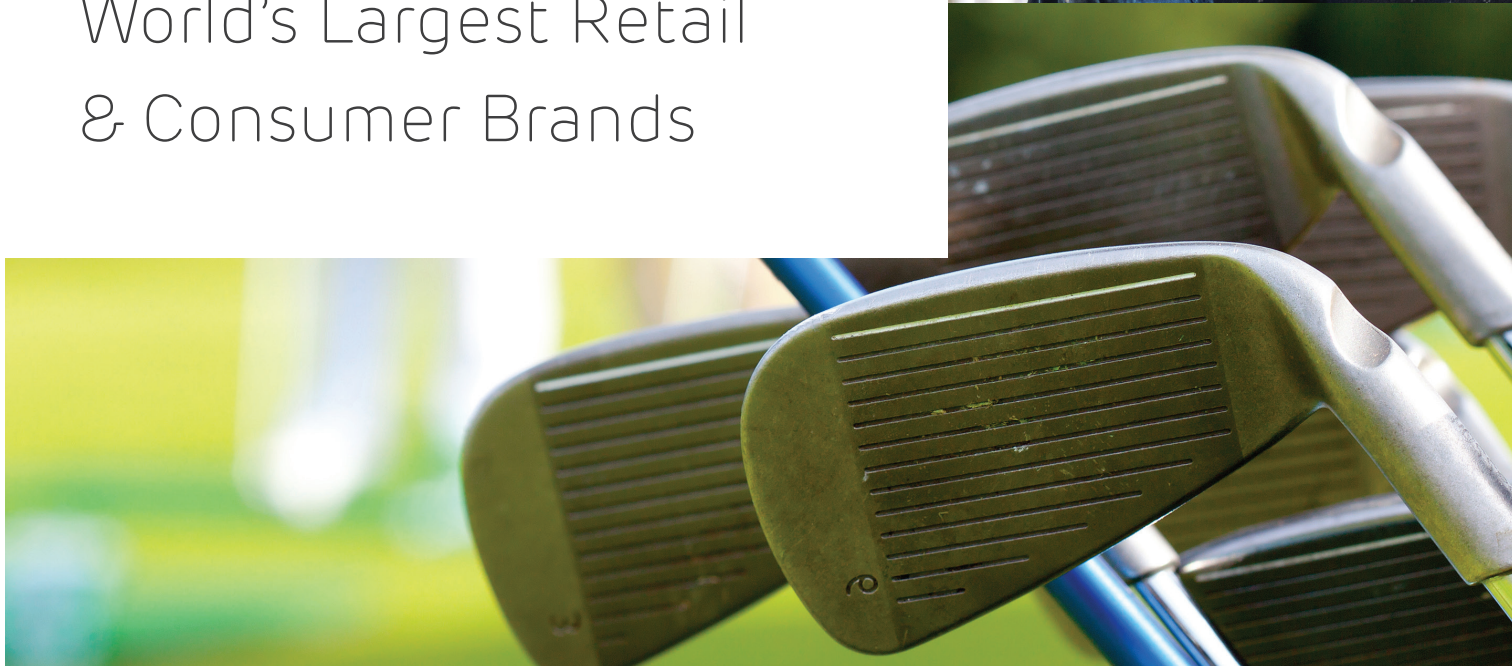




The Golden Path to B2C Customer 360

What We Learned from
World's Largest Retail
& Consumer Brands





In Brief

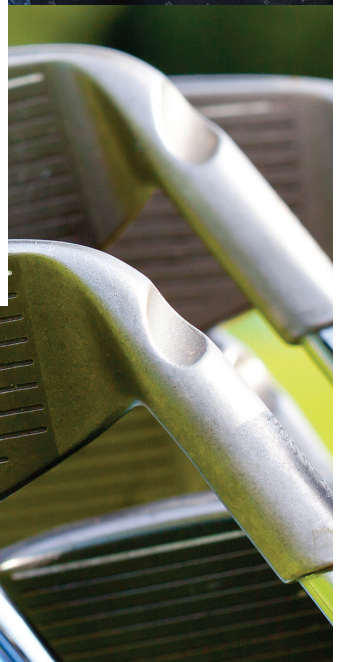
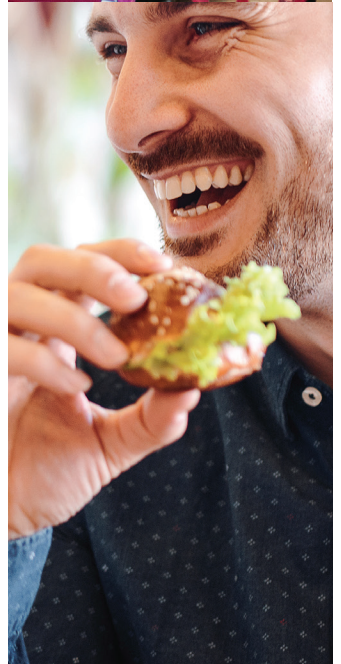
Modern digital-savvy consumers make informed choices by exploring multiple options across several channels and rely on personalized and social media recommendations. Top retailers and B2C brands recognize that the customer experience is at the heart of their business and want to participate in every stage of the buying journey. The focus is on understanding the customer and offering a superior personalized experience to maximize the customer lifetime value.

Developing a deeper understanding of the modern consumer is often the first step of the digital transformation journey. Top B2C brands with a robust digital transformation initiative want to leverage customer data, which must be clean, consolidated, and compliant. However, they struggle to get the single source of truth for the customer across all channels and visibility into the complete customer journey, negatively influencing their customer-first strategies and marketing effectiveness.

Many customer data management offerings have sprung up claiming to deliver the complete customer view but only end up creating more functional silos without adequately addressing the real challenge. Enterprises that want to benefit from a true customer 360 solution need to unlock the value of data relationships among customers, households, stores, locations, products, devices, suppliers, and more. A holistic approach for truly customer-centric digital transformation is to:

- > Create a reliable data foundation that integrates, harmonizes, and organizes customer data
- > Establish a data fabric that syndicates the data to every department or function impacting customer experience
- > Leverage the organized data to derive contextual insights and personalized recommendations

Companies that have successfully transformed to being customer-centric have embraced this approach as their key focus. In this paper, we share what we have learned from some of the largest retailers and B2C brands while enabling their successful data-driven customer-centric digital transformations.



The Modern Customer Challenges

When we work with B2C businesses, they always acknowledge how customers have changed the rules of business, making informed choices and often relying on personalized and social media recommendations instead of brand messages. Information flow in the digital era is not unidirectional, and customers are equally likely to search for information instead of relying on the pushed information. They flit across several channels and explore multiple options before making any decision.

Modern customers are experience-driven and place a premium on personalized messages that match their current needs. According to Accenture Strategy 2017 Global Consumer Pulse Research, only 22% of global customers acknowledge that the companies with which they do business tailor their experiences based on a deep understanding of their needs, preferences and past interactions.¹

Technology has made omnichannel models common², and the customer buying process is now a circular journey with choices getting added and removed at every stage³. The challenge for companies is to participate in this omnichannel buying journey actively, by aligning the marketing campaigns with customer needs at each stage. The focus is to know the customer throughout the journey - their interests, needs, choices, preferred channels, social sentiments, buying patterns, and lifetime value.

At the same time, customer data remains siloed and inconsistent across various applications, channels, or interactions. Companies struggle to get a single source of truth for customer data across marketing, e-commerce, sales, and support. Without a single, consistent, and compliant set of customer data, the downstream customer-facing applications fall victim to "garbage in, garbage out." The lack of visibility into the complete customer journey leads to poor customer profiling, incorrect segmentation, missed upsell and cross-sell opportunities, and low customer satisfaction.

Top consumer brands often begin their digital transformation journey with a deeper understanding of their customer. In the fast-paced modern business environment, not knowing the customer fully can mean only one thing - losing to competitors.

A Single Customer View across the Complete Journey

B2C brands always invest in superior customer experience to acquire and retain customers. By further personalizing the experience, brands can drive higher customer spend and get a bigger share of the wallet. To orchestrate their marketing campaigns for focused results, brand and marketing teams need a single view of customer blending data from all buying journey touchpoints, created from diverse data sources arriving through multiple channels.

A single view of customer with clean, consolidated, and compliant data is critical in building and sharing accurate customer profiles to uncover all selling opportunities. Full visibility into customer interactions helps enhance the customer profiles with product interests, channel preferences, and social sentiments, to help deliver highly personalized customer experience.

Most of the B2C businesses acknowledge that because of incomplete, scattered, and inaccurate customer data, they cannot deliver personalized and relevant offers. Inefficient data management has a direct impact on missed selling opportunities that seriously hurts their business bottomline.



Single Customer View: Putting All the Pieces Together

What B2C businesses want is a modern data management solution built on a big data architecture that can bring together internal, third-party, public, and social customer data that is continuously cleaned, organized, and analyzed. They want a view of relationships across the customer, family members (householding), products, places, and stores. Beyond a traditional master data management (MDM), they want profiles correlated with omnichannel interactions, real-time analytical insights through visualization and clear actionable recommendations for better customer experience.

Enterprises want a golden path to success with their customers to:

- > Provide personalized customer experiences (e.g. customer loyalty program, personalized e-commerce, and personalized self-service support)
- > Increase customer lifetime value through higher customer satisfaction, repeat business, positive reviews, and referrals
- > Deliver consistent omnichannel customer experience (e.g. order online and pick up at store)
- > Make sure that customer engagement is compliant with regulations such as General Data Protection Regulation (GDPR)
- > Run hyper-personalized multi-channel marketing campaigns and uncover upsell and cross-sell opportunities

Customer 360 is a practice that involves gaining a comprehensive view of customer behavior and preferences by aggregating data from all sources, including omnichannel touch points between a customer and a business entity. The single most important factor in Customer 360 is context — not just customer data but a larger perspective that encompasses broader profiles on customers, relationships, and insights. Enterprises that want to benefit from a true customer 360 solution need to unlock the value of data relationships inside their operating models, and that means customers, households, stores, locations, products, parts, suppliers, and more.

Data organization begins with aggregating all the master data, third-party data, social data, and reference data from any source, any format, any entity, and any language. The aggregated data is refined, reconciled, and related via trusted data enrichment, smart matching, and relationship graphs, providing powerful insights into householding, key influencers, and customer preferences. The interaction and transaction data is then aligned with the profile data to score the customer profiles based on data quality and business value. The scored profile data can be used for operational context, segmentation (e.g. treating top customers like top customers), and data quality improvement.

The image illustrates a comprehensive user profile for Brit Mohr, with data organized into several key categories:

- Demographics:** Includes name, email, phone number, and address.
- Insights:** Provides a profile rating (95) and a list of households.
- Segmentation:** Lists family members and client service relationships.
- Social:** Displays a network graph of relationships and a list of social media posts.
- Journey:** Shows a timeline of events, including a recent purchase of a car.
- Transactions:** Lists purchased products and services.
- Contextual:** Provides background information on the user's life.
- Analytical:** Offers a detailed breakdown of the user's behavior and preferences.
- Operational:** Details the user's current status and ongoing activities.

New regulations such as the GDPR and the California Consumer Privacy Act (CCPA) give customers more control over how their information is collected and used. Individuals can ask for access to the data companies are collecting about them. They can ask companies to make updates to the data or purge it altogether. Organizations must adhere to these regulations or face severe fines. Reltio B2C Customer 360 help you identify all personally identifiable information (PII), relate consumers to consent types as well as provide workflows to manage the processes for consumer requests such as the right to access, data change requests, and the right to be forgotten.

Reltio solution helps you address information governance needs with workflow and collaborative curation. IT and business collaborate on a single pool of data, with full audit, governance, and feedback mechanism. The trusted foundational master data of customers is shared across all downstream operational and analytical systems, to ensure that the customer experience is always consistent and relevant.

Many customer data management offerings have sprung up claiming to deliver the complete customer view but only end up creating more functional silos. The single most important factor in Customer 360 is context — businesses need to continuously unlock the value of data relationships among customers, households, stores, locations, products, devices, and suppliers in an increasingly complex digital and regulatory landscape.

Our Customers Take the Golden Path to Customer-Centric Digital Transformation

Empowering the world's largest retailers and top B2C brands with Customer 360 views across 140+ countries, we make data work. We continuously encourage B2C businesses to share their customer data challenges and power their organization-wide digital transformation and customer-first initiatives.



Case Study #1: Leading Pet Specialty Retailer Competes with Online Retailers on Experience

Vision

- > Transform into a customer-centric service company by focusing on personalized customer experiences
- > Leverage data to compete against Amazon Effect by offering a consistent experience, unique services, and efficient omnichannel journey of pet parents and pet entourages
- > Unlock the value of data relationships to increase annual customer spend, share of wallet, and retention

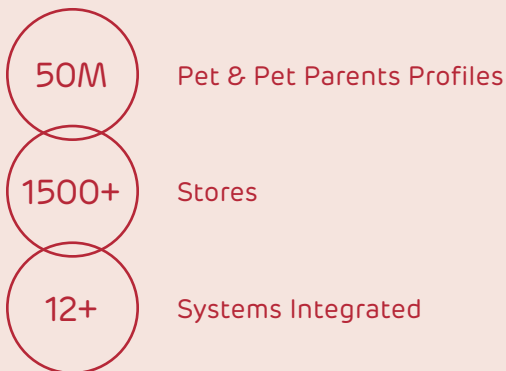
Without Reltio

- > The company struggled with fragmented data across multiple systems
- > The retailer had multiple repetitive data entry points from their customers, resulting in disconnected customer experience across departments and services
- > Without a single view of pet parents, they could not match competition in offering timely content or relevant product recommendations

With Reltio

- > Reltio B2C Customer 360 helped them create a single view of 50M+ pets and pet parents across all their brands, joint ventures, and over 12 systems
- > A single repository of trusted and mastered pet parent profiles in real-time can now be shared to significantly improve interactions with pet parents and entourages such as groomers, coaches, and vets

“ We looked for a data management solution that could not only help us model relationships among our pet parents, pet entourages, pets, employees, and stores but do it at big data scale and in real-time.” Chief Marketing Officer at a Leading Pet Specialty Retailer



Before Reltio

- > Multiple repetitive data entry points from customers
- > Inconsistent customer experience across departments & services
- > Unable to offer personalized & timely content and product recommendations for pet parents

After Reltio

- > A single view of pet parents across brands & joint ventures
- > Unlocked data to increase annual customer spend, share of wallet & retention
- > Efficient management of omnichannel journey of pet parents & pet entourages

Case Study #2: Driving Digital Transformation for a Leading Fast-Food Chain

Vision

- > Deliver a personalized customer experience across all the engagement channels including store, web, and mobile
- > Reinvent their global customer loyalty program to boost brand loyalty, customer retention, and profitability across their 40,000+ outlets globally
- > Leverage a significant investment in digital transformation for enhancing customer experience

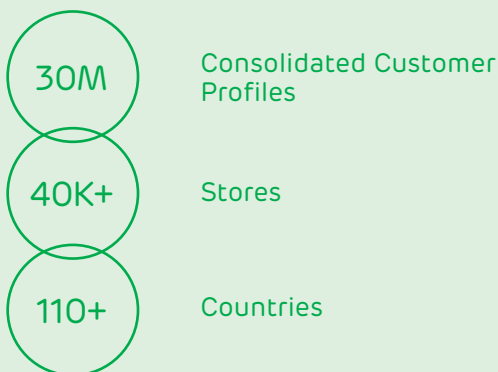
Without Reltio

- > The customers had no incentive to regularly use the restaurant service
- > The company had no single reliable view of their customers across multiple applications and channels
- > The company could not provide unified personalized customer experience with two separate customer databases, one for digital marketing and one for ordering

With Reltio

- > With Reltio B2C Customer 360, about 30M profiles from the two separate data systems were integrated and fed to the downstream systems to support 50,000+ transactions per day
- > The continuously updated trusted data foundation helps feed the real-time information to in-store, m-commerce and e-commerce channels to deliver a unified personalized customer experience
- > A personalized and compliant customer experience coupled with the relaunched loyalty program drives higher sales and boosts customer loyalty

“It's less about technology and more about evolving the guest experience. The world has changed. This is an acknowledgment that we want to change with the world and be ahead of the curve.” Chief Information Officer at a Leading Fast-Food Chain



Before Reltio

- > No single reliable customer view
- > Unable to provide a unified customer experience
- > Needed to reinvent their customer loyalty program

After Reltio

- > Mastered customer data to support global operations
- > Real-time information feed to all channels & transactional applications
- > Reltio as a foundation for driving global digital transformation & customer loyalty program

Case Study #3: Member-centric Growth Strategy for a Large Golf Course Operator

Vision

- > Maximize club experience for its high net-worth members with self-service model for fast, connected, relevant, and personalized experience across multiple channels
- > Lower the support cost by moving from a costlier service concierge model to a more economic self-service model
- > Get deeper insights into the customer needs, and leverage them for brand reinvention, new revenue models, higher customer lifetime value (CLTV), as well as potential upsell and cross-sell opportunities

Without Reltio

- > Members needed to call helpline for queries such as “where is the nearest club from my current location?” The lack of instant availability of this information affected the member experience, especially in the modern “always-connected” times
- > The company could not leverage real-time member information to streamline service offerings and bookings
- > With fragmented member data across multiple disconnected systems, the company struggled to deliver a consistent experience across clubs and channels of engagement

With Reltio

- > With Reltio B2C Customer 360, the golf course operator now leverages real-time data across all the clubs to deliver customer delight with the self-service model
- > The self-service model empowers their distinguished members to get instant access to personalized information, service booking, and a choice of relevant offers
- > The company can now manage the exponentially complex relationships among club members, locations, and services across all channels; to offer customized benefits and packages

“Reltio is the data management foundation upon which we can now execute on three customer-centric growth strategies of organic growth, brand reinvention, and M&A.”
Chief Information Officer at a Large Golf Course Operator



Aggregated Member Profiles

Systems Consolidated

Time To Live

Before Reltio

- > Fragmented member data across home-grown applications & systems
- > No single view of members
- > Missed opportunities to offer personalized & relevant services

After Reltio

- > Significant improvement in tee time reservation process
- > Brand reinvention with superior customer experience
- > Higher member retention through customized services & entitlements

Why Choose Reltio B2C Customer 360



1. Reliable Data at Big Data Scale

- > Continuously organize any volume of data at business speed & scale
- > Scale on demand to support business growth & demand spikes



2. Native Cloud Data Platform

- > Born in the cloud, not retrofitted from an on-premises system
- > Higher rate of innovation & new technology adoption



3. Managing Complex Relationships via Reltio Graph

- > Manage many-to-many relationships across people, products, locations, stores, & devices
- > Identify key influencers based on market, segment or geography



4. Operational & Analytical Convergence

- > Shared data model for both operational & analytical use cases
- > Correlate master data with transactional data



5. Granular Segmentation & Closing the Loop

- > Segment customers based on granular attributes
- > Bring all customer data and business insights in a closed-loop for demonstrable ROI



6. Agility & Flexibility

- > Real-time configurable data model, quickly adapting to changes in digital landscape
- > Flexibility to support global & local business requirements concurrently



7. Fast Time to Value

- > Entire environment ready on day one
- > Pre-built data models, templates, workflows, & data-driven applications



8. Compelling Business User Experience

- > LinkedIn like intuitive user interface accessible via mobile & web
- > Google-like search & visualization of all data objects & their relationships from multiple perspectives



9. Built-in Security, Compliance, and Consent Management

- > Granular (attribute level) audit, history, and lineage of all data usage & changes
- > SOC1, SOC2, KYC, CCPA, GDPR compliant



“ Reltio renews the MDM category with modern architecture and advanced features... [Reltio is] one of the most versatile MDM products in the market and one of the few products that are ready to evolve into MDM's third generation.”

The Forrester Wave™: Master Data Management, Q1 2019

“ Three years ago we wrote that Reltio was several steps ahead of the market. Based on our latest assessment of their execution metrics related to product, technical and business innovation, and the growing adoption by some of the largest enterprises in the world, the gap may have even widened.”

Bloor Report

“ Reltio is the only cloud-native MDM solution that qualified for this Magic Quadrant. As a cloud-only MDM solution, we anticipate Reltio to maintain this lead for several years yet.”

Gartner Magic Quadrant for MDM Solutions 2018

Take Assessments

| TCO Calculator

Request A Demo

| Get A Custom Demo of Reltio B2C Customer 360

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Reltio Cloud is a modern Master Data Management (MDM) Platform for customer 360 used by Global 2000 companies to power their digital transformation and data compliance initiatives such as GDPR. Reltio continuously unifies and organizes data from all sources and formats, discovers new relationships and uses machine learning to improve data quality and deliver relevant insights. Learn more at www.reltio.com.

