

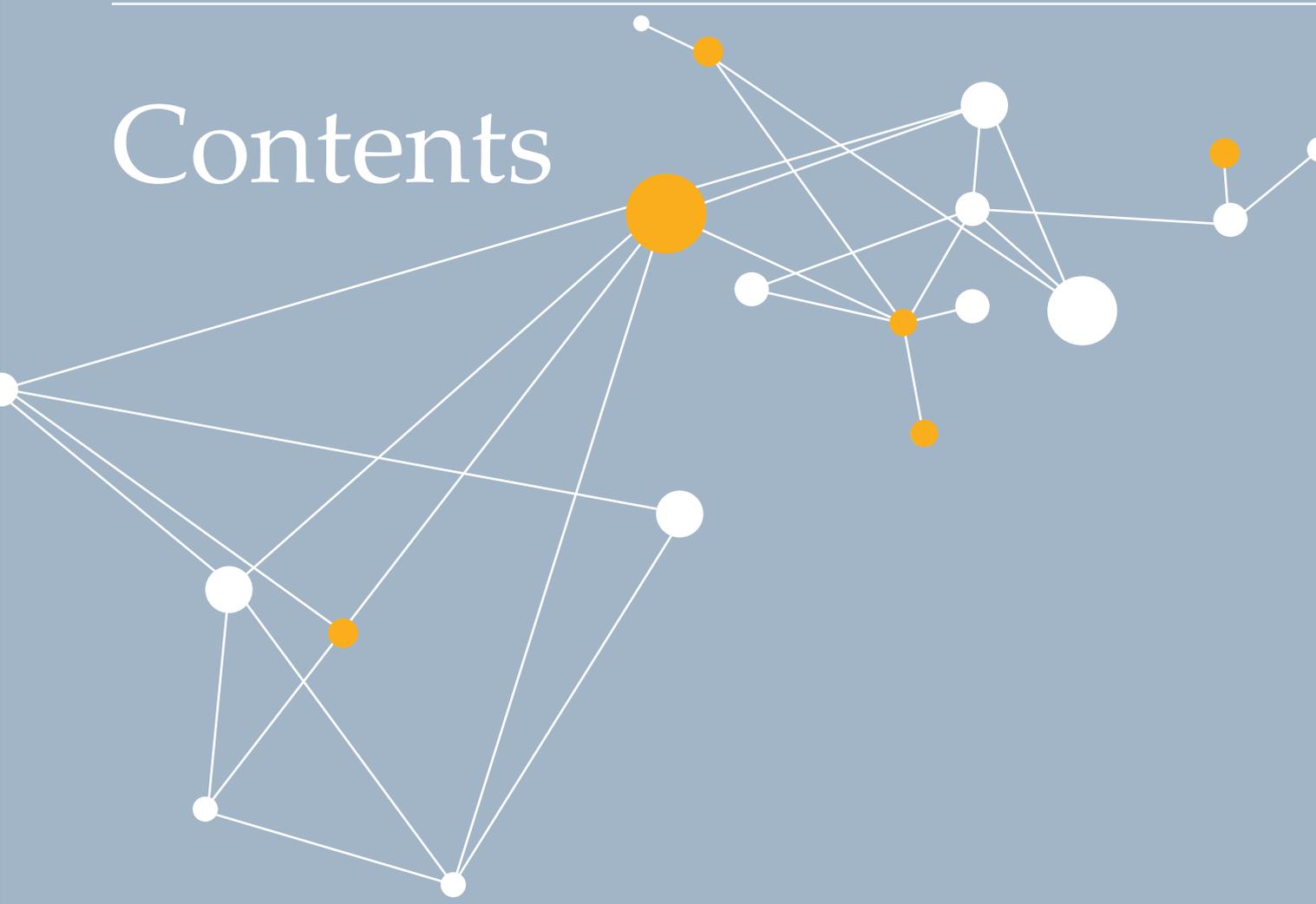


Single Customer View

An Overview

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01_ Single Customer View: An Introduction

The ability to understand your relationship with each customer is key to important business initiatives.

But customer knowledge is spread across different systems, making it difficult to access.

A Single Customer View (SCV) is the ability to link all relevant information for a customer from all systems and deliver it in the right form to the right place at the right time.

An SCV supports a number of customer-centric initiatives such as:

A single platform to view all the parties and relationships you deal with

Informed decisions based on customer knowledge from all sources and channels

Understanding customer interactions and the relationships customers have with other parties

The foundation for cross-functional business integration

Quickly access customer records in legacy systems from a single search point

Maintain a master customer record to eliminate data duplication and errors.

02_ The Benefits of a Single Customer View

The information foundation for informed decision-making and productivity gains:

Customer Insight

Complete knowledge about customer wants and needs, behaviours, communication preferences and other important information.

Better Customer Relationships

Demonstrating your knowledge about a customer improves customer perceptions. It also means that cross-sell and up-sell offers are relevant to each customer.

A 2012 survey by Experian found that customers prefer to deal with companies that know about them: the products they own, communication preferences and so on.

Reduced Customer Attrition

Timely customer knowledge can drive contact strategies tailored to each customer situation. This brings significant payback from reducing the number of customers that leave.

For example, a health insurer paid for its investment in a knowledge driven retention strategy in less than 12 months through a dramatic reduction in customer attrition.

Effective CRM

Good data is critical to the success of a CRM. Duplicate customer records lead to fragmented information.

An SCV prevents the creation of duplicate records and ensures that updates are applied to the right customer record in your CRM.

A Customer Framework for Big Data

The value of big data is based on your ability to translate insights into actionable knowledge. An SCV enables you to view big data in a customer context to unlock potential value.

Productivity

An SCV increases productivity through fast retrieval of the right customer information at the right time. Clients don't have to provide their details multiple times and staff don't need to search multiple records and systems to find required information.

03_ There are many Customer Views

An SCV provide the information foundation to deliver the customer knowledge that applies to a given business context. Below are some illustrations:



Sales and Marketing

- I need to know if a person is a customer, a lapsed customer, or a lead
- I need to know if I should up-sell a customer, make them a better deal, or let them go
- I need to be able to communicate the impact of any changes they might make to their contract



Insurance

- I need to know that we are underwriting the correct person in terms of the risk
- I need a complete view of the customer's claims history
- I need a complete view of their policy set to calculate the correct discounts and premium



Utilities

- I need to check if the services we are offering are connected to the customer's property

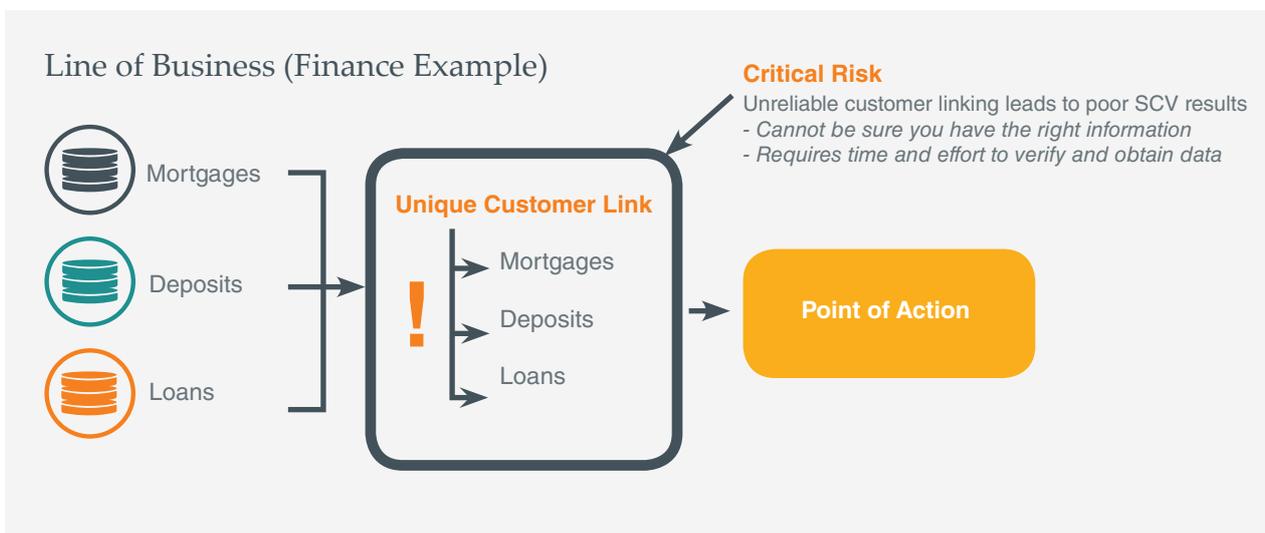
04_ How an SCV Works

An SCV extracts relevant content for a customer from connected systems and consolidates it into a single view for business purposes.

Typically there are no common customer keys across systems, so the default search is by name, address and date of birth. For example:

*“Find all the contracts and outstanding balances for:
James P Johnson, 43 Archer Street Anytown, DOB 12.09.1992”*

This leads to a search across the systems that hold contracts to see if there is a record for the customer and retrieve them where available.



05_ The Critical Risk of Customer Linking

The crucial phase of an SCV is the Customer Link process, where you decide the data that is linked to each customer.

Differences in the spelling, format and presentation of customer master data can introduce errors into the link process. For example:

Names can have spelling differences:
[James P Jonson](#)

Or abbreviations:
[J P Johnson](#)

Dates of birth can be slightly different:
[21.09.1992](#) or [20.09.1992](#)

Or in a different format:
[09.21.92](#)

An addresses can be presented in different ways:
[Unit 2 43 Archer Street](#) or [2/43 Archer Street](#) or [Flat 2 43 Archer Street](#)

Even when addresses are the same, they can be stored differently:
[|43|Archer|St|](#) or [|Archer|Street|43|](#) or [|43 Archer Street|](#)

If the customer link process is flawed the SCV performance is compromised. You could link information to the wrong customer, or miss some information for the right customer.

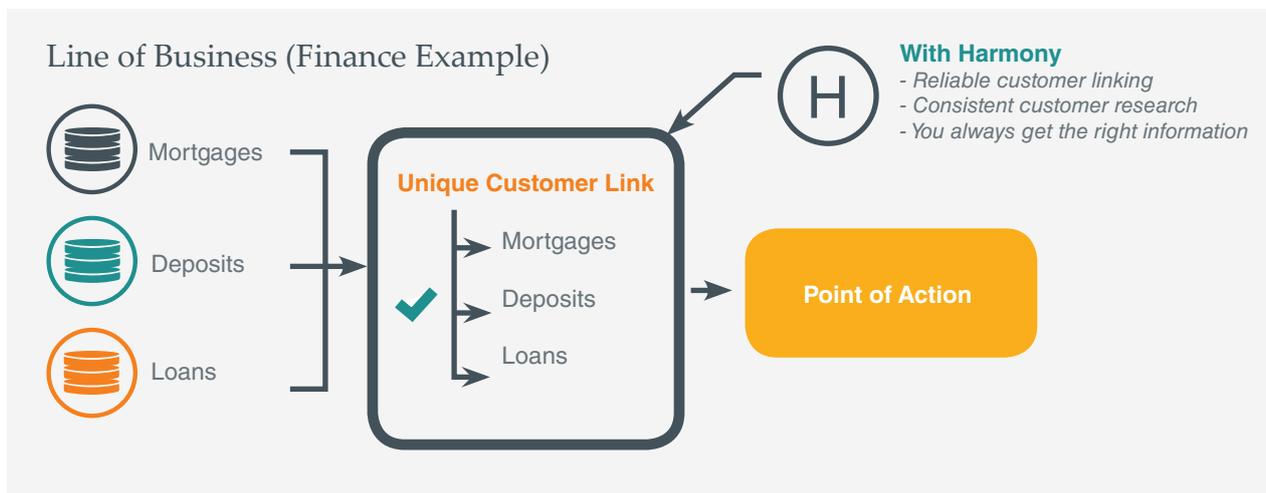
You cannot be sure you have the right information, and you spend time and effort checking and finding the right data.

Harmony solves this problem by compensating for the quality of customer ID records to create accurate customer links every time.

As a result only information that represents the same customer are presented in the customer view.

(See graphic below)

This results in reliable and consistent customer information searches and you always get the right information.



06_ Implementing a Single Customer View

Mastersoft can help you move through the steps in building an SCV information foundation:



Understand the Business Context

You need clear business and technical requirements for your SCV.

- ✓ Base the SCV on a clear set of business drivers: purpose, information required, source systems involved, other related factors.

Understand your Customer Data

An SCV is as good as the quality of the underlying data, so an early assessment of the data is essential.

- ✓ Identify where the data you need is held, inconsistencies and gaps, and how they impact your SCV strategy. Develop the data remediation plan.

Understand your Customer Relationships

You need to define the types of relationships you need for your SCV: Same Person, Members of the Same Family, or others.

- ✓ Develop the matching strategies to identify the records that represent the same customer, family, household, or other relationships of interest.

Implement the SCV Rules and Messages

These include the rules that define the information to be linked for each customer, the link criteria and the messages that deliver the customer information to the right place at the right time.

Govern your Information Assets

The integrity of your SCV needs protection

- ✓ Manage information as a corporate asset and ensure the corporation, through the governance process, determines rights of access and use.

Repeat

Follow these steps to extend the SCV platform to meet new business needs. Each investment in the SCV can be measured against the additional benefits accrued.

07 _ Mastersoft's Approach

You may not need to implement every step at once but you need to know what they are and how they fit into your SCV journey.

Mastersoft provides best practice advice and guidance for the development of SCV solutions to ensure that each phase provides business payback.

Our **Harmony Suite** provides a complete data quality solution for implementing SCV solutions in complex business environments. Learn more [here](#).

Our **Information Governance Framework** provides the guiding principles and methods for managing your information assets. Learn more [here](#).

Contact us

Mastersoft develops software and solutions for managing the quality of customer master data: who they are, their contact details and the relationships they have with you, your customers and other business entities.

Want to know how
Mastersoft can help
your business?

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