

PwC and

Microsoft

## Using Azure to provide a 360-degree customer view for a large retail organization in the GCC



### What was the opportunity...

- The organization was capturing consumer data from more than 40 sources, including loyalty programs, social registering, and retail points of sale (POS).
- They lacked a way to interpret this intelligence and turn it into real-time actionable insights.
- The journey started with the adoption of a customer data platform (CDP) developed in collaboration with PwC and Microsoft.



### What we did...

- PwC helped implement a platform that combines Microsoft Azure Databricks, Azure Data Factory, and Azure Synapse Analytics (previously Azure SQL Data Warehouse) services to provide a single source of truth about each buyer, in real time.
- The AI-based platform aggregated granular data pulled at each point of customer engagement with more than 120 brands served by the company. These insights empowered the organization's workers to target buyers with personalized upsell and cross-sell opportunities and products.



### How did it go...

- Placing buyers' needs at the forefront of decision-making, the company adopted an intelligent CDP that provided holistic insights to hit the sweet spot with consumers.
- By using Azure data services, the solution built a complete picture of each buyer, boosting profitability, fostering customer loyalty, and providing a single source of customer truth.
- The first stage of the project covered 18 data sources with executional technical delivery in just three months
- The company intends to capture customer insights from all data sources to speed up acquisition, prevent churn, and boost loyalty further.



Read the full case study on Microsoft's Customer Stories site: [Click here](#)