



## Taking care of the customers.

### Client

Multinational Computer Technology Corporation

### Project

Data Synchronization Integration, and Analytics

### Highlights

- Analyzed and integrated data from multiple business functions to get a holistic overview of the client's customer environment
- Collected the vast amount of data to create a Customer Dashboard, from which the client could easily service any customer queries and issues

## Bringing together relevant and accurate customer data to provide a 360° view of the customer

### Client Challenge

The client's customer facing teams such as marketing, sales, and services support did not have the right visibility on issues faced by their customers, who were engaged through multiple channels. Aggregated information, such as a customer's purchase history, service history, chat interaction details, etc., were stored in legacy systems and relevant attributes of data such as most recent purchases, priority and severity of open issues, product categories and related issues, recent conversations with customers, and so on, were lost in a bundle of less significant attributes of data. This led to inconsistent customer experiences, leading to customer frustration.

The client wanted critical information about customer to be readily available whenever the client representatives engaged with their customers. The data should be relevant, accurate, tied together in a format understandable to business, and should include as recent data as possible. This summed up to a 360° view of customer.

Additionally, the solution had to be scalable so that it can be used by multiple channels, available within already existing Sales and Marketing applications, without causing any reduction in performance of the applications.

### Mastech InfoTrellis Solution

The Customer Dashboard, which was built and implemented, is currently integrated across Sales, Marketing, and Service applications at the client's offices.

Mastech InfoTrellis engaged in the following activities with the client:

- Data analysis of the source data including mappings to a schema in the Data Lake
- Management of the data lake for trusted use in ad-hoc analytics in big data analytics and visualization tools (e.g. Datameer)
- Creation of Informatica BDE jobs for life-and-shift onto HDFS initial load and daily deltas into the Data Lake
- Streaming of webchats and emails onto HDFS
- Synchronization of IBM MDM data based on new records, updated records, collapsed records and split records
- Connection of orders, service history, quotes, opportunities and campaigns to customer records through reference keys from the MDM hub
- Connection of webchats, emails, social and browsing history to customer records through matching technology
- Enrichment of customer records with insights from unstructured data including competitor mentions, keyword mentions, product mentions and sentiment
- Regular reports on data quality and data change metrics
- Creation of a customer dashboard as a shared service that is embedded in SFDC and integrated with their existing applications
- Creation of services for real-time consumers

### Outcomes

The Customer Dashboard journey started with an initial use case from the Service Team, but as we started analyzing the data and integrating different sources, additional use cases to support Marketing and Sales were also discovered, leading to an implementation that served more teams help their customers. We successfully adjusted our implementation to adapt to this positive change, ultimately benefiting more teams by providing relevant and valuable information across all touchpoints, helping more than 25,000 users globally, serve their customers better.