Data is the major component for all type of business to capture and further, analyse to increase the productivity and target the right customer base. The use of advanced technology enhanced the process of data collection and produces a viable report. Companies capture everything from customer behaviour to pageviews report i.e. either direct or indirect ways. Various techniques are listed below:

• Social Media Pages

• Website

• Location-based Advertising

Let take the example of Pizza Hut, one the largest restaurant chain in the world deferred the big data tools to increase the customer experience. Through the help of a website, Pizza Hut collects a huge amount of data such as location, purchase history, age, date of birth, etc. By using this data, they provide the top 5 for a particular location. It’s an epitome use of personalisation and big data to improve the branding. It uses data to refine the marketing strategy as seen above by targeting potential customers. Further, the company has implemented ERP Model, to provide better customer service.

Hence, Customer data plays a very important role in drafting marketing plans. Companies built a business model based upon the customer data, to identify the right set of customers using CRM tools.