Resulticks

The Resulticks Omnichannel
Readiness Bootcamp

360-DEGREE
CUSTOMER VIEW:
A PRIMER

Introduction

It's official. The age of omnichannel customer engagement has arrived.

The concept of the strictly online or offline customer is fading fast. Consider, **four out of five customers** now conduct research both online and offline before purchase, foreshadowing the growing complexity of the customer journey from awareness to engagement to conversion.

As customers share their information with brands across a growing number of devices and platforms, they in turn expect to receive their communication from the brand on their preferred channel at their preferred time. Accustomed to the experiences that companies like Google provide, they expect nothing less from others.

To deliver successful omnichannel experiences that live up to such high expectations, brands must not only recognize their customers, they must know and respond to their ever-evolving needs, inclinations, sentiments, and more.

What brands need, then, is a 360-degree view of their diverse customers, built from the wealth of data available from all relevant sources and channels. They must also map and unify the multiple digital identities of every customer into one single, comprehensive, and constantly enriched view. The ability to do this is key to impactful omnichannel engagement, precise audience targeting, effective measurement. and attribution.

But again, what exactly does a 360-degree customer view entail?

Build your 360-degree customer data strategy

The road to a 360-degree customer view differs for every brand. It's not just about separating known from unknown audiences nor identifying customers across touchpoints. The knowledge each brand has of its customers varies in accuracy and complexity, so it's critical to map out a customer data strategy that fits the brand's current capabilities and aligns with its long-term business objectives

Brands should first define its target customer profile characteristics, the types of user journeys they want to deliver, and the specific—and very importantly, realistic—business outcomes they want to achieve. A word of caution. Brands may feel frustrated early on by what seem like subpar returns on their investments. Just know that building a valuable 360-degree customer view takes time and patience.

To create an achievable plan, brands should assess existing data sources. What kinds of data and insights are already being harnessed?

What else is relevant and available and from where? Quite often, brands are hobbled by both data and system silos. It's crucial to determine how to integrate existing data sources and introduce new ones. Which external data sources should be leveraged, and what solutions does their integration require?

Answering these questions will help the brand develop its customer data plan, the first critical step towards the achievement of a 360-degree customer view.

Establish a unified data foundation

To remedy fragmented profiles, brands should first establish a unified customer data foundation. Too often, a brand's **various channels and data sources** reside in siloed functions, and customer interactions often happen in isolation from each other, resulting in disjointed user journeys and a fractured view of the customer.

Customer data is typically captured at different touchpoints and stored in various internal data sources (e.g., eCommerce, analytics, CRM, and social). The data attributes (e.g., device fingerprinting, email ID, and social profile) function as identifiers that point to an individual,

And the more attributes are linked together and mapped out, the more likely they will enable the brand to identify the individual they fit.
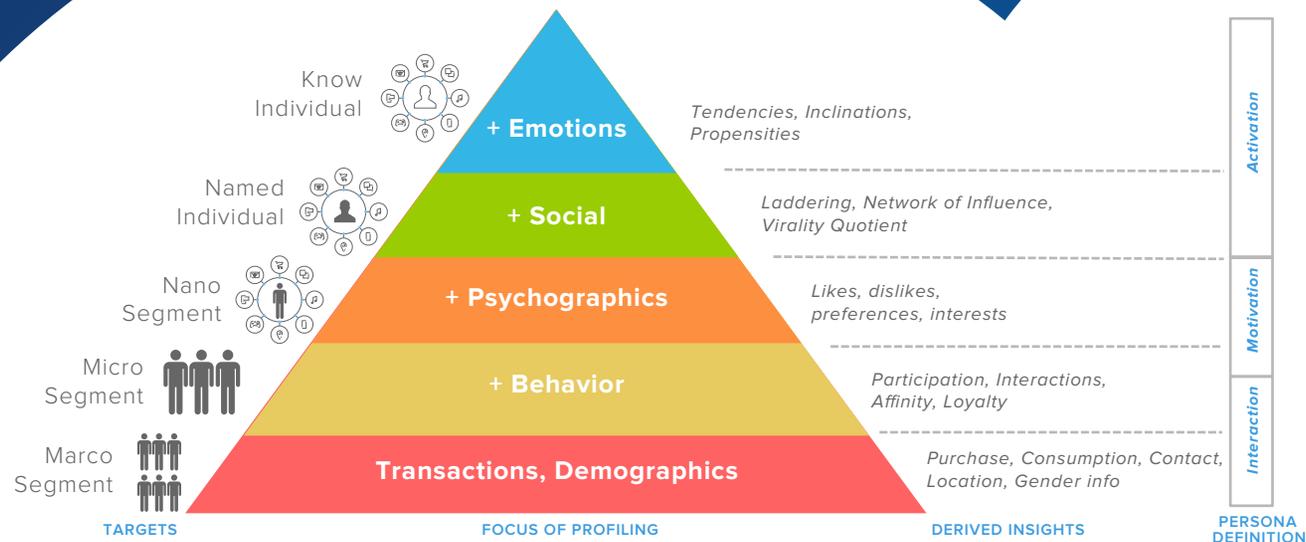
To consolidate all its data—including first-, second-, or third-party; structured and unstructured; and batch/streaming—the brand needs to implement data connectors to integrate all existing and emerging data sources into one centralized database, or customer information hub. It then can constantly enrich that data through real-time synchronization with all of its integrated sources.

Of course, simply consolidating all existing data will not yield the much sought-after comprehensive customer view. But, accurately tagged and unified, such data will serve as the basis of continuous profile augmentation in the future.

What does a 360-degree customer profile look like?

While we cannot define a 360-degree customer profile in advance, it ideally should offer a detailed understanding of the individual. The data needed includes demographic, transactional and product, behavioural, psychographic, CRM, social, and emotional.

With a sufficiently complete profile, the brand should be able to derive implicit insights through the application of AI and machine learning, for example, customers' evolving interests, sentiments towards past and ongoing campaigns, and actionable insights on their ongoing user journey.

| TARGETS	FOCUS OF PROFILING	DERIVED INSIGHTS	PERSONA DEFINITION
Know Individual	+ Emotions	Tendencies, Inclinations, Propensities	Activation
Named Individual	+ Social	Laddering, Network of Influence, Virality Quotient	
Nano Segment	+ Psychographics	Likes, dislikes, preferences, interests	Motivation
Micro Segment	+ Behavior	Participation, Interactions, Affinity, Loyalty	Interaction
Marco Segment	Transactions, Demographics	Purchase, Consumption, Contact, Location, Gender info	

Establishing 360-degree views through identification and augmentation

With a consolidated data foundation in place, the brand can start harnessing new customer data from interactions across touchpoints and campaigns. Of course, a customer view has relatively little value if it cannot be augmented with new attributes. This underscores the importance of having a customer data platform (CDP) or ensuring that the brand's marketing solution can provide capabilities similar to those of a CDP.

The CDP, or its equivalent, should be able to accommodate the scale and granularity of data today, and more importantly, it must link all relevant customer data to unified, individual profiles. Once an individual visitor is detected, the solution will assess whether their data matches that of an existing profile in the database. This can be done through different identification algorithms, which function as a matching engine to determine whether
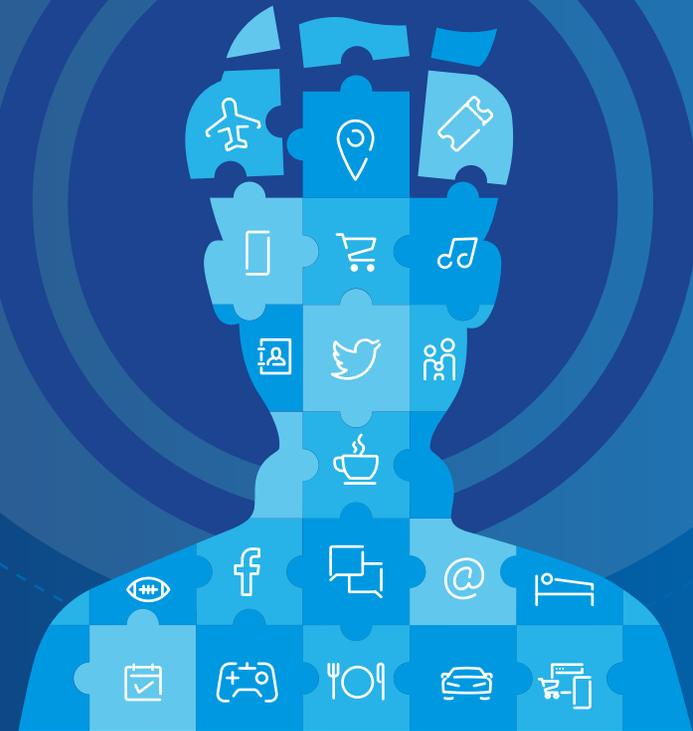
1. The individual matches an existing customer profile, which will be updated with the new attributes captured during this interaction.
2. The individual is a first-time visitor, and their data will be imported into the database as a new profile.

The 360-degree customer view, achieved over time, will be the source of advanced segmentation, detailed campaign reports, actionable marketing analytics, and attribution insights that pinpoint the touchpoint and value of interactions at the individua level.

Balance insight and security

As brands develop 360-degree customer views, they must ensure compliance with all security and privacy regulations. Recent policies such as the GDPR have greatly intensified the regulatory compliance standards surrounding customer data, threatening offenders with severe legal and reputational consequences for the brand.

For brands intent on improving their data-driven customer engagement efforts, it is more critical than ever to adopt solutions already in compliance with all relevant regulations. Rigorous data encryption and obfuscation can also offer a significant boost in data security.

Brands in highly regulated industries can also consider marketing solutions with a hybrid deployment option. Hybrid deployment hosts the brand's personally identifiable information (PII) data on premises while processing all other data on the cloud. This empowers the brand to combine the velocity of the cloud while preventing potential attacks on, and unwanted access to, critical customer data.

10 tips to create a 360-degree customer view

1

Set specific but realistic goals. A 360-degree customer view takes time, money, technology, and strategy. Set a reasonable timeline compatible with your general business objectives. Identity the specific business scenarios and challenges to address.

2

Assess where you are. Get an in-depth view of attributes and data sources at your disposal. Identify existing silos and ineffective processes that should be overcome.

3

Evaluate the completeness of your current customer profile. Identify what new data must be captured (e.g., first/second/third-party and structured/unstructured) as well as the data volume and capture frequency required.

4

Clean up data integrity issues that require standardization. Eliminate duplicate, redundant, and/or erroneous data across the organization.

5

Budget for data consolidation. Build, or adopt, mechanisms to consolidate data into one central hub as a one-time or ongoing activity.

6

Check your technology readiness. Can your current infrastructure sufficiently handle real-time data? Consider your options: big data platforms, SQL vs. NoSQL databases, or integration solutions. Make sure to implement analytics tools to get full value.

7

Plan strategic campaigns and user journeys to gather more relevant customer data. Leverage the most appropriate marketing solution to harness insights and optimize performance. Monitor constantly to ensure existing solutions can deliver on required customer engagement needs.

8

Isolate the data and attributes that can best drive, or have driven, measurable results. Build new audience segments and marketing campaigns around them.

9

Leverage data to share business insights as well as sales and data monetization opportunities across your organization.

10

Introduce solutions, processes, and talents to ensure rigorous regulatory compliance at all levels.

About Resulticks

Built from the ground up by marketers for marketers, Resulticks is a real-time conversation cloud enabled by the world's first marketing data blockchain. With its big data-driven, AI-powered, omnichannel approach, Resulticks is changing the marketing automation landscape worldwide. Resulticks' global presence includes the United States, India, Australia, and APAC.

For more information, visit

1 800 504 8402   marketing@resulticks.com   www.resulticks.com