AllSight

The Role of Customer Intelligence Management in Data-Driven Organizations

A new era of Customer 360

Over the past decade or more, Master Data Management (MDM) has been used to provide a single view of customer data. A new era of customer intelligence is among us due to an emerging set requirements and technologies. Big (unstructured and semi-structured) data and analytical use cases are driving customer experience initiatives (personalization, target marketing, omni-channel consistency). Intelligent customer data is needed to ensure every line of business makes decisions based on trusted, complete insights.

Sales	Marketing	Customer Service
• Enable multi-channel selling	• Micro-segmentation and targeting	• Reduce customer churn
• Optimize cross-sell & up-sell	• Optimize the customer journey	• Increase customer loyalty
• Maintain a prospect hub	• Match anonymous web visitors to customers	• Analyze customer survey & feedback
• Improve customer data in CRM		

Customer Intelligence Management

Customer Intelligence Management (CIM) takes a modern approach to customer data. It provides an intelligent Customer 360 that goes beyond a single view. By introducing Customer Intelligence Management into an overall customer solution, MDM becomes the trusted source for an expanded Customer 360 that is comprised of not only core master data, but also relevant unstructured data extracted from text, images, web chats and other internal and external sources. Also, rather than having all users focused on a single view, Customer Intelligence Management serves up customized perspectives for different users based on confidence levels and their specific requirements. For example, marketing may want broad customer segments to develop marketing campaigns, whereas finance needs very detailed matching for visibility on individual customers.

How it works

AllSight Customer Intelligence Management (CIM) goes beyond MDM to synthesize fragmented (structured and unstructured) data that otherwise might be ignored. AllSight derives non-obvious insights which customer-centric organizations use to create a personalized, timely, and relevant experience during every interaction.

www.allsight.com | @allsight
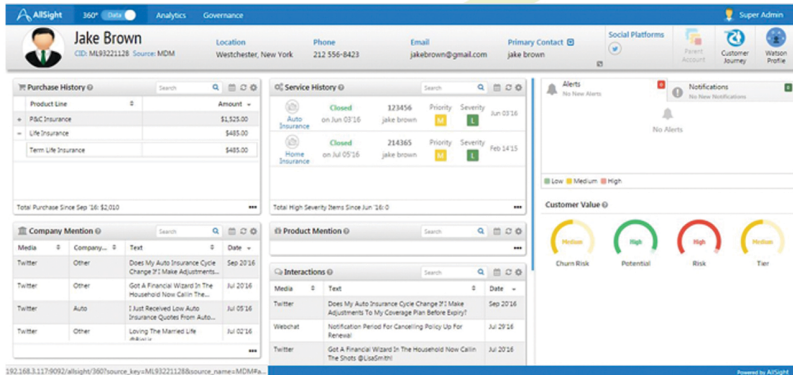
Operational Dashboard

Deliver perspectives that drives action for each department in the organization. Tailored views and self-service access to data such as account history and web chats for customer service and competitive mentions for marketing.
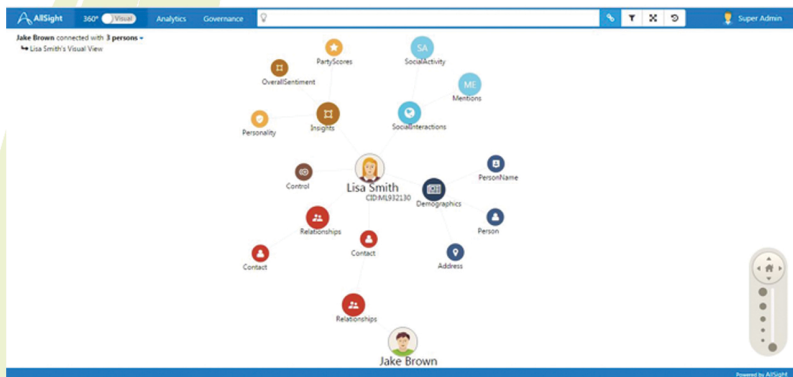
Graph Visualization

Traverse and connect customers to each other using Graph. Empower marketing and data analysts to explore and examine who individual customers are connected to, how they are connected, and identify drivers for customer behavior.

Customer Spotlight: Dell

Dell built an intelligent Customer 360 (C360) that provides an omni-channel view of the customer built from transactional data (orders, quotes, incidents, assets, entitlements) and interactions. Each sales rep has access to a visual representation of the customer, through the web or mobile app, without having to swivel between systems. Dashboards are integrated directly into internal sales and CRM applications (Salesforce). Sellers leverage the information for scalable, data-driven, personalized interactions with customers.

With AllSight Customer Intelligence Management, Dell is able to provide sellers real-time access to the most relevant customer and account information. AllSight synthesizes all customer data from all sources – social media, transactional systems, and Dell's MDM solution. The system then provides a consolidated view which is directly integrated into existing applications. Intelligent customer attributes are inferred – such as sentiment, relationships, or indicators of churn - to complete the Customer 360.