



CUSTOMER DATA MANAGEMENT

How Do You Market To Your Customers If You Don't Understand Who They Are?

What would you do if you knew the preferences, activities, and history of every customer across your enterprise?

Customers are in control. Customers decide why, when and how to interact with your brand. To make the right impression at every interaction with your customers, your data-driven marketing strategy must be based on a clear view of each one of your customers, leveraging complete, integrated records of what they like and how they have interacted with your brand.

Understanding your customers seems simple, but it can be difficult to maintain an accurate and timely view of individual customers. Customers may have multiple accounts across various business units. They might have done business with you under more than one name, be listed under multiple addresses or in multiple demographic categories.

When a customer's information is distributed across a range of online and offline systems, applications and other data sources, customer data management becomes more difficult. Marketing campaigns become less effective. Customer satisfaction and loyalty decrease as retention efforts get tangled in data confusion and redundancy.

How can marketers work through these challenges? How can you efficiently integrate and distinguish identities and behaviors across multiple and disparate systems? Customer Data Management within the Teradata Integrated Marketing Cloud provides an easy-to-use tool to enable your data-driven marketing strategies by resolving customer data. It ensures that your marketing campaigns are relevant and timely, speak to your customers' needs, and drive business.

COMPLETE AND INTEGRATED CUSTOMER RECORDS

Teradata Customer Data Management can clean, arrange, de-duplicate, load, track and synchronize customer data across multiple systems throughout your enterprise. It can also manage other critical types of data related or linked to customer interaction, such as a service, product, supplier, account, or business—providing a true 360-degree view of your customer.

The Teradata Customer Data Management application enables you to create and maintain an accurate, consistent view of your customer and customer-related reference data, accessible by your entire organization for use in decision-making. Built on a model-driven, service-oriented architecture, Customer Data Management enables you to manage customer data via web-based user interfaces. High speed data matching and standardization technology ensure that customer data is accurate and consolidated.

ENGAGING THE RIGHT CUSTOMER IN THE RIGHT CHANNEL EVERY TIME

Campaign Management, part of the Teradata Integrated Marketing Cloud, can be used to design customer interactions, select targeted customer populations, analyze and predict customer behavior, execute real-time interactions across multiple channels, and visualize campaign results. With Customer Data Management running in tandem with Campaign Management, marketers can have confidence in the integrity of their customer data for driving these initiatives.

Together these tools blend offline customer information with inbound real-time data from call centers, websites, social communities and more, establishing a relevant and meaningful dialogue that reinforces your brand in the channels your customer chooses. By developing a single view of the customer and analyzing data from their interactions, marketers can operationalize insights to drive sales, reduce costs and deliver a consistent customer experience—this is data-driven marketing in action.

Campaign Management, aided by Customer Data Management's capabilities, drives revenues by enabling customer interaction designs with structured retention and loyalty strategies. Benefits include increased campaign volume and velocity and enhanced, real-time interactions across multiple channels. Customers using Campaign Management have boosted customer profitability by as much as 50%.

DEMYSTIFYING BIG DATA

With the onslaught of data sources and related data volumes, a solution is needed to manage the underlying data relationships. Teradata Customer Data Management enables you to take full advantage of big data analytics.

Within the Teradata Customer Data Management solution, there are specific functions that enable your data-driven marketing initiatives.

Advanced Hierarchy Management Services—Using a range of built-in business rules, marketers can arrange and group customer records based on similar activities or purchase histories. A rich, intuitive interface allows users to navigate and maintain these customer relationships for targeted messaging campaigns and other marketing activities.

Data Model & Model Integration—With Customer Data Management, users can also import any customer data model from multiple database schemas to further tailor the system to their requirements.

Pre-Built Workflows—Included workflows enable data stewards to perform numerous customer-centric data management tasks such as create customers, modify customers, delete customers, and so on, ensuring the continued integrity of customer databases.

Business Rules—A powerful business rules engine uses pre-existing or custom rules to describe customer data relationships, de-dupe master customer records, and identify orphaned customer data.

Data Quality Services—This tool provides advanced cleansing, aggregation, matching, and duplicate resolution of customer records from automated, easy-to-use features, saving you time and effort.

RESOLVING CUSTOMER DATA CONFLICTS

Teradata Customer Data Management resolves duplicate and conflicting customer records with simple, automated processes. Using Teradata's proven logical data model, Customer Data Management enables end-to-end data management to deliver a complete picture of every customer.

Combining Customer Data Management with Campaign Management will allow you to see your customers more clearly than ever before. These tools enable integrated blending of offline customer data with inbound real-time data from call centers, websites, social communities and more, establishing a relevant and meaningful dialogue that reinforces your brand in the channels your customer chooses. Drawing key insights to inform a data-driven marketing strategy produces stronger, more successful customer interactions and increased revenues.

For more information about Teradata's integrated marketing applications and how they can be used as part of your data-driven marketing strategy, please visit Teradata.com.



Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organizations collect, integrate, and analyze all of their data so they can know more about their customers and business and do more of what's really important. With 10,000+ professionals in 77 countries, Teradata serves more than 2,500 customers, including the top companies across all major industries: consumer goods, financial services, healthcare, automotive, communications, travel, hospitality, and more. An ethical and future-focused company, Teradata is recognized by the business media and industry analysts for technological excellence, sustainability, and business value. Visit teradata.com for details.

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