for a unified customer view, Kohler adopted Reltio Data Cloud™ to transform their data governance within the organization and address the following challenges and goals:

- **Remove data silos and redundant legacy systems:** Kohler's 16 disconnected CRM systems led to duplicative data as well as operational inefficiencies and delays.
- **Improve customer insight and marketing campaigns:** The company decided to build a comprehensive 360-degree view of their consumers to personalize and improve marketing campaigns with better targeting and faster speed to market.
- **Reduce data governance complexity:** Enabling high-quality data for business teams and privacy compliance was a significant challenge, impacting decision-making and marketing effectiveness.
- **Support B2C growth in new global markets:** Expanding B2C operations in rapidly growing markets like India and China would require a scalable and robust data foundation, and the existing data infrastructure could not support this expansion.
- **Modernize technology infrastructure:** Kohler needed to streamline their tech stack and sunset legacy systems to increase operational efficiencies and reduce technical debt.

Why Reltio

When Kohler explored a master data management solution, the team assessed various potential solutions and specific capabilities aligned with Kohler's decision to choose Reltio.

Some of the reasons included Reltio's ability to consolidate data from multiple systems and provide a complete 360-degree view of their customers by constantly aggregating and updating consumer profiles via crosswalk merge logic to produce accurate golden records. In addition, there was a strong commitment to collaboration and a proactive approach to address Kohler's data unification and management needs which included scalability to create a standardized architecture that could be deployed in multiple markets due to Kohler's global presence especially security certification to operate in China—enabling compliance with sovereignty and privacy laws.

Customization options and an API-first approach would fulfill Kohler's evolving needs such as centralized management of consumer communication preferences and opt-in choices for marketing purposes.

Solution

- Reltio Data Cloud, unifying multisource customer data
- Integration of 16 Salesforce CRM and SAP ERP systems, as well as 3rd-party sources
- Feeding the consumer data hub on Azure for downstream analytics
- Flexible configuration and API-friendly integration to meet evolving needs

Solution

With Reltio Data Cloud, Kohler unifies and cleanses data from a variety of data sources and systems for real-time customer engagement with customer-facing teams. Using Reltio's API-first architecture, Kohler connected their systems—including 16 different Salesforce CRM systems and SAP ERP—which was critical to eliminate inconsistencies and minimize errors.

The team augments data from Reltio with third-party data so they can create robust marketing campaigns across the United States and gain a more comprehensive understanding of their customers.

In addition, the data governance team has improved the way data is being used to become more efficient, adhere to data retention policies, and reduce costs—all while protecting Kohler's data and the data of their consumers.

Integrating these systems created a reliable foundation for business decisions, enabled personalized marketing, and enabled future expansion of strategic AI and machine learning initiatives.



With over 70 brands, identifying growth opportunities is complex. We're evolving our tech stack and focusing on B2C, which is growing significantly. Reltio helps us understand our customers better, especially in our Kohler Signature Stores, by providing insights into their data.

ALEX LANGHORNE

Data Governance Manager, Kohler



Results

Putting trusted data in the hands of key stakeholders and helping them understand where it comes from and the impact they have on the quality of data was an eye-opening experience for the organization. By leveraging Reltio Data Cloud, Kohler experienced the following:

- 80% faster execution of marketing campaigns: Kohler augments unified data with different types of third-party data so the team can deploy marketing campaigns across the United States based on average income, home value, and more, which helps create robust marketing campaigns.
- Expanded use of data quality dashboards: 25 dashboards focus on specific data domains to increase visibility for better data quality and governance.
- >20% data quality improvement: After integrating Kohler's product information management system with Reltio, the data moving downstream improved from 75% to 97% on average, with new SKUs and products incorporated every day, which went from taking 7 days to just over 1 day.
- Data modernization: Quicker access to unified data in downstream systems enables critical stakeholders to be ready to launch new initiatives such as AI/ML.

Next steps

Kohler plans to integrate hospitality data to create a comprehensive customer 360 profile, enabling targeted marketing of the amenities available at Kohler properties and focused on a major initiative to centralize communications opt-in across all systems. By leveraging Reltio, the team will be able to capture and continuously update consumer preferences to increase efficiency, reduce spend, and create a better consumer experience.

Additionally, the team is exploring opportunities to enhance supplier and product information management with Reltio to establish a data management foundation to take the Kohler business to the next level and new markets.

Benefits

- Unified consumer data for trusted, timely 360° views
- Faster, better-performing marketing campaigns
- Increased operational efficiencies and reduced costs by sunseting legacy solutions
- Global expansion in India and China
- Faster insights with enriched data to fuel analytics and improve consumer experiences



With our consumer business exceeding expectations, we need to craft exceptional customer experiences. Reltio is foundational, providing consumer data understanding and a base for additional capabilities..



ALEX LANGHORNE

Data Governance Manager, Kohler

powered by  Microsoft
Azure

ABOUT RELTIO

At Reltio, we believe data should fuel your success in the enterprise AI era. Reltio Data Cloud™ is the agentic data fabric for the enterprise—powering real-time data intelligence and AI transformation. Reltio's cloud-native SaaS platform delivers unified, trusted, and context-rich data across domains in real time. With Reltio, organizations gain 360-degree views of customers, products, suppliers, and more—mobilized in milliseconds to any application, user, or AI agent. Trusted by the world's largest enterprises across life sciences, financial services, healthcare, technology, and more, Reltio helps organizations fuel frictionless operations, drive innovation, and reduce risk.

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