

# Elevate Your Customer Experience WITH MDO CUSTOMER ONE

At the risk of sounding cliché, we can't ignore the fact that without customers, businesses won't survive. Building a lasting customer relationship starts by getting to know them and understanding their behavior. Hence, it's imperative to have a comprehensive and updated customer data repository.

Companies may have a mechanism to collect and store customer data. However, it's not that straightforward when you're dealing with multiple sources. With no automation and governance in place, some (or even all) aspects of data merging and quality checks have to be done manually. This becomes cumbersome and unsustainable in the long run, diverting resources away from the core work of marketing and engagement.

MDO Customer One has all the capabilities to manage your customer data and address issues of customer engagement and retention, as well as facilitating collaboration between Marketing, Sales, and Services. Most importantly, you can leverage this data to establish your brand presence and grow your customer base effectively guaranteeing profitability and business growth.

## Challenges in Managing Customer Data



### ■ Achieving a complete and accurate view of customer data

Hard to consolidate, cleanse, and de-duplicate data is extracted from multiple sources



### ■ Onboarding of customer data triggered by events and data acquisition

Made more complicated with subsequent data changes (e.g., change of last name and address) and cascading the updates to different systems.



### ■ Compliance and privacy requirements

No options for customers to grant consent/ decline of privacy information, not able to mask sensitive data — risk of losing customer trust



### ■ Adoption of governance and management of change

Due to system complexity and rigidity in enforcing governance, it's hard to get people to take up ownership of customer data and manage changes.

## MDO Customer One — Achieve a complete 360° view of customer data

Via MDO Customer One, you can consolidate customer data from different systems, as well as applying data quality and governance to achieve the 'Golden Record' state of data. This allows you to correctly segment customers and tailor marketing campaigns according to the customer journey.

With pre-configured dashboards and analytics, you can track customer-related KPIs and drill down to the lowest detail to get to the bottom of an issue.

You can also tap into external systems e.g. Dun & Bradstreet to obtain risk profiles and credit ratings of your customers to mitigate external risks.

### Key Differentiators



#### A single version of truth on one platform

- A complete view of customer profiles provides insights into their behavior, demographics, as well as the sales stage they're at — crucial to formulate marketing strategies that lead to conversion.
- Data is accessible across departments. The platform provides different views according to each department using unique attributes to suit the different ways of approaching customers.



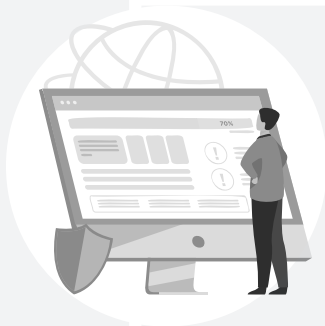
#### Flexible onboarding options

- Customer onboarding options either directly via MDO, or from other systems that make use of validation steps ensure seamless and uninterrupted day-to-day operations.



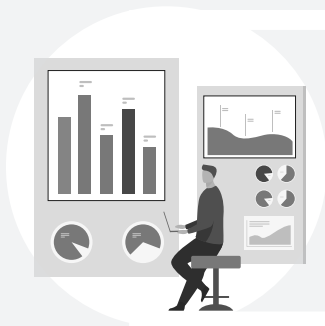
#### User-centric functionalities

- Feature-rich to facilitate users in their daily tasks — role-based screens and fields, business rule validation, and duplicate data checks, with workflows and audit logs.
- Flexibility in defining different business rules for data creation, modification, and other events.



## Data security

- Having functionalities like audit trails, masking of sensitive data, and end-to-end master data disposal.
- Ensure customer data privacy and protection, in compliance with GDPR.



## Out-of-the-box integration with SAP

- Automatic translation and mapping of CRM data into SAP.

## Benefits to Your Organization



### Brand recognition

- Leverage your customer data to do email marketing or social media outreach to promote new products and special offers, or even share company news. This way you cultivate top-of-mind awareness which can enhance lead generation up to closing sales.



### Customer loyalty

- Complete data enables accurate customer segmentation to identify repeat customers and tailor special promotions and messaging for them. This builds trust and loyalty to keep them coming back, hence increasing sales.



### Revenue increase

- With the right marketing strategy targeting the right audience, you're set to attract more customers, retain existing ones, and augment sales, hence boosting your revenue.



### Foundation for data culture

- Establish data ownership and governance on a platform that's accessible by different departments, encouraging coordinated efforts in customer engagement.
- Inculcate data culture where people fully utilize data to execute daily tasks, collaborate, and make decisions.

