# Single View of Customer

## Get your customer data where you want it

**With customer data, less is more. Not less data, but less duplication and less inaccuracy.**

The Single Customer View brings together all customer data from all sources in one place, to create a comprehensive 'Golden Record' of the customer. The data will be gathered from sources such as:

- product and purchase histories
- call centre touch points
- customer service logs
- online and social media interactions.

**Know more, understand more, do more**

Once your customer data is collated and deduplicated – eliminating repeated data from legacy systems, multiple applications and departmental silos – it will unlock greater knowledge of your customers and help you enhance retention and Lifetime Customer Value.

A Single Customer View gives you the Customer Intelligence insights you need to:

- place the customer at the centre of all business activity
- improve customer experience and customer satisfaction
- enhance customer loyalty.

**The Agile approach**

Working with your team, we will build a single, credible database of your customers across all business functions and geographies, with effective process, governance and standards to:

- improve cross-sell and up-sell capabilities
- shorten time to market
- reduce supply chain inefficiencies
- strengthen your market penetration.

## Let us help your business today

**Phone**
Mon-Fri
9am-5pm

**01908 010629** ›

**Contact us**
Fill in the form and
we will get back to
you

**CONTACT US NOW** ›

## Resources

**Achieving Customer Centricity through MDM**

**DOWNLOAD** ›

See more