

# Want to get closer to **your customer?**

**Introducing Customer360:** Large-scale insights into your clients from an individual's perspective





# | Contents

- » Introduction
- » What is the customer identity?
- » How this data is acquired
- » Data in action
- » What is a data lake?
- » The Customer360 process
- » What Customer360 can do for you
- » Join our success story

[Jump to Introduction](#) ✓





# | Introduction

**When it comes to running a business, data is no longer a novelty, but a necessity.**

The digital age has given rise to a spate of data analytics tools and equally perplexing jargon, from the Internet of Things to data lakes.

With so much data available to us, it's refreshing to know that there is a solution available which does not require the technical knowledge of an IT support team. Introducing Customer360 from Genisys, the self-service analytics tool that helps to drive big business decisions with holistic customer data.

Spanning all retail, travel and media industries, the Customer360 suite allows stakeholders to identify their most profitable customers and marketing strategies, using data gleaned at the individual customer level.

By extrapolating this and leveraging additional data from external sources, Customer360 helps to improve customer service, increase productivity and boost profit margins.





# | What is the customer identity?

The customer identity helps to form a better overall impression of the people the businesses are trying to target. By breaking them down into a "single customer view", decision makers can create profiles based upon a variety of factors from demographic data to behavioural trends.

At a later stage in the analysis, these single customer view profiles can be collected into categories based upon similar attributes, for example customers who exhibit the same seasonal buying habits, in a process known as customer segmentation. Management can then make business decisions based on these customer segments, for example they could target specific campaigns towards them, or manipulate campaign spending based on the relative profitability of each one.

## | What is the single customer view?

To understand how a single customer view is achieved, first of all it's important to understand the data sources. Customers are constantly creating data all day, every day – they are not even aware they are doing it.

This spectrum of data is huge – approximately 500 million tweets are posted every day, adding to the overall 6 billion people who call, text, tweet and browse on their smartphones throughout the world. Moreover, some 40,000 searches are conducted on Google every second, and Facebook stores 30,000 terabytes of user generated data.

**That's a huge amount of data to process, which is where a single customer view helps.**

**Attributes which may make up a customer identity include, but are not limited to:**

- Age
- Gender
- Location
- Race/ethnicity
- Job title
- Languages spoken
- Likes and dislikes
- Spending habits
- Other behaviours e.g. engagement with marketing resources



**A single customer view helps to reduce wasted costs on marketing campaigns with zero attribution, and drive better decision-making for higher sales.**

## **| The single customer view of Jessica**

### **A single customer view journey might look something like this:**

Jessica, a potential customer with a high disposable income, has access to a laptop, tablet and a mobile phone, as well as multiple social media accounts. This means she can be contacted using a range of different methods. While reading a blog one day, she discovers a bespoke photo framing service – a service you also offer. Later, she clicks on a search engine advertisement for a similar service, and a few days after, she makes a Google search for the service on her mobile phone.

This enquiry leads to Jessica being served an advert on social media for your service, which finally leads her to join your database. After receiving emails from your business' automated platform, she decides she wants to buy a bespoke photo frame and calls your business to arrange an in-store visit. Once she has met with your team in person and created a personalised photo frame, she makes a purchase.

## **| Why the single customer view is important**

The final step in this B2C customer journey was an in-store purchase, which means that, without asking, it is difficult to attribute the source. Without a single customer view, this data simply views Jessica as five different customers, all of whom interacted differently with your marketing methods.

A single customer view takes the high-volume, disparate data available to decision makers and transforms it into a structured, clean database. This helps to reduce wasted costs on marketing campaigns with zero attribution, and drive better decision-making for higher sales. The single customer view can be adjusted to fit each individual industry, for example, travel, retail and media: Genisys' three core products from the Customer360 range.



# | Travel

Customer data for those in the travel industry can come from four key sources: airlines, social media, frequent flyer records and third parties. While some of this relates directly to the customer, such as frequent flyer account activity, other data is indirectly linked to the customer, for example an airline's promotions, which the customer may purchase in future.

As such this data can be further sub-categorised to ensure it is all measured and attributed later down the line in the purchasing journey. These three basic sub-categories are the:

- **Traveller's data:** Booking history, booking frequency and preferred communication channels
- **Transport data:** flight characteristics and trip type e.g. domestic/international
- **Travel data:** business or leisure, new/frequent destinations, hotels and places visited

This provides a holistic view for travel professionals to make decisions. For example, they can identify the highest value customers based on booking class types and adjust promotions according to customer segments.



A woman with her hair in a bun, wearing a white shirt with small black polka dots, is standing at a wooden desk in a clothing store. She is looking at a laptop screen and has her hands on the keyboard. On the desk, there is also a pen and some papers. In the background, there are racks of clothes and shelves with various items.

The single customer

# | Retail

Customer data for the retail industry can make use of both online and brick-and-mortar data to help form single customer views. For example, in a digital sense, senior managers can procure customer contact details from manual inputs into promotional newsletter subscriptions, or they can perform keyword research to identify buying trends.

Digital data extends beyond the desktop, too – by making use of GPS functions in apps, retailers can target their customers with geo-based advertising or making use of tools such as Google Maps to identify the most profitable regions in which to operate.

In a non-digital sense, retailers can examine customer buying history, for example from a customer's personal account, or in a broader sense, look at retail trends across the country and cite external sources such as local or national news, weather reports and social media trends. All of this data can power marketing decisions to help identify customers in the right places and target them at the right time.



The single customer

# | Media and digital marketing

Customer data in the media and digital marketing arena can be broken down into the following:

- **Cross channel experience management**
- **Campaign management**
- **Channel management**
- **Consumer data management**
- **Analytics**





For example, marketers can measure social media activity as part of the cross-channel experience management process or try an A/B test under channel management to help them create customer segments. Using historical campaign data and information from their clients, digital marketers can create a better single customer profile to improve future marketing campaigns.



# How this data is acquired

Smart data can be divided into two main categories: internal and external. Both transactional data and channel interaction data are placed in the internal category, while external data concerns social media data and public or macroeconomic information.

The Customer360 platform helps to acquire this data across multiple industries, with each data set applying specifically to individual scenarios.

-  Channel interaction data
-  Transactional data
-  Social media data
-  Public/macroeconomic data





### Transactional data

Business managers can view single customer data by looking at their individual accounts, for example a retail customer's previous buying habits and credit history. This may help to identify the value of individual customers to a business.



### Public/macroeconomic data

Changes in legislation or other public announcements may influence customer habits, which in turn affect customer data. Business owners can acquire data from YouGov polls, general industry spending reports and economic data e.g. unemployment rates, mortgage rates.



### Social media data

Subscribing to RSS feeds, Twitter hashtags or updates from relevant industry bodies are all measurable ways of procuring customer data. For example, retail marketers could assess the popularity of a new product by referencing its number of hashtags or re-tweets. Geographical updates such as check-ins also help to ascertain customer demographics, as do job title updates on LinkedIn.



### Channel interaction data

This data concerns measuring how a customer interacts with a business, so for example a business owner with a brick-and-mortar store might measure footfall, or a bank might count call-back requests on a website. This helps to quantify customer engagement and assess the best channels.



# | Data in action

**How Customer360 leverages this data for decision-making.** Having understood where Customer360 derives its information from, it's important to visualise this data in context. The Traveler360, Media360 and Consumer360 models all process this data differently to suit their respective industries.

## | Traveler360

The Traveler360 model leverages this internal and external data to create a "data lake" of the customer journey. The data can be applied to the seven stages of the journey, including planning, booking, on-board and post-trip considerations. For example, during the trip, travellers might use an ancillary service such as a frequent flyer programme, which would come under the umbrella of transactional data. Airline operators can measure how many people are subscribing to this service and their favourite routes within it, which in turn can power decision-making for creating promotions in future.

## | Media360

The Media360 model works initially using data provided by the client – that is to say, a client may present a "problem", perhaps a new target market, and then offer data sources such as previous social media campaigns or keyword reports. This initially makes use of social media or channel interaction data with a view to expanding it using analytical techniques. Once all of this data has been acquired, marketers can then identify any anomalies or patterns, and furthermore the most relevant data to them. This data might include media spend, identifying what is most effective, or the generation of new customer segments based on behavioural patterns. These new segments may catalyse new marketing campaigns based on customer history, extrapolating the data to make informed business choices.

## | Consumer360

Customer insights from across all four smart data sets help retailers to answer the questions that will most benefit business stakeholders. For example, transactional data on retail clients' store card accounts ascertains which customers spend most, most often. Channel interaction data, meanwhile, demonstrates which channels are most profitable, for example website sales versus in-store sales, and public data or social media updates may indicate industry trends, which provide new opportunities for cross-selling and upselling. Each of these data helps retailers decide where to place their pricing and marketing, allocating resource to only those customers with the highest profit margins and streamlining both time and monetary investment to improve overall profitability.



# | What is a data lake?

Part of the Customer360 process is to create a data lake, which helps to build a foundation for delivering the long-term vision of a retail, travel or media business.

A data lake is a visualisation of all of your customer data, which helps to establish a business' long-term goals, as well as identify quick wins and solve any potential business problems early on. It draws on data from structured, semi-structured and unstructured data sources to help create context for the business. Once this context has been established, then the data can be placed into a "data warehouse", which is what will ultimately power the decision-making.



**This data helps retailers decide where to place their pricing and marketing, allocating resource to only those customers with the highest profit margins.**

## **How a data lake is created**

An example of the data lake in the context of one of the Customer360 products would be an airline. Using Traveler360, business managers could procure the following data:

- **Structured**  
Organised data that has been placed into a repository such as a database, which is typically text heavy e.g. transactional data
- **Unstructured**  
Text-light data from multimedia sources such as PDFs, sound clips or social media posts e.g. social media trend data
- **Semi-structured**  
Data which may not be in a database but uses separators to distinguish different data sets e.g. XML promotional email data

Data sources are just one of the five data lake layers. First, there is the insight layer, for example, using real-time analytics to measure customer purchases, then there is the data layer, which outlines specific database types.

Data ingestion sorts data into real-time (time-sensitive), micro-batch (changing constantly but not time-sensitive) and batch (not time-sensitive) types. Finally, the infrastructure layer looks at data storage.

What results is a visually-pleasing breakdown of a business' core focal areas, so for example a travel data lake might include route/pricing details, crew data, maintenance logs, promotions and much more. All of these come from different sources but are integral to the successful operation of the business, and thus by contextualising them, managers can generate reports for the data warehouse and make company decisions based on the results.



# | Predictive analysis for decision-making

**One of the tools Customer360 uses to power decision-making is predictive analysis.** This can be broken down into four core areas – predictive modelling, forecasting, statistics and optimisation. These all help to influence business actions, for example, in a travel context:

- **Predictive modelling**  
Assessing impact of various factors on customer decision-making to identify new revenue sources, e.g. how much do fares/duration of stay affect decision-making?  
Which information should be presented to meet needs and increase revenues?
- **Forecasting**  
Assessing seasonal trends and using competitor data for benchmarking, e.g. identifying frequent flyers/what pricing strategies competitors use.
- **Statistics**  
Examining industry statistics to determine what influences customer decisions  
e.g. in which months do passengers book most often?
- **Optimisation**  
Managing inventories based upon statistical evidence of influence of customer decision-making e.g. on which weekday do travellers most often book?

Both direct customer data (e.g. transactional data) and external sources (e.g. YouGov traveller polls) can influence decision-making. Stakeholders can extrapolate data based on trends to make informed decisions to optimise the business.



# The Customer360 process

The Customer360 process is to “think big, start small and operate forward”. This starts by outlining the value of data lakes to the individual business, before building the lake as a foundation to outline the vision and identify problems.

Finally, the model generates executable insights to help decision-makers take actions using agile workflows – that is, dividing projects into small tasks and continually reviewing them. All of this takes place while maintaining the business' existing ecosystem. A couple of examples of this process in action include:

- » Travel - the “Proof of Concept” approach
- » Media - the Data Insights Pilot



# The “Proof of Concept” approach

The Traveler360 POC approach starts with a team kick-off meeting before establishing the data lake roadmap and vision for the self-service analytics tool. This is broken down into four parts:

- **Use case definition and data needs assessment:** preparing, presenting and understanding data
- **Data lake configuration:** integrating data from disparate sources according to data lake layer architecture
- **Passenger analytics:** data exploration, passenger profiling and segmentation
- **Develop visualisation:** producing visual representations of data to power marketing and customer service decisions

Each of these is then fed into managing stakeholders.



# | The Data Insights Pilot

Otherwise known as the Use Case Execution Approach, the Media360 digital marketing approach follows this path:

- **Use case:** clients define the "problem" and a long-term objective is agreed
- **Data Sets:** clients provide data structures and sample data; Genisys creates larger sets
- **Data exploration:** identify anomalies and patterns; ascertain the most relevant data
- **Data modelling:** use the data to simulate a scenario and create an analytic model. Test the model with masked (inauthentic) data. Test the predictions of the model with this
- **Data visualisation:** sample data visualisation and assess if the results make sense

After this testing stage, the next steps are to use the analytic model on authentic production data.



## | How can Customer360 help you?

By creating a single user profile for your customers, Customer360 helps to gain a better understanding of their individual demographics, buying habits and overall profitability for the business.

Using data from myriad sources, Customer360 helps to identify exactly which data categories are the most important and creates a data lake that is bespoke to your industry – for example, boarding data and ancillary services for the travel industry.

## | Getting to know your customers

With so many customer touchpoints, from an online enquiry to email databases, phone calls and even in-store visits, it's hard to keep track of who and where your customers are. As seen in the previously referenced 'Jessica' case study, customers make multiple points of contact before finally converting, so it's important to measure the effectiveness of each of these and attribute the conversions to the right source.

By understanding your customers better, you can fine-tune your services to ensure they are delivered the best possible customer service, for example, tailoring their frequent flyer packages to meet their individual needs. Customer360 helps to achieve this by collating data.

## | Answering the right questions

While a single customer view provides obvious benefits to the customer, it's also invaluable to the business. If you want to grow your business and reduce waste, both in terms of time and money, then the best place to start is by assessing your customers. Customer360 identifies the most profitable customers, regions and individual products and services. With a holistic view of all your business activity, you can better attribute conversions to various promotions and products, and therefore decide where best to invest your time and where to cut back on resources.

## | Making the right decisions

Once you have these questions answered, you can make an action plan, such as in Media360's data modelling concept. Customer360 can aid marketers, buyers and other decision-makers in their marketing strategy, their product and pricing, and their overall business direction.

It helps to guide business owners by looking at their biggest successes historically, and then recreating this even more efficiently, with the right attribution.



# Join our success story

The data revolution is upon us, and now is the time to act to ensure it is used most effectively. Some of the world's most successful enterprises, including Netflix, Amazon and even NASA, have used data lakes to optimise their operations and promote growth.

Our pioneering Customer360 product has been specially designed to add value to your travel, media or retail data, drawing on years of IT solutions experience and customer success stories.

» [Contact Genisys](#) today to discover how data can transform your business.