

Customer 360 Unified Customer Insights



At a glance

There are many benefits to having a complete and holistic view of your customer data. Better customer segmentation for more targeted marketing, better understanding of customer preferences for upselling and cross-selling, better insights for 'next action' recommendations, and deeper insights in your customer categorisation are just a few of the benefits.

However, most organizations have customer data scattered across different applications and databases as well as in Excel spreadsheets. Getting a complete view of the customer – 'single view of customer' or 'customer 360' – from all of these different sources can be challenging and often results in manual process of data extracts and rolled up spreadsheets.

The Denodo Platform can simplify the process of accessing your customer data from your different sources – applications such as Salesforce, different types of databases, and Excel spreadsheets – to provide a complete view of the customer and their interactions with your organization. This 'customer 360' data can then unlock the true value of your customer data, from better, uniform engagements to advanced analytical insights for churn analysis, propensity to buy, next action recommendations, and so on.

Key Challenges



Siloed Data. Not only is customer data fragmented, but the different bits are typically stored in their own systems – email, loyalty programs, digital engagements, on-site, etc. – and these systems don't talk to one another.



Multiple Identifiers. Customers engage across multiple channels, online and offline, resulting in a different identifier each time. Without a common key to link these interactions, it's impossible to be sure that they all apply to the same person.

SOLUTION Customer 360

PRODUCT OVERVIEW

The Denodo Platform is the industry's only data integration and management platform that offers all the capabilities necessary to build a logical data fabric. Powered by data virtualization, it provides a common semantics layer to expose data more quickly to business, a dynamic data catalog for semantic search and enterprise-wide data governance, industry leading query acceleration supported by machine learning, automated infrastructure management for multi-cloud and hybrid-cloud scenarios, and embedded data preparation capabilities for self-service analytics, faster time-to-insight, better privacy and compliance, greater automation of data management processes, and avoiding vendor lock-in.



Speed Inhibitors. Speed is a challenge in multiple areas. Traditional Customer MDM solutions can take years to implement and cost millions of dollars.



One-off integrations. Lack of an automated integrated framework and the one-off point-to-point integrations connecting all the different customer data sources lead to rigidity, high costs, and a slow time-to-market.

Denodo Professional for Midsize Businesses

Getting started with a Customer 360 view of your data has never been easier! The Denodo Professional subscription is available on the AWS Cloud Marketplace and provides a proven, fast approach to integrating your customer data. Built on the enterprise-class Denodo Platform engine, it allows you to quickly and easily connect to your customer data and create the consolidated view of the data using a no code environment with easy-to-use drag-and-drop and point-and-click tools. No more point-to-point connections or custom integrations.

The integrated customer data can be easily exposed for use by any reporting tool or downstream application via standards-based protocols and formats, such as JDBC, ODBC, and REST and OData APIs. This means that the users of the Customer 360 data can access the data and derive insights using their existing tools, such as Tableau or Power BI – or you can even load the data into an Excel spreadsheet if you're determined to use pivot tables and Excel macros.

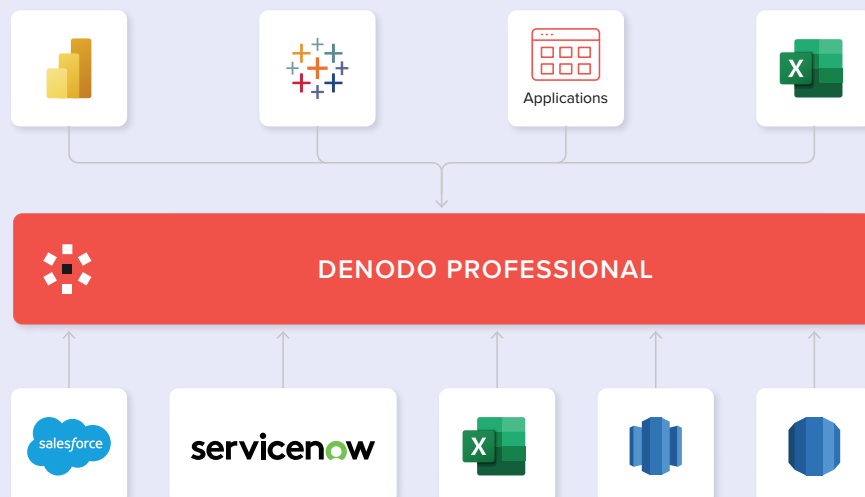
Denodo Professional comes with out-of-the-box connectors to all AWS-based data sources in addition to SaaS applications such as Salesforce, Microsoft Dynamics 365, Service Now, etc. The no-code development environment allows you to quickly and easily connect to your data sources and applications, define how the customer data needs to be combined, and expose the integrated, curated data to your users.

As Denodo Professional is an AWS Marketplace subscription, it is available with hourly (pay-as-you-go) and annual subscriptions. The hourly subscription means that you only pay for Denodo Professional when you use it. The annual subscription gives you cost predictability if you need to have customer data available all of the time.

Solution Reference Architecture

Denodo Professional provides a single integrated view of customer data from distributed sources in real-time or near real-time regardless of the type or location of the data or whether it is structured, semi-structured or unstructured.

The data layer becomes the single point of access providing agile reporting and analytical capabilities. In addition, security policies can be defined within the Denodo Professional data layer to ensure that data is secured and governed and that organizations can comply with data privacy regulations, such as GDPR, CCPA, and – more recently – Quebec's Bill 64.



Business Benefits



SPEED

Denodo Professional is up to 80% faster integrating data from different sources compared to traditional data integration methods. This allows your organization to make key decisions at the moment you need and not have to wait for weeks from the report from IT. As an IT department, you get freed up to do the work that really matters, not being busy combining data for reports.



FLEXIBILITY

Integrate data across hybrid Cloud data sources, SaaS applications, Excel files, and more without replicating or moving data. Denodo Professional abstracts and hides the complexity of modern data ecosystems from the users by making all of the connected data appear like a single database to the users.



SCALE

Build a robust single view of the customer data for multiple use cases; marketing campaign segmentation, unified multichannel customer experience, better cross-sell and upsell opportunities, etc.



SECURED AND GOVERNED

Although the customer data is more available throughout the organization, the Denodo Professional security policies ensure that any sensitive data is secured and that you comply with privacy regulations, such as GDPR and CCPA.

Business Value

A Spanish telecommunications company used the Denodo Platform to provide an integrated view of customer data to customer service agents in their contact centers. This Customer 360 view integrated data from the CRM system, the billing system, the contact center system, and other sources to provide a complete view of the customer.

Having all of the customer data readily available when handling inquiries from customers, resulted in a 'first call resolution' (FCR) rate of over 90% as the customer service agents had the information to assist the customer immediately rather than having to transfer them to other agents or departments. The Customer 360 data also enabled a 10% reduction in the average handle time (AHT) for the agents (i.e., the amount of time that each inquiry took, including time on the phone with the customer and any follow up tasks required). The data availability also reduced back office follow up tasks by 50%. This resulted in a cost saving of €10M per year for the company.

Additionally, the customer satisfaction rating for the company jumped up to 95%.

Next Steps

Contact us to discuss your challenges and how we can deliver a solution using Denodo Professional.

Watch a short video as we demonstrate how easy it is to create a 360° view of your customer data, connecting to Salesforce, Service Now, and data in an Excel spreadsheet.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.