

Solving the Identity Enrichment Puzzle

3-Steps to Provide an Amazing Customer Experience Every Time

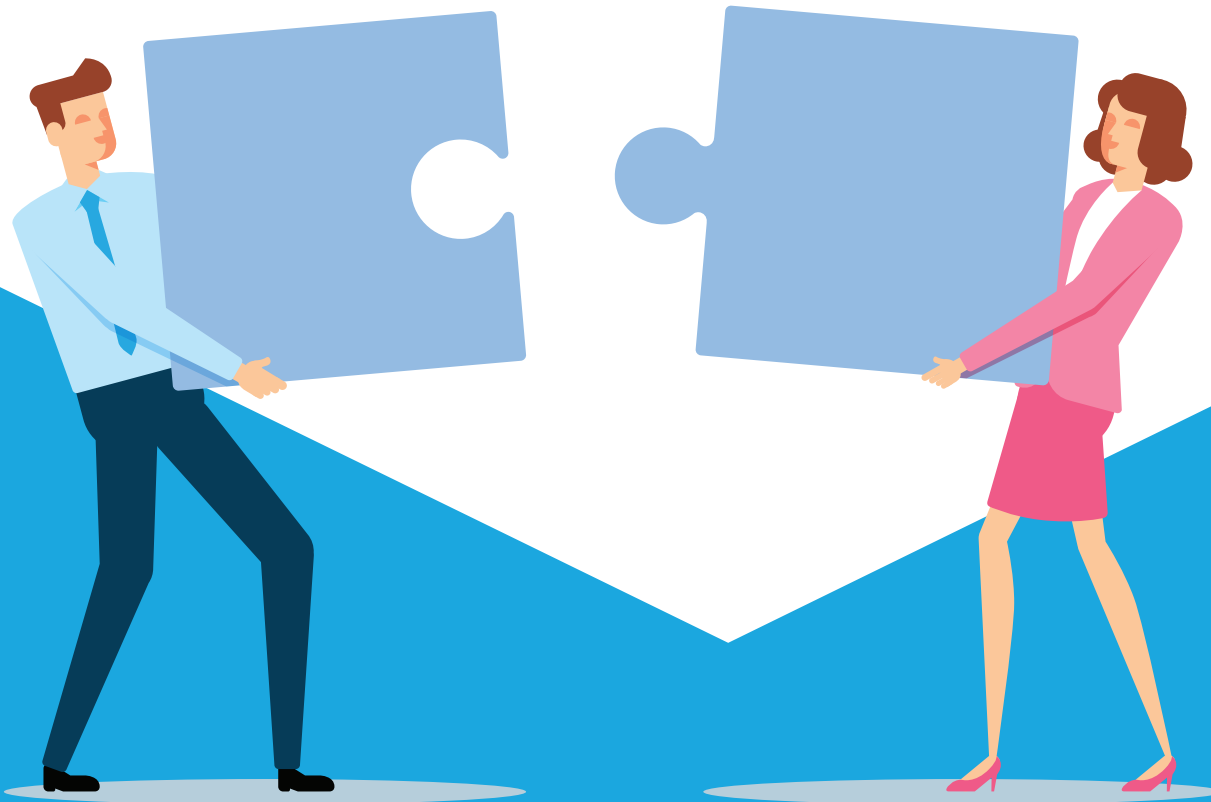


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The Customer (experience) is King

Today, the biggest factor in purchasing decisions, brand advocacy and, most importantly, customer loyalty is the customer experience. 73% of customers believe that the customer experience is an important factor in their purchasing decisions, yet 54% of U.S. consumers say that companies need to improve their customer experience (PWC, 2018).

Customer experience has usurped all other customer retention strategies and companies now realize it's king. We're not only talking customer service here. We're talking about delivering only exceptional experiences at every single customer touchpoint.

But delivering on ultra-customer centric experience requires personalization, which in turn requires companies to truly know their customers. This can be hard because all businesses have some degree of knowledge gap in their customer data.



"65%"

of U.S. customers find a positive experience with a brand to be more influential than great advertising."

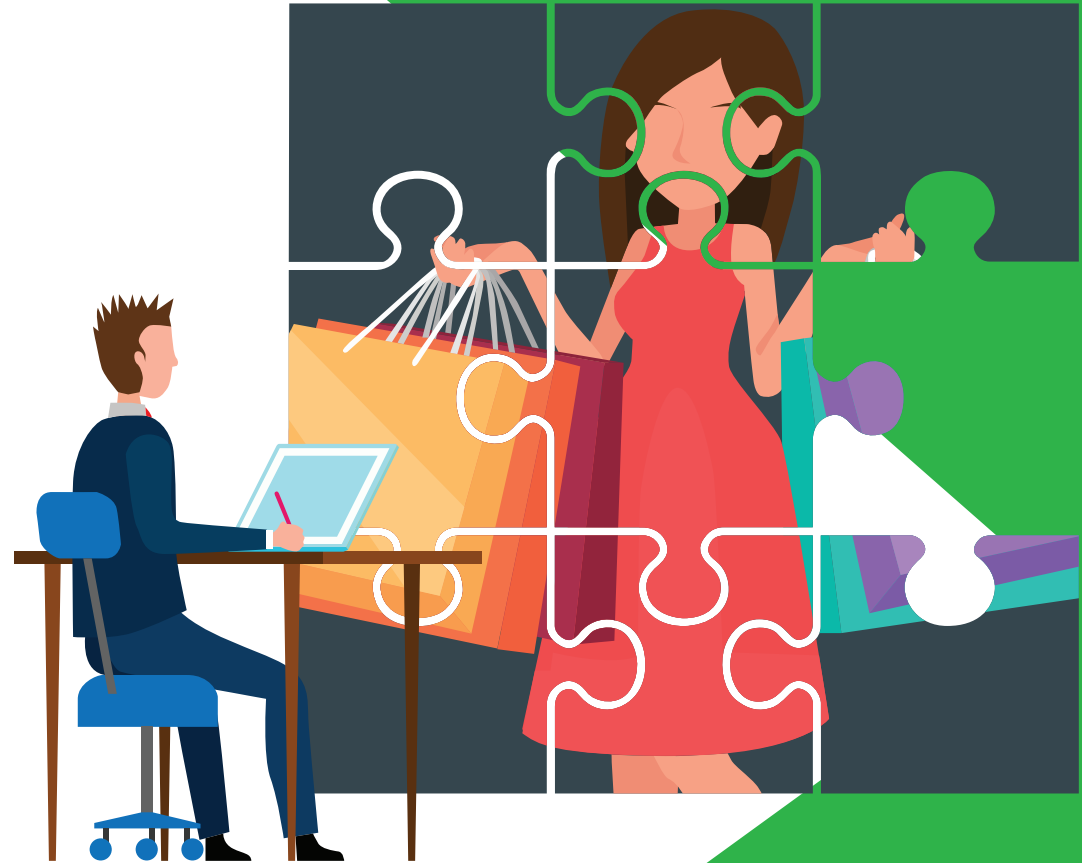
(PWC)

Eliminate the Knowledge Gap

The knowledge gap is all the missing information that prevents businesses from fully understanding their customers. These gaps in customer information lead to irrelevant messaging, roadblocks in the customer journey, and ultimately, low customer loyalty.

Think of the customer as a puzzle – the puzzle pieces are all the pieces of information that make them who they are: contact details; lifestyle information; what they're saying about your company on social media platforms; and, so much more. But if you are missing pieces of customer data you cannot complete the puzzle and deliver personalized touchpoints for a great customer experience.

So, how do you find your missing puzzle pieces and link them together to deliver an amazing customer experience? Today, let's explore Melissa's 3-step plan to connecting all the customer puzzle pieces and empowering you to always deliver amazing customer experiences.



"70%"

of customers leave a company because they believe the company does not care about them."

(Superoffice)

STEP 1 – Identify & Consolidate

The first step when solving a puzzle is collecting your puzzle pieces. For the customer puzzle, we will first focus on consolidating customer data that currently reside in your own repositories. These puzzle pieces may be spread across data silos or business units and must be consolidated to start putting your puzzle together.

Let's say for instance, you have a customer record in your system that contains a name and phone number. The department next door, however, has the same customer record but it contains only a name and email. We aim to gather all this disparate information to form a Single Customer View through deduplication.

By merging as much information about the customer together as possible we not only improve fulfillment and key business operations, but we are starting to establish a pattern of data governance. One critical advantage point to consider is at the point of entry – ensuring multiple identities are not entered for the same individual immediately upon data entry.

Key Areas for Data Capture

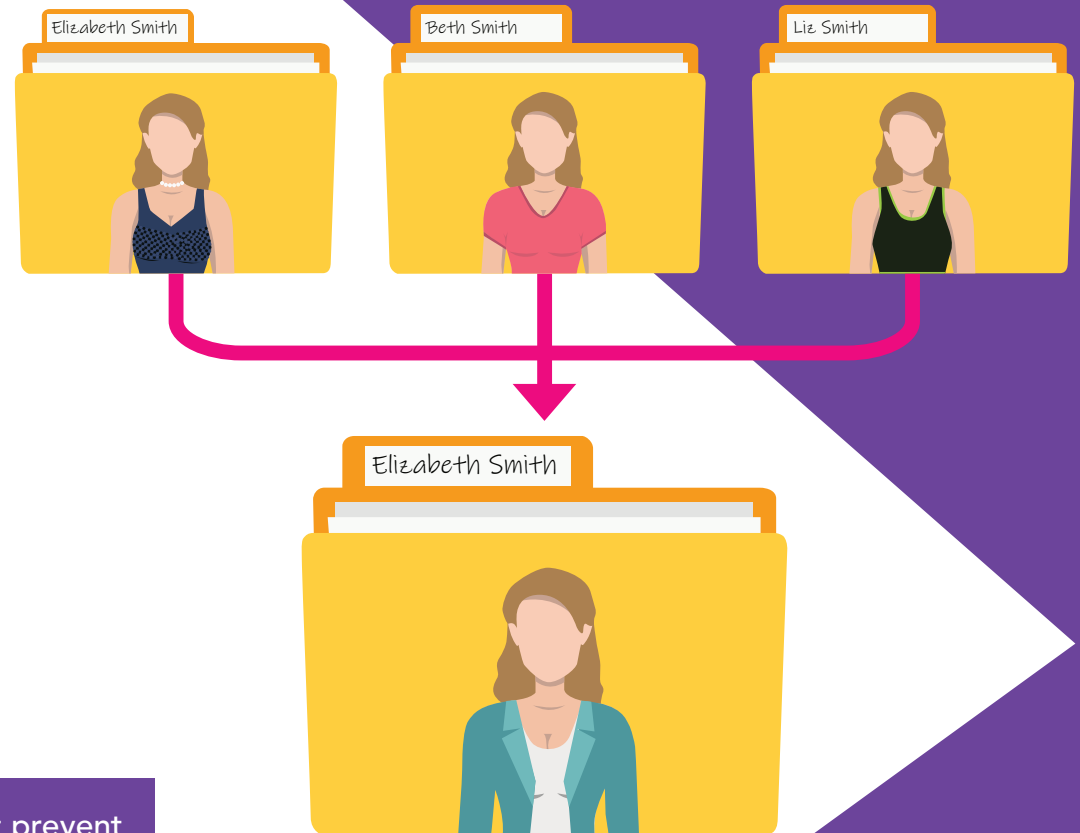
- ✓ Account Creation
- ✓ Web Forms
- ✓ Applications
- ✓ Call Centers

Single Customer View

Deduplication is a fantastic way to merge and purge customer information. Plus, Golden-record survivorship bases the surviving records off of the validity of elements instead of keeping the most recent, most frequent or most complete. Golden-record survivorship merges the highest quality records and purges the least accurate elements.

Through deduplication with Golden-record survivorship, you gain the highest quality Single Customer View by marrying all of these high-quality puzzle pieces into one record. Fuzzy-matching algorithms are also paramount in deduplication. This technique uses 20 different algorithms to detect those hard-to-find puzzle pieces that may not look like they belong to your puzzle.

By condensing all of this information into one record, we can start to see the picture form. This also helps you optimize and continuously improve data capture and governance rules. However, sometimes the data you currently have may still be incomplete. There may still be pieces lost, missing or, over time, worn out and outdated.



"52% of

marketers say data silos that prevent customer data sharing is the biggest challenge they face in achieving a truly customer-centric organization."

(Superoffice)



STEP 2 – Aggregate More Pieces

This is where third-party providers are able to update and fill in the remaining missing information. Providers have the ability to use limited information input to fill in the majority of the knowledge gap. The catch, however, is finding reliable and accurate providers that are able to append high-quality elements to your puzzle (verified, updated and complete data).

Let's first consider the customer's contact information – address, name, phone and email. Having full contact information empowers marketers, salespeople and customer experience officers to contact customers in a multitude of ways and build multi-channel campaigns and touchpoints.

These contact elements should be considered the corner pieces of your record, because they help guide other elements of your puzzle. Contact data can be utilized for identity verification, communication, marketing, fulfillment, analytics and importantly, aggregating more information.

That being said, it is of utmost importance that contact data is verified, accurate and up-to-date, otherwise, your valuable efforts may be lost on customers whose lifestyles may have changed since the last contact and the knowledge gap will still remain.

"51% of

marketers say enriching contact data quality is their most significant barrier to achieving email marketing success."

(Ascend2)

Enrich Records

Now that you have the customer's name, address, phone and email, it's time to enrich our puzzle with the core pieces. Demographics, business firmographics, psychographics, property information, the list goes on – all of these elements start to fill in the core of the customer puzzle.

This added information helps to understand what drives a customer's intention, current preferences and future purchasing needs. It adds depth to your customer understanding and the knowledge gap begins to disappear.

"88%"

of marketers surveyed by Forbes use data obtained by third parties to enhance their understanding of each customer."

(Forbes)



STEP 3 - Link Across Channels

Now that we have as many puzzle pieces as possible, it's time to start putting our puzzle together. We can now link the customer's habits across channels to understand their behavioral habits, purchasing patterns, what they're saying about your company and much more.

Contemporary research from Google shows that consumers primarily conduct their shopping research (75% of the time) through other mediums, namely mobile device before making a purchase. The real problem that many companies face is cross-device tracking, but email can solve this problem (to a degree) because many people stay signed into an account when using multiple devices.

One of the most important pieces to your puzzle is the email address. It's the highest recommended central identifier because it is not only the most static piece of contact information for most people, it's also the single most used contact element to sign up for subscriptions, accounts, placing orders online and more.

"Understanding customer interactions across all touchpoints is the **#1** challenge for marketers."
(Forbes)



Corner Piece becomes Central Identifier

Today, email is so prevalent in every aspect of our Internet lives that it has been described as our passport to the Internet. From logging into social media, making online purchases, to even gaming in our free time, our email address is attached to much of our lifestyle and preferences. Using a hashed email allows you to track every logged-in action a customer takes on whichever device it is being used.

Hashed emails are an effective way to both know your customer better while protecting their privacy. Essentially, a hashed email is a secure, non-reversible hexadecimal string attached to an email address that can be used to track the behavior – similar in theory to a bitcoin. They can track the customer's behavior across different devices, but the hashed string cannot be traced back to that email address, so they will not compromise a customer's privacy. The behavior however, can be recorded.

Cookies are also an invaluable tool to understanding customers. With a hashed email, you can link one set of cookies to another to get a more complete view of the user across multiple devices. Cookies and hashed emails should therefore be used in conjunction to identify anonymous web visitors, which is ideal for lead generation and better channel attribution.



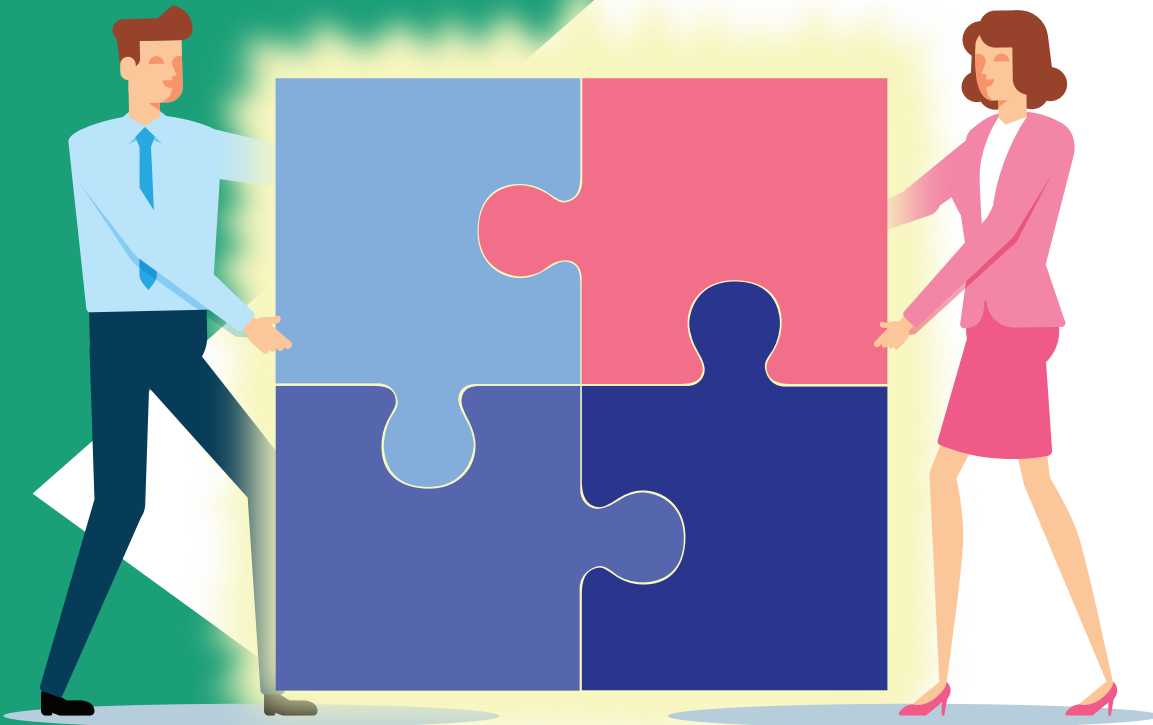
"63% of U.S. users only utilize
one email account."
(Statista)

Solving the Customer Puzzle

Follow this 3-step plan to solve the identity enrichment puzzle and your business to customer knowledge gap will be slim to none. Solving these steps enables you to deliver an amazing customer experience every time and realize the benefits of improved customer retention and brand loyalty, satisfaction and advocacy.

Becoming customer-centric is as easy as cleaning up dirty data, enriching your current customer data and utilizing the latest marketing tools to continue to show customers that you do understand and care about them. Personalized messages, ultra-customer-centric understanding and identity enrichment are sure ways to improve your campaigns, achieve greater ROI, speed lead generation and, ultimately, garner more loyal customers.

"Companies who adopt data-driven marketing are
6X more likely to be profitable
year-over-year."
(Forbes)





About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

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