

What is a Customer 360° View and Why Do you Need It?



A Customer 360° Data Strategy is a holistic set of customer data and contextual information that is aggregated and analyzed to understand what is important to your customers and applies those insights to deliver engaging customer experiences.

Why do you need it? Customers expect a seamless, unified and personalized experience. Therefore, you need to understand what your customers value by segment, what their minimum expectations are, and how to allocate resources to the capabilities most important to your customers. This task has become more difficult with the proliferation of channels and customer touchpoints along with Commercial Intelligence and Voice of the Customer data. The insights created from building and analyzing this

holistic data set has multiple, valuable, use cases. In addition to the obvious Customer Satisfaction this effort can also enable objectives for Marketing, R&D / New Product Development, Sales Management and other uses.

Key Questions, Actions and Capabilities

- Do you know how to efficiently gather and organize all the useful customer-related information? Is the data acquisition and analysis automated to the extent possible?
- Do your customers ever have to tell their Sales Representative or Customer Service about an issue they have already told someone else about in your company thus frustrating them by being asked to repeat themselves?
- Is your Sales team equipped with the visibility and knowledge of all customer interactions and insights that are required to effectively sell to, retain, grow and support their accounts?
- Do you understand your customers sufficiently to know how to best meet their needs with relevant, personalized and contextual customer experiences?
- Does this knowledge translate into predictive capabilities? The ability to learn and predict customer responses to company actions can help increase new customer acquisitions, customer share and customer retention.
- Do you understand your customers and potential customers well enough to effectively target your Marketing efforts?
- Has your Sales team ever worked hard to acquire a new customer just to have things start off poorly because of issues with customer onboarding?

- Has your company ever wasted money and frustrated your customers with Marketing efforts to customers while they are waiting for a critical Customer Case to be resolved or waiting for products that are late and on backorder?
- Can you engage customers in a one-on-one manner at scale efficiently?
- Do you understand your customers well enough to know when a quote / offer is rejected whether you should “walk-away” versus provide a “next best offer”?
- Can you synthesize data from Commercial Intelligence (customer, market, consumer, etc.) and Voice of the Customer (VOC) efforts into your Customer 360° data set in a holistic, actionable manner?
- Does your company capture and share valuable customer feedback related to your products that provides actionable insights for your new product development and innovation processes?
- Can you utilize this information to effectively:
 - **Target your Marketing Efforts:** white space analysis, recommendation models, campaigns, up-sell, cross-sell, next best offer / actions, etc.?
 - **Customer Retention:** Customer churn modeling, prediction and reduction. Sentiment analysis, CX metrics (are you easy-to-do business with), customer scorecards
 - **Building a Proactive Customer Experience:** personalizing the CX, onboarding customers, case management and SLA's, issue avoidance, complaint management.
 - **Product and Service Management:** gaining insights from your customers are utilized in new product development and innovation processes, customer segmentation and more.

Services Offered

- Lead and / or facilitate the development of your Customer 360° Strategy and Implementation
 - This can include both the CX / business process components and the IT / Data components (or just one of them)
- Determine how your CX and Go-to-Market strategy can (or if it should be) improved with more comprehensive and insightful customer knowledge?
- Ensure you are fully leveraging your current customer data and related insights
- Perform a gap analysis
- Develop your Customer 360° roadmap
- Execute on quick wins and implement the roadmap

Experience and Qualifications

- Worked on and led the creation of a Customer 360° strategy and implementation at four global corporations and several clients while consulting
- This includes building Customer 360° capabilities in organizations that already have mature CX processes as a “stand-alone” project and as part of a broader CX Transformation Program
- Experience includes roles while working in Customer Experience, Customer Satisfaction / Quality and as an Information Technology / Digital leader