

# Transform raw customer data into a 360° view

## Open up a new level of insight

If you are treating all your customers the same or targeting the wrong people with irrelevant offers, your campaign results and your reputation can suffer – as well as your bottom line.

Fragmented and inaccurate data can lead to poorly targeted campaigns, low response rates, wasted resource and missed opportunities to cross sell and up sell. **Put simply, a current and accurate view of your customers is essential for long term success and growth**, and the best way to get real, usable customer insight is to create a consolidated view of your customers with data collected across all touch points.

You need to **maximise the value of every customer** throughout their whole lifecycle, so if your customer data is stored in multiple systems, inaccurate or incomplete, you can't effectively win, develop and maintain your customers.

Transactis can transform raw data into real customer understanding. Our award-winning Single Customer View solution brings together multiple data feeds and allocates a unique identifier at individual level. We take disparate data in any format, **consolidate** and **standardise** it, while at the same time **cleansing** and **verifying** every record. This means you get a new level of actionable customer insight that can drive personalised, targeted campaigns that get the responses you want.

With an **accurate, unified view of customer activity**, you can create personalised, one-to-one communications, via the right channel and at the right time – crucial for maximising the potential for response and profit.

You get **flexible delivery options** too – we can host the database or provide custom data feeds to client-hosted databases as required. Update feeds are also flexible depending on your requirements, from annual, monthly and weekly to near-real time.

### Benefits

- The ability to analyse, profile and segment customers for more effective campaign targeting
- Identify all opportunities for relevant, timely offers and get increased response rates
- Stop wasting resources by allocating spend to the most profitable activities
- Reveal in-depth customer knowledge and actionable insight
- Identify and act on cross sell and up sell opportunities
- Win, develop and maintain customers while reducing costs
- Increase customer loyalty and engagement through optimisation of every interaction with customers
- Co-ordinate marketing activity across multiple channels or business areas
- Run more campaigns and execute them faster
- Have confidence that all your data is clean, accurate and in one place

# single customer view

