# SINGLE VIEW OF THE CUSTOMER BEYOND THE ENTERPRISE

KNOW WHAT YOUR CUSTOMERS ARE GOING TO DO.

Read any annual report of retail, consumer products, or retail banking institutions and there is undoubtedly a section about planned or current digital transformation projects. These projects, of which Gartner says only 24% succeed, are held up to investors as ways to reduce overhead, and deliver untapped revenue streams by providing a Single View of the Customer (SVC).
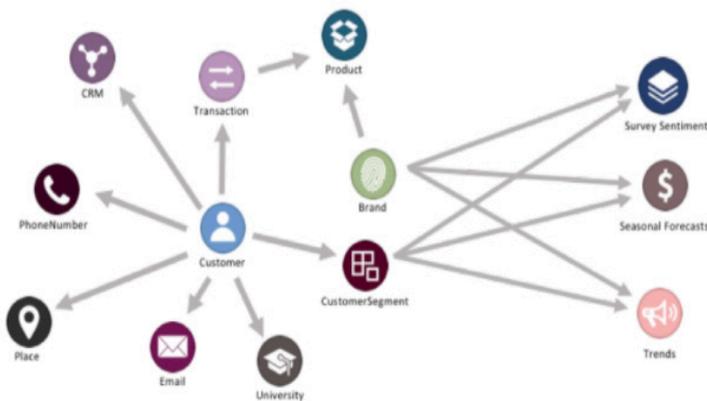
WHAT IF YOUR CUSTOMER'S INTENTIONS ARE NOT IN YOUR DATA?

It's not in your transactional systems. It's not in marketing analytics. It's not in ERP. It's not in Supply Chain, or Point of Sale.

Your customer's intentions may be reflected on their social media, search, and their purchases from your competitor's online stores. However, e-privacy laws make access and usage of this data difficult.

Until now, 3rd party market research, seasonal forecasts, surveys, and industry trend reports, provided part of the picture.However, most of the granular data underlying these external sources were either not exposed or available in any kind of machine-readable format. There just wasn't a way to connect the entities you care about customers, segments, transactions, products, and brands, with the insights contained in this outside data.

Just being able to connect the kind of information required for SVC is hard enough. Data is sitting in ERP, Supply Chain, eCommerce, Point of Sale, and marketing analytics platforms, each with their own schema and designed without the intention to bringeverything together. Complicating this are the systems accumulated through merger and acquisitions.

Organizations that can navigate through the risks and obstacles of implementing SVC become expert at ana-lyzing their customer's behavior by scrutinizing all of the internal transactional and demographic data.

THE SOLUTION

BEE6 provides organizations the ability to create a Single View of the Customer while reducing the time, risk, and complexity of connecting disparate data sources. While traditional methods to connect data can take months or years, BEE6's visual modeling components connect data in days and weeks.
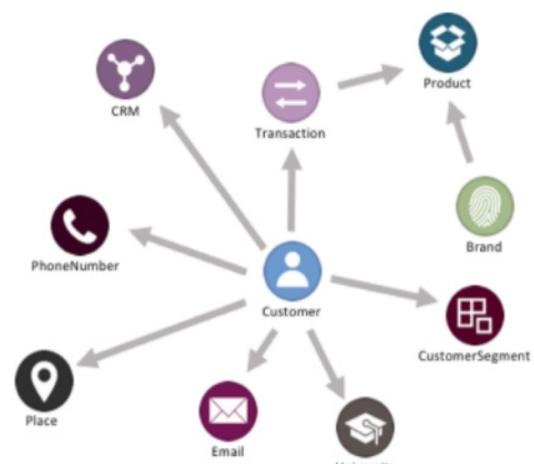
Since 2001, Prosper Insights and Analytics has maintained the largest, most granular database of customer intention and predictive behavior. As frequently as every month, over 7,000 different respondents provide thousands of fill-in-the-blank responses about virtually every aspect of consumer intention and interests around brand, product, payment method, and channel. In addition, all of this information can be exposed via a dynamic API.

Together, we have a solution that brings your internal data, regardless of how many silos it is in, together with insights drawn from the Prosper database. Drive Enhanced Marketing Campaigns with increased insight and effectiveness.
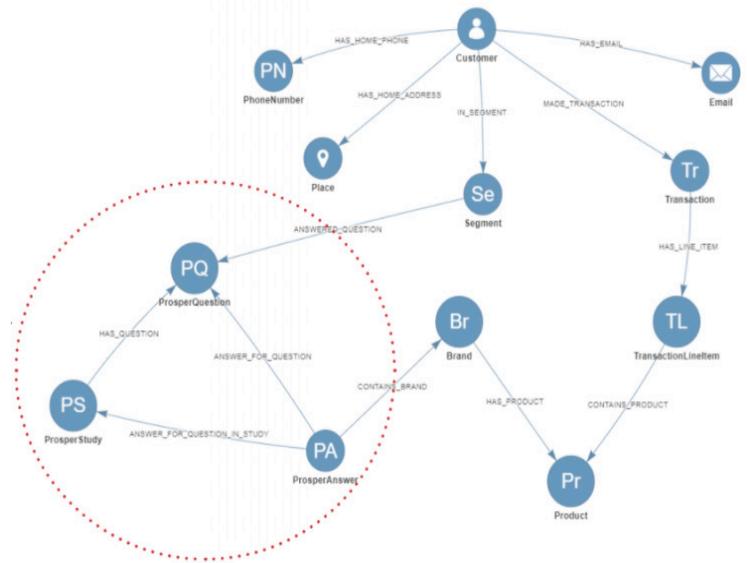
WHAT DOES THIS LOOK LIKE?

Internal data about a customer, their demographics, transactions, and their payment methods can be enriched by survey responses. In the dashboard on the left, a company's top 10 female millennial Visa card users' sales activity since 2017 is connected to the Prosper survey results about intentions for holiday spending over 3 years and Amazon Prime Membership.
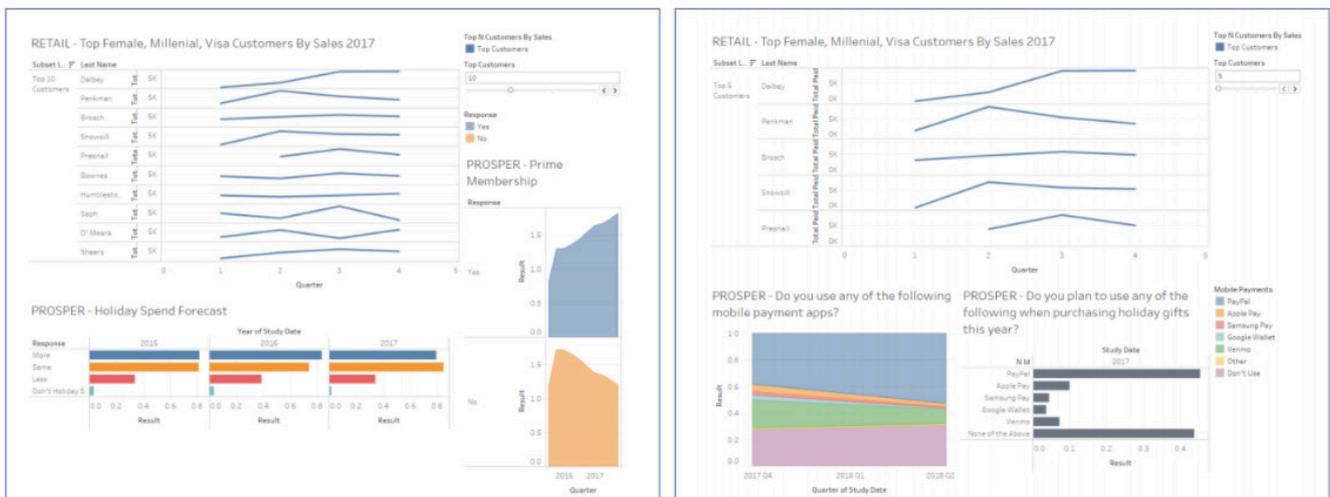
In a related example, the second dashboard shows responses from the top five female millennial Visa card spenders, and the related responses from this cohort about mobile payments apps and the intention to use specific payment apps when purchasing holiday gifts. By connecting external sources we can examine our customer cohorts across the broader competitive data landscape to inform business decisions and respond appropriately.

GETTING STARTED

Connect data with BEE6. See its visual modelers in action as they unify your internal sources of data into a Single View of the Customer and enrich it with external data from Prosper. For increased marketing effectiveness, understand your customer's behaviors and intentions better. Contact us at SALES@beeznow.com for a demonstration. Seeing is believing!

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