

# Customer MDM: Generating A Competitive Advantage Through Customer Insights

## What It Takes to Understand Your Customers in a Constantly Changing World

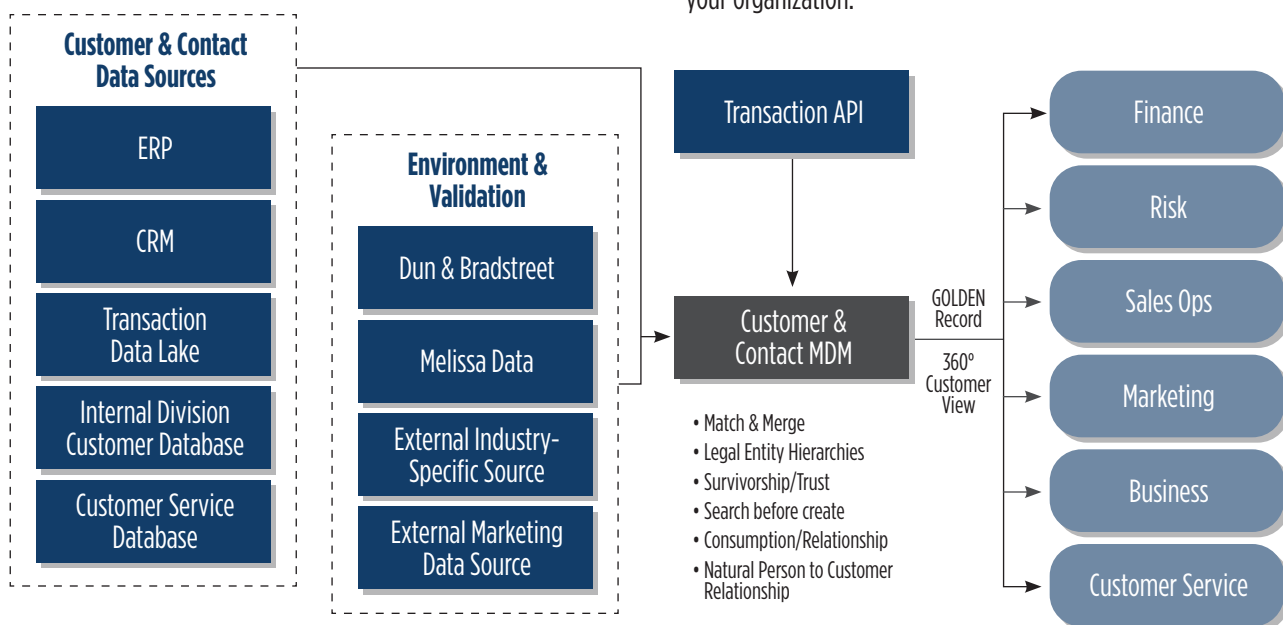
How well do you know your customers? How well do you serve them? Can you anticipate their future needs? These are critical questions at the core of any business, yet many companies simply don't have reliable answers.

Success lies in meeting and anticipating your customers' needs, and you can't deliver without knowledge. As we know, master data management (MDM) is essential in effectively assessing, maintaining, and positioning businesses for growth. It's a variety of processes that allows managers to gather, store, and analyze information from across the organization, and use it to drive strategy. MDM offers comprehensive, instant access to up-to-date information on suppliers, customers, staff, products, and finance, as well as visibility into trends across all these areas.

In today's increasingly competitive and data-driven environment, **Customer MDM** delivers a critical 360-degree view of the customer that can make or break a business. Managers must know their customers, what they want, when and why they want it, and if they'll return. Firms must see buyer trends and use them to provide superior service.

Companies rely on a variety of tools to create a picture of their target customers. But developing an accurate picture is challenging when customer data is spread across a variety of systems, like CRM and ERPs. Information gathering often becomes cumbersome, time-consuming, and rife with errors.

When considering customer information, less is more. Not less data - less duplication, less time, and less inaccuracy. Working with an MDM toolset, DataCatalyst's Customer MDM accelerators lessen the challenge of leveraging and sharing this data by consolidating and cleaning it, and improving access throughout your organization.



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**DataCatalyst**

## Enhancing Data Value and Accessibility

Our solutions connect to all customer-related systems, collecting and collating sales, personal, and behavioral information to provide a more complete and accurate view of existing and potential customers. The information can then be converted, usually by the marketing team, to support sales strategy, tools, and decision-making.

It's not only a matter of configuring applications. Our team of business and software experts actively collaborates with leaders to identify finance, risk, and marketing challenges and goals, and guides them in interpreting information to create actionable plans for growth. We profile existing data, assess its structure, and identify overlaps and duplications. We then configure a future-proof MDM technology platform solution and combine the latest-solution design and modeling techniques with agile delivery methods to ensure rapid ROI.

For each client, DataCatalyst builds a single, credible database of customers across all business functions and geographies, with a focus on efficiency, governance, and accuracy. We match and merge all existing consumer records to create a single, comprehensive view, or "golden record," of the customer, culled from sources such as product and purchase history, call center and customer service activities, and online/digital interactions. Our solutions go beyond "increasing customer engagement" to provide a wealth of insights that:

- Improve customer service, satisfaction, and loyalty
- Ensure customer-focused activities
- Identify marketing opportunities
- Upgrade sales capabilities
- Shorten time to market
- Reduce supply chain inefficiencies
- Enhance market penetration

Offering a single, comprehensive view of quality data, our customer MDM solutions provide a variety of benefits that surpass serving the customer base, including:

- Multiplied cost savings
- Accurate, precise insight about consumers and product offerings
- Magnified view into operational efficiencies and inefficiencies
- Improved R&D
- Amplified access to data-driven strategies

Customer expectations continue to change, especially during the pandemic, and businesses must deliver quality products and services to remain competitive. DataCatalyst delivers the means for leaders to create relevant, personalized customer experiences through accurate, consolidated, and readily available information.

## About Us

With a focus on **management**, **monetization**, and **governance**, DataCatalyst guides you in converting information into actionable plans to support growth. From data sourcing and enrichment to analytics and stewardship, our team crafts customized initiatives you need to thrive in today's data-driven environment. Learn more at [customerMDM.com](http://customerMDM.com) or [datacatalyst.com](http://datacatalyst.com).