CUSTOMER DATA HUB

WITH THE RIGHT INSIGHT, ANYTHING IS POSSIBLE.

Centralised & structured
data control

Connecting
isolated Data

Clear
Customer Profiles

Data Security &
Protection

Holistic
Data Management.

Only a powerful data management platform can deliver a personalized customer experience.

You don't need to be told how important it is to have well managed and mantained customer data – or how hard it is for a business to keep up that data. The information needed for targeted customer interactions is usually already available, but distributed across several systems scattered throughout the company. If you want to develop a 360 degree view of the customer, one which allows you to evaluate their profitability, you need to merge your data. Drawing useful connections between data-points isn't easy. Without a first-class Smart Customer MDM solution, it can be nearly impossible.

We can help – quickly, efficiently, and at a competitive price point. Presenting: the **Uniserv Customer Data Hub**. Our Customer MDM solution aggregates data across all channels and organizational divisions to create clear Golden Profiles. This allows consistent, up-to-date, and readily available customer master data to be provided across departments.

With this up-to-date and reliable customer master data, our tailor-made solution supports the entire company. The Customer Data Hub helps provide the right data to your operational and analytical processes, an essential prerequisite for better targeting, personalized experiences and business success.

UNISERV

TURN DATA INTO **RESOURCES.**

Customer Journey Management

Customer demands are growing every day, as well as the number of touchpoints that customers encounter on their customer journey. This makes consolidating data into a single record a vital strategy for gaining the edge over the competition, crucial for adjusting your approach to align with the customer's unique customer journey and for providing a comprehensive view of a multi-channel strategy.
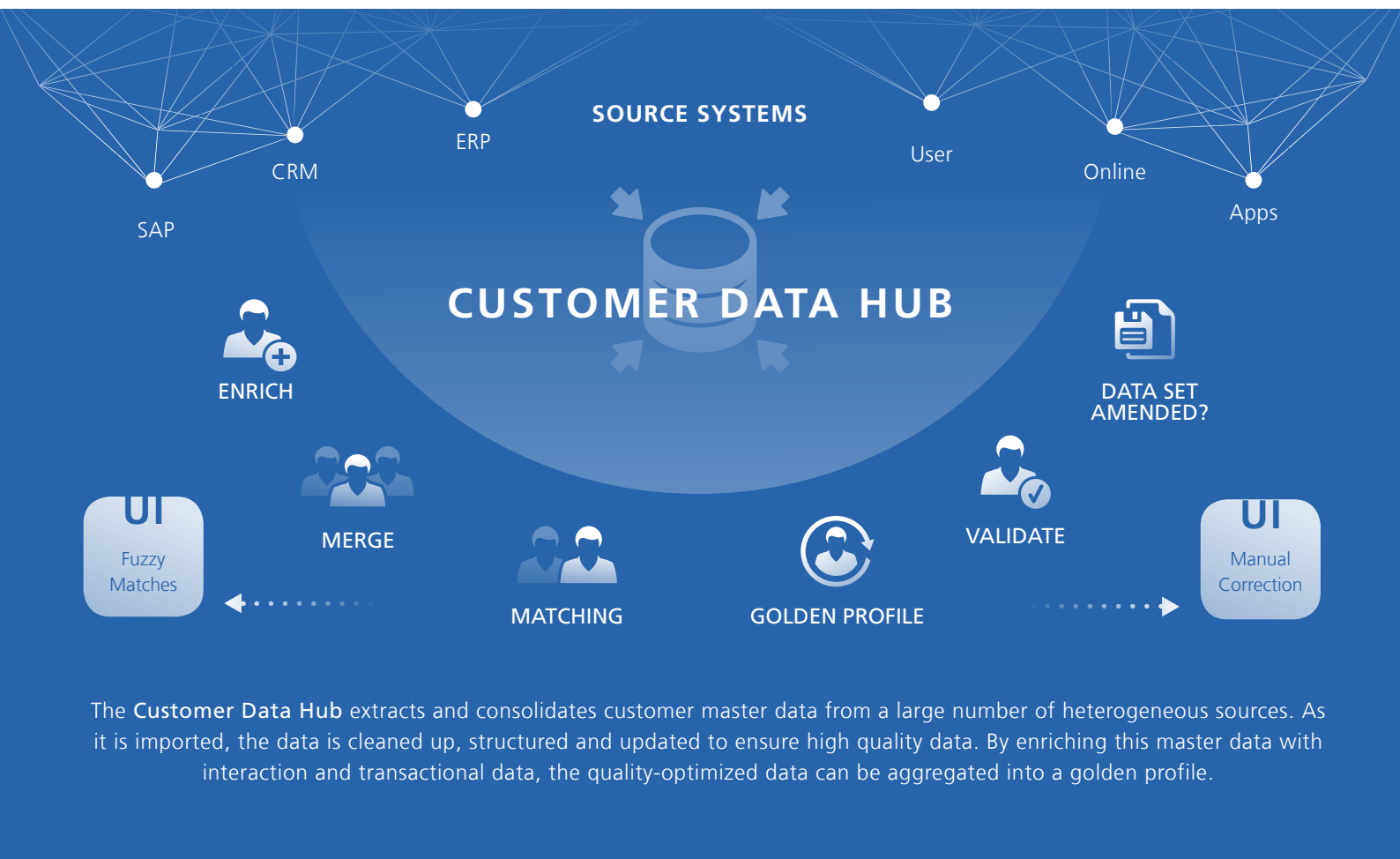
Data Protection and Compliance

Along with legal requirements (such as the EU-GDPR) and compliance management, data governance is also an important consideration. With the Customer Data Hub, your data is in safe hands. You create an information management profile to define, monitor, and ensure compliance with your policies. International knowledge bases help you to comply with set standards.

Customer Analytics

If you want to be able to make useful predictions about your customers, data enrichment is indispensable. Location intelligence (data enrichment from geographical information) and predictive analytics (which reveals links between data) allow you to assemble reliable data for forecasting and comprehensive analysis.

Smart Integration

The Lean Integration-based process is quick to deliver initial results, and can later be incrementally amended or expanded. The Customer Data Hub can be implemented into existing systems, high scalability and targeted data application make for a sleek project with low costs and calculable risks.

SOURCE SYSTEMS

SAP CRM ERP User Online Apps

CUSTOMER DATA HUB

ENRICH

DATA SET AMENDED?

UI
Fuzzy Matches

MERGE

VALIDATE

UI
Manual Correction

MATCHING

GOLDEN PROFILE

The **Customer Data Hub** extracts and consolidates customer master data from a large number of heterogeneous sources. As it is imported, the data is cleaned up, structured and updated to ensure high quality data. By enriching this master data with interaction and transactional data, the quality-optimized data can be aggregated into a golden profile.