Zero to 360:
Start delighting customers in just weeks

K2VIΞW >> *Data without delay.*

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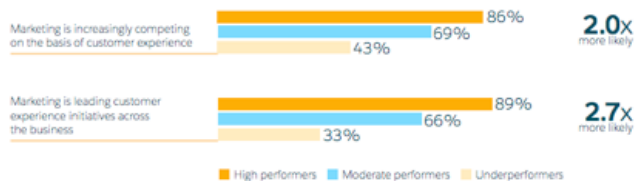
What makes customers unsatisfied with customer service?

Customer satisfaction is an invaluable metric for your business and not just in terms of ensuring loyalty, additional revenue channels and enhanced reputation. Successfully communicating with your customers can also help streamline your operations and identify where your organization can become more efficient. According to a 2017 Salesforce study, 68% of marketing leaders say their company is increasingly competing on the basis of customer experience.

Percentage of Marketing Leaders Who Strongly Agree or Agree with the Following Statements — High Performers vs. Underperformers

Marketing is increasingly competing on the basis of customer experience: 86% / 69% / 43% — 2.0x more likely

Marketing is leading customer experience initiatives across the business: 89% / 66% / 33% — 2.7x more likely

High performers / Moderate performers / Underperformers

Among top performers, that number rises to 86%. Exactly what is driving this sea change? Increasingly connected consumers expect the favorite brands to know them, and know them well. In fact 52% of consumer buyers and 65% of business buyers are likely to switch brands if a company doesn't personalize communications to them.*

Customers Will Walk If Experiences Aren't Personalized

In a separate study of over 7,000 consumers and business buyers worldwide, a majority of customers said they would switch brands or vendors if communications weren't personalized.

52% of consumers are likely to switch brands if a company doesn't personalize communications to them

65% of business buyers are likely to switch brands if a vendor doesn't personalize communications to their company

* "State of Marketing" Salesforce Research, October 2017.

What makes customers unsatisfied with customer service?

What is an integrated 360-degree view of your customer?

What we want to know about the customer.

Talk to the customer with one voice.

There is no reason why it shouldn't be simple.

What is an integrated 360-degree view of your customer?

Every one of your customers has a relationship with your business that spans multiple touch points. A 360-degree integrated data view explores, manages and integrates all the meaningful customer data to which your business has access

Performed properly, a 360-degree view should not only define the nature of your customer relationship but also evolve it, while enriching your customers' experience. This translates to increased revenues, effectively enabling your business and employees to function more smartly, efficiently and with greater productivity.

However, in achieving a 360-degree data view, organizations face three key challenges. First,, there is the sheer volume of data. With the explosion caused by the proliferation of smart, connected devices, the way we aggregate and analyze customer data has changed dramatically. While the 360-degree data view arms business with rich customer overview in real-time, the ocean of data available on each customer is increasing all the time.

The second challenge is the complexity of an organization's data model, extending across all of the different systems where data is aggregated and stored. This can be demonstrated with an example of a bank.

Stock options, credit cards, foreign exchange, mortgage data are all stored in different databases. These may be a legacy mainframe or any number of various vendor systems. As a result, data on the same customer has information stored throughout many unconnected silos – the very antithesis of the 360-degree data view.
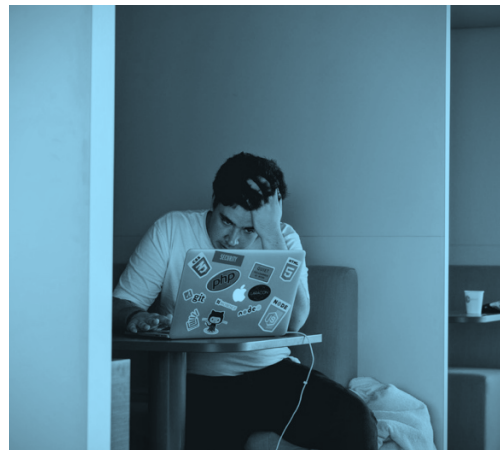
The third challenge is the freshness of data available to be viewed and presented to customers. Response speed is an important factor for business-critical organizations that need instant and constant access to information. This is particularly the case for call or service centers on

the front line of customer interaction.

Examples of call center frustration for both caller and operator are endless. Whether paying for utilities, adjusting a cell phone or telecommunications packages and much more, slow or out of date information impacts service quality.

Too often customers are told that a screen isn't coming up or the computers are down, the reason being – the systems are running too slowly because they are choking on too much data. Returning to our example of the bank, a customer may ask the bank teller for data on when he can draw from his high interest savings account. The customer plans to use the funds to close a credit card debt.

Even if the teller has access to the information on the savings account, the same bank employee is unable to show the customer any credit card information until the next day. This is often because the data

is only aggregated from the various systems at night.

As far as the customer's real-time experience goes, they have only received a partial service. They don't care about your slow systems. They know what you should know about them, and they expect you to use it to provide them better service. They aren't feeling a lot of love for your brand. And we all know where often leads next: selection of a new brand – one of your competitors.

The unfortunate events described in this article are not tales from the last century; rather, they indicated the numerous daily instances that we all experience as consumers. They all result from the lack of a 360-degree customer data view.

What we want to know about the customer.

Any organization will consider some, if not all, of the following categories of information necessary to successfully interacting with the customer base on a 360-degree view.

- Customer bio - some basic information about who they are, their age, gender, where they live
- Transaction and financial history
- Customer narrative - a clear and concise history of their activity
- Customer intent – what outcome is the customer anticipating from the communication
- What campaigns have they been exposed to, what is the most relevant messaging

- Preferences and sentiments, specific requests and values with a broader purchasing behaviors context across every business channel
- Indicators of the customer's recent satisfaction or dissatisfaction, stimulating the need for certain meaningful actions from the business
- Possible opportunities for repeat sales/churn, cross-sell, up-sell, etc.
- Flags for fraud risks

Talk to the customer with one voice.

Part of the information delay problem is due to repeating the same information across different channels. A business needs a consolidated customer view, but by the same token, the customer requires exactly that of the business. Amassed customer data is drawn from many sources within the business – multiple channels, departments, verticals. Communication with any one customer may entail cross campaigns and various agents and departments. As far as the customer is concerned though, their relationship is with one unified organization – their confidence and continued loyalty depends on then perceiving a single entity. This can only be reinforced by a consistent and sequential communication with the customer.

There is no reason why it shouldn't be simple.

For a customer, it certainly is simple. Customers want the information the organization holds about them to be complete, relevant and available. And in the digitally connected world of 2017 it is perfectly reasonable to suppose businesses can meet these expectations. However, for many businesses, achieving a viable 360-degree customer view and all the customer satisfaction benefits that go with it seems like science fiction. This futuristic vision is possible, but first organizations must evolve technologically.
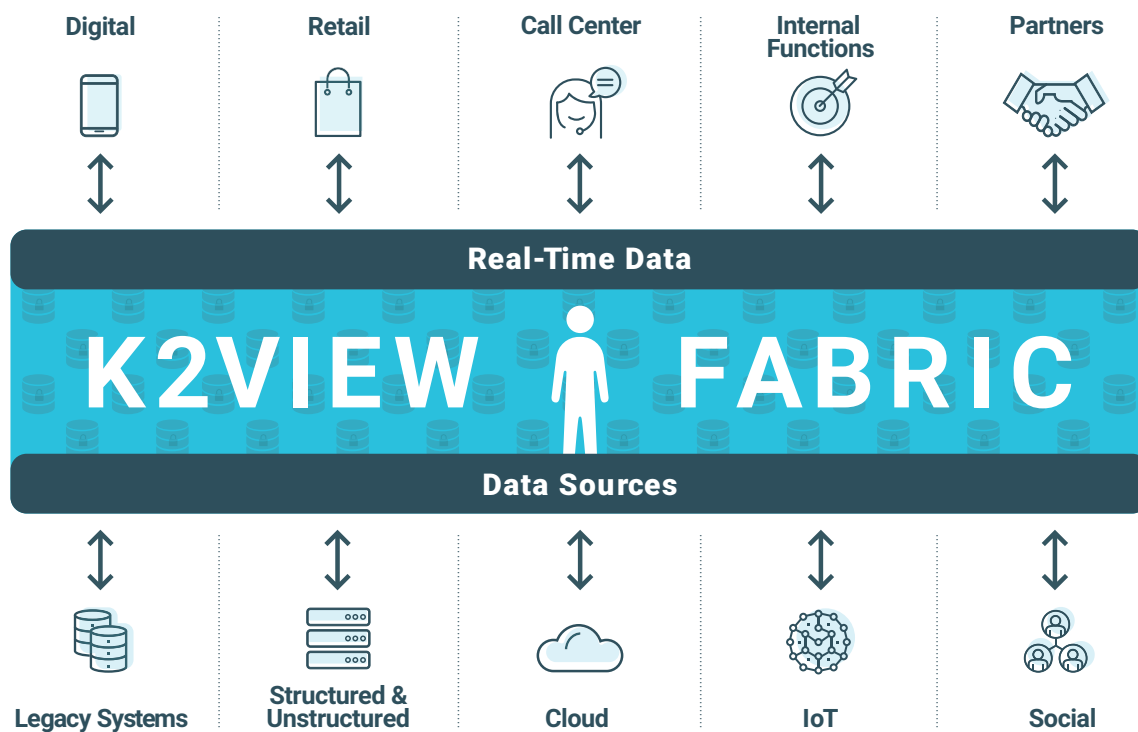
Imagine a scenario where all the data concerning the customer could be

organized in one place. With instant access to every conceivable customer detail in real-time, regardless of the internal or external system the data came from and no matter what the data structure or type of database. And with security that virtually eliminates the risk of mass data breach. Taken even further, consider that such a system were infinitely scalable and agile, conveniently adjusted and modified to keep pace with business strategy and increasing volumes of data.

With K2View Fabric, it really is that easy to overcome the challenges of data volume, complex data architecture and freshness –

without impacting your business-critical systems. In just weeks, you can be delighting your customers with a 360-degree view of the data you have about them.

Sound too good to be true? It's true anyway. Let us show you. Give us a couple hours of your time, and if you qualify, we'll invest 2 weeks to show you something you've never been able to do before. Simply visit www.k2view.com and request a demo. Or call us at 1(855)4K2VIEW.

For more information about how K2View Fabric can help, view our videos:

- Intro to K2view
- K2View Fabric for Customer 360
- K2View Technical Overview