

CUSTOMER DATA CHALLENGES 2015

The importance of leveraging customer data for quantifiable business results

Market Perception

Percentage of execs per vertical that believe leveraging customer data is a key business challenge to overcome

70%
Retail

65%
Tech

61%
Finance

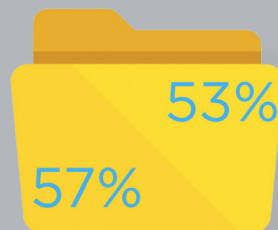
43%
Health

Source - BCG50 Executive Survey, December 2013

Market Response

Increased data collection practises in 2014 among digital media and marketing professionals for:

Better understanding of the customer



Business Related Reasons

Source - Digiday and Neustar. 'State of the Industry Report', June 2014

Market Needs

Key priorities of data aggregation for greater insight

Rich customer profiling capabilities



47% of marketers see achieving a single customer view as critical to long-term success

Quantifying marketing's impact on business



Source - Econsultancy & Tealium, Q2 2014 Poling

- Successful unification of data sources is still proving a major obstacle
- Increasing demand for shorter time-to-value on business investments
- Inadequate information-layers make more weak/unreliable customer profiling

Addressing Customer Data Challenges with Human Inference



Unlocking the delivery of real-time actionable insights that our customers can trust

- High precision identification of all your customers & opportunities
- Boost up-sell/cross-sell/sales conversion rates
- Define best acquisition and retention activities for maximum ROI
- Gain competitive advantage with faster time to value through our
- step-by-step approach to achieving your Single Customer View

A pragmatic approach to leveraging customer data for business wins:

1. Departmental Focus

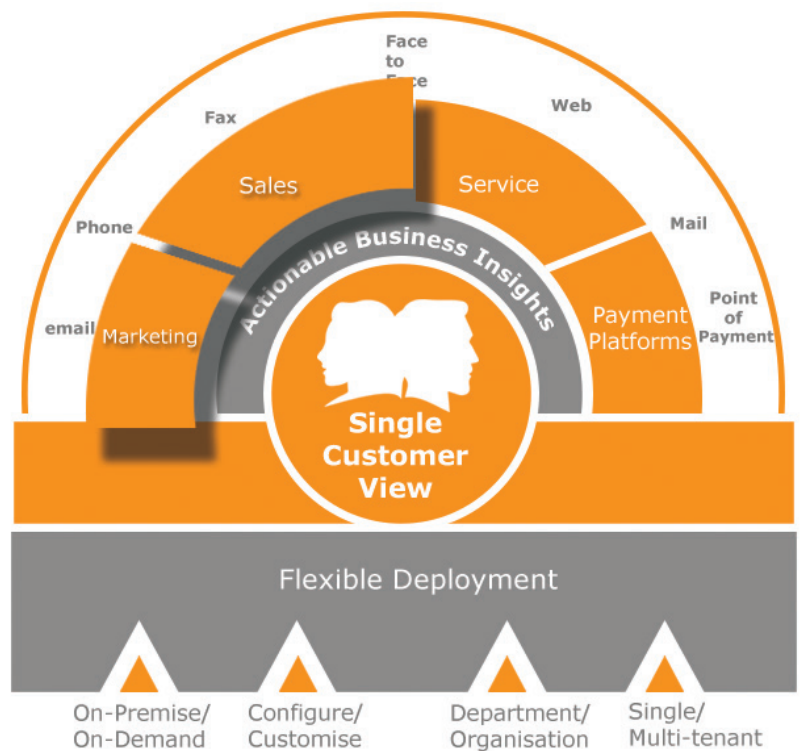
Cleanse, correct and enrich department-specific data for faster time to value. Sales & Marketing functions are a great starting point!

2. Incremental Unification of Sources

Implement Data Quality tools and processes via a centralised system for adoption by other departments as required for a complete SCV solution.

3. Insights you can count on

Add information layers for richer profiling, enhanced security and better targeting. Enjoy greater business efficiencies with unified view of your customers across all areas of business



Data Quality solutions by Human Inference

Human Inference is the part of the Data Quality division of the Neopost Group. Our international family of data specialist companies provides tools and solutions for unlocking the value of your customer data. Get more from your customer interactions with enhanced data entry, real-time validation, key enrichment capabilities, and always-on single view of your customer

www.humaninference.com

Let's discuss!

We love a challenge. If your department or organisation is grappling with data related issues and would like to know more on how you could overcome these hurdles simply drop us a note and we'll happily share our thoughts: info@humaninference.com