<u>Unified Customer Profile || Product Requirement Document</u>

Unified Customer Profile is an interface tool that gives you a 360-degree view of every visiting customer. It acts as an aggregator between Customers and Businesses to improve targeting and increase engagement.

Team	Names
Product Manager:	Venkatesh Pallapu
Developers:	[Names]
Designers:	[Names]
QA:	[Names]
Community Managers:	[Names]

Status: In development
Launching on: [Date]
Resources:

Problem Definition (True Problem):

When a business operates, it comes across **multiple fragmented and inconsistent data** across channels and systems. It often becomes difficult to leverage these huge chunks of data to make meaningful decisions from them. When businesses don't have a complete picture of whom they are targeting they send them:
1. **Wrong offers** that they don't need
2. Wrong Information overload - By **not sending correct offers**
3. Marketing and Campaigns target the **wrong segment of users** and high-potential leads
4. Poor Customer Support - Due to a **lack of completeness of past customer interactions.**

Goals:
1. Increase in the **Conversion Rates by X%** with complete data available now.
2. Increase in **NPS and CSAT** by giving personalized experiences, ensuring customer retention.
3. Leverage Unified View over customer data to drive **better business decisions.**

Metrics:

North Star Metric: Customer Lifetime Value: It is a measure of the total revenue expected from the complete customer profile created during the entire life journey of a customer with the business.

Other Metrics:
1. Conversion Rate
2. Customer Retention Rate
3. Net Promoter Score (NPS)

4. Average Order Value
5. Completeness of the customer profile in %
6. # of businesses integrated with cross-profile sharing

Validation of the problem:

- 1:1 surveys and questionnaires with customers and business partners regarding the **challenges** they face with **inconsistent and fragmented data.**
- Validate initial qualities to be included in the UCP, and add new pointers that arise during the interviews. (ex: Most active time of the week)
- Ask business partners specific questions about the value of a unified customer **dashboard** and how they can prove them helpful for their specific use case.
- If businesses already have a **fragmented central database** list down what are the challenges they face like **data duplication, completeness, and reconciliation** from multiple sources like CRM, social media, etc
- Analyze competition's testimonials on how has UCP helped bridge the gap between businesses and customers.

Understanding the target audience:

Dividing the whole sample into 3 major nuances:

1. **Enterprise Businesses** - Large-scale businesses that have already made big but have multiple departments to manage and want to **improve customer retention rates.**
2. **MSMEs** - Large growth potential, still acquiring customers with **limited resources**
3. **Fast Paced Companies (Like Flipkart, Myntra, etc.)** - Rely heavily on consumer behavior to draft their business decisions and need a real-time understanding of user behavior. Want to increase **Conversion Rates and Reduce Cart Abandonment Rate.**

Solution:

The proposed solution involves implementing a unified dashboard of customer data by pooling user information from multiple sources enriching the central database and enabling businesses to access it from a single PoC.

Data Collection and Storage:

- **Data Sources:** Identify and integrate multiple data sources. Currently used are CRM systems, Google Analytics, social media channels, and support databases of various businesses.
- **Ingestion:** Set up an in-house central datalake or import a solution. Removing Duplicates, Deduping the data(keeping the latest entries), Validate data correctness with in-house Data Quality Checks.
- **Data Warehousing and Reporting:** Integrate complex Facts and Olaps which have data on the customer_id level with business logic to cater to different business needs.
- **UI Interface:** Design an interactive dashboard that can retrieve, manage, and provide UCP data on time(real-time).

- **Data Privacy:** Integrate compliance protocols w.r.t customer profile sharing and storing. Phone numbers and payment details could be PII.

Product marketing:

1. Define unique product positioning for UCP
2. Establish required partnerships with various channels, CRMs, business partners, etc.
3. Define a sales-revenue model for the UCP
4. Continuous Iterations for the improvement of the product by acknowledging customer and business feedback.

Launch Readiness:

Design complete: [Date]

Development complete: [Date]

QA timelines: [Date]

Beta Rollout: [Date]

Bugs Resolution: [Date]

Full Rollout: [Date]

Launch Checklist:

- **Internal Stakeholders:** Notify the development, design, QA, and support teams about the upcoming feature launch.
- **Support:** Ensure the support team is trained to handle any queries related to the new feature.
- **Operations:** Confirm that the infrastructure is ready to support increased user activity.
- **Communication Plan:** Prepare announcements and user guides to inform businesses about the new feature.

Risks & Mitigations:

- **Data Security:** Withholding **sensitive information** about customers makes the business prone to various compliance like **GDPR(European Act) and DPDP(Indian Act).**
- **Data Inaccuracy:** Incorrect data from channels makes decision-making difficult and flawed. Ensure **accuracy** by constantly updating profiles and audits.
- **Data Volume:** You'd be transacting close to anywhere between **6-10 million orders per day for an e-commerce company.** Adding this incrementally to the UCP for multiple businesses is a challenge from a Data Architecture point of view.