

ACCELERATOR

for Single Customer View

Improve data quality and get a complete view of your customer to unlock enhanced marketing, service centre and business planning processes.

Technology and organisational silos take root in businesses over time, with each silo capturing different aspects of the customer journey and storing different pieces of the customer data jigsaw.

Duplicated and diverging customer records reduce data quality and prevent companies from understanding their holistic customer experience. With customer records stored across cloud and legacy systems, differences in business rules, data formats and integration interfaces prevent companies getting the data driven insights they need.

Lay solid foundations for your CRM, customer experience, machine learning and data warehouse projects by cleaning, deduplicating and merging customer records. With Acrotrend's Single Customer View solution you can discover new customer insights to improve efficiency, customer experience, retention, cross sell and upsell.

Acrotrend

Customer insights & analytics

Single Customer View

In the course of delivering over 250 data integration and analytics projects Acrotrend has seen repeatedly seen companies struggling with the same data quality challenges. To address these we have developed a blueprint to ingest, cleanse and merge customer data to create a "golden" customer profile that can keeps all systems in sync.

Delivered as a series of iterations tailored to your business needs this approach gives a predictable cost and timeline to resolve your customer data challenges.

WHAT WE NEED

Participation of business and IT stakeholders in workshops and interviews to define the scope of each iteration.

Client agreement on project governance, review and acceptance framework.

Amazon or Azure cloud platforms and Talend software.

WHAT WE DO



Audit, analyse, model, prepare and connect your data sources



Automate integration processes and data management



Merge and deduplicate customer records

WHAT WE DELIVER

- 1) A complete roadmap for your Single Customer View project that aligns business goals, process, technology and people.
- 2) Discrete, time and cost bound delivery cycles that deliver increasing business value after every SCV project iteration.
- 3) Each iteration delivers a fully functional sets of data match, merge, clean and de-duplicate business rules and processes.
- 4) Golden records published for consumption and update of connected CRM, data warehouse or other systems.
- 5) The option of a comprehensive on going support service.

What You Get

12 week delivery iterations

A cloud integration environment fully configured to automate cleaning and connecting your business's data.

We've recently successfully completed this service for a events company. To hear more about this case study, and to see some of the inputs and outputs, please contact us.



Shailesh Mallya
Head of Technology

Your Accelerator Leader

Shailesh is one of the founders of Acrotrend and has spent the last 11 years leading consulting engagements and data projects for Acrotrend's largest clients.

Heading the technology and innovation team, Shailesh helps guide companies in the successful adoption of single customer view, data warehouse and data lake projects ensuring best practices are followed at every step of the journey, risks are mitigated and early ROI is achieved.

About Acrotrend: We are a Customer Insights & Analytics consultancy who use the right technology, the right data and ask unusual questions to get better business outcomes.

Who we work with:



talend



Azure