

# IM MORE THAN A PIECE OF DATA.

UNDERSTAND ME.



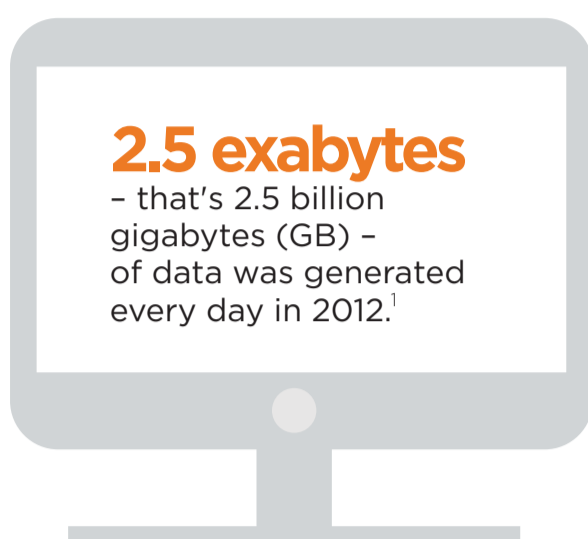
## Find the 360-degree view of your customer.

Every company makes decisions on what risks to take, what products to manufacture, markets to reach and customers to connect with. Data is being created all the time – but how you collect it and what you do with it matters.

Customers now desire personalised experiences. One size doesn't fit all. The same is true of data. While it's now possible to predict purchases and understand reasons for buying, obtaining those key facts requires analysis and the sheer amount of information can put companies off even trying to attempt it.

## That's where the value of Information Management comes in.

By enabling enterprises to organise, interpret and use the right data to glean the right insights about a certain individual, proper IM helps create a truly one-on-one encounter for a customer. The net effect is better business outcomes and closer relationships with your customers.



## How to create a 360-degree view of your customers

### 1. Keep it together

#### TRANSPARENCY

Collect all customer data at one central location from which it can be easily managed, analysed, and shared to avoid duplicates and issues with data quality.

### 2. Connect the dots

#### SPEED & CONVENIENCE

Getting the right insights and making the right decisions comes down to uncovering the important links across a customer's data. That means knowing what information can be pulled together from different sources to paint the right picture, whether that be customer behavior, trend analysis or their current location.

### 4. It's a two-way street

#### UNLOCK HUMAN CAPITAL

Customers will pass on their information but they expect something valuable in return and it's up to you to use their data to create that. If done successfully you can increase value for customers, improve customer experience and boost your sales.

- Mobile Apps
- Purchase recommendations
- New customer experiences
- Insights
- Answers

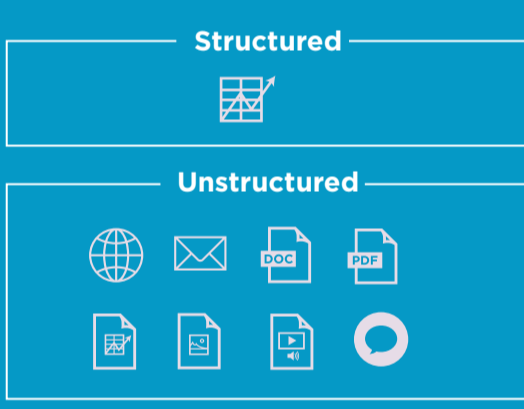
At Burberry's flagship store in London sales associates are armed with iPads loaded with sophisticated "clienteling" apps that are linked to a customer's online profile in order to give them a more tailored in-store experience.



### 3. Don't discriminate

#### ALL DATA COUNTS

Implement systems that ensure information of all types, in any volume and at any velocity, can be incorporated into a single view.



### 5. Be agile

#### REACTIVE TO PROACTIVE

Customer needs and priorities are always changing so you need to work on the fly to meet constantly shifting requirements. Doing this in real time allows you to understand what's happening as it's happening and take appropriate action to ensure optimal user experience and business results.

Outperforming organisations are

**54 percent**

more likely to collaborate deeply with customers than other organisations.<sup>2</sup>



## Media organisations in the digital age

The media landscape has undergone significant change in recent years thanks to the digital revolution. The days when newspapers were the only source of information on current events are but a distant memory now that anyone with an internet connection can get their news from any website they desire.

This shake-up has forced the traditional media powerhouses to redefine how they operate and this has meant employing Information Management to better serve their audiences and adapt their business to a rapidly-changing environment.

The biggest media companies often own an extensive portfolio of brands which means they also often collect a substantial amount of data on the customers of those brands.

By employing such data analytics measures as a Master Data Management solution, these companies are able to use this data to craft an image of each customer with the kind of accuracy they could have only dreamed of in the past.

Now they can determine the kind of content a reader is interested in and then deliver that content and targeted ads to the webpages a reader is browsing. This information management approach can also play a vital role in providing better service to customers ringing their call centre for help. Call centre operators can be armed with a customer's data as they receive a call which can then be used to tailor the interaction so it is both efficient and effective.

For a leading Australian media organisation this IM solution has resulted in:

**10% increase in newsletter article clicks**



**10% increase in articles read per session**

**20% increase on churn retention rate without discounting**



**"Strong" growth in advertising revenue**

**increased engagement and revenue**

Interested in discussing how to create a 360 degree view of your customers?  
Get in touch today.



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