

# Customer Master Data Integration: Eliminating Inconsistencies

Our enterprise-grade solution synchronizes customer records across CxCommerce and multiple ERP systems.

We've eliminated data inconsistencies while improving order processing efficiency through our multi-channel approach.

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# Project Objectives

## Synchronize Records

Connect CxCommerce and ERP systems to maintain consistent customer data across platforms.

## Eliminate Inconsistencies

Prevent data conflicts that lead to processing errors and customer service issues.

## Improve Processing

Streamline order handling through accurate, synchronized customer information.

## Enhance Experience

Deliver seamless customer interactions across all sales and service channels.



# API INTEGRATION



# Technical Implementation

## API Development

Built robust APIs enabling real-time synchronization between platforms.

## Data Validation

Implemented rigorous checks to prevent duplicate customer records.

## Process Design

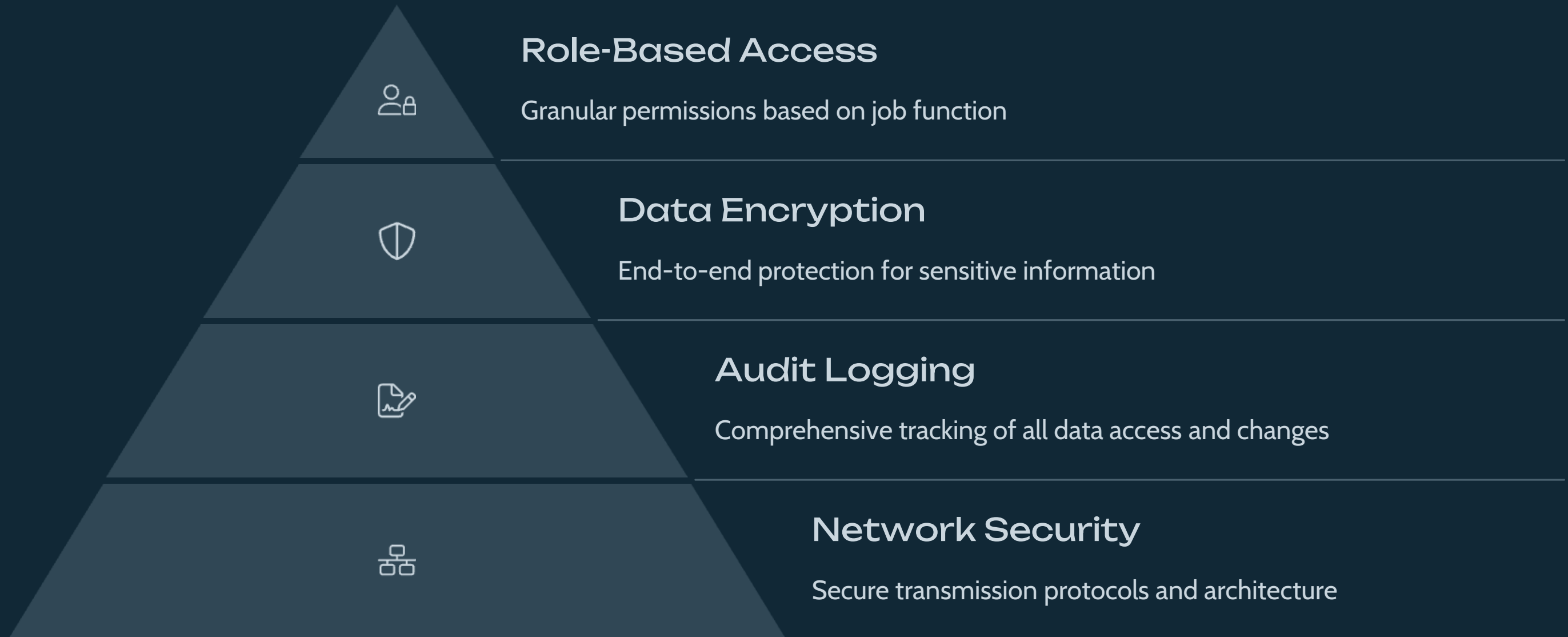
Created both batch and real-time update processes for optimal performance.

## Security Implementation

Established role-based access controls to protect sensitive customer information.



# Security Framework



Our multi-layered security approach ensures customer data remains protected throughout the integration process.



# Measurable Results

99%

## Reduction in Data Discrepancies

Nearly eliminated inconsistencies between systems

50%

## Faster Order Processing

Cut processing time in half through automation

20%

## Fewer Support Tickets

Reduced customer service issues related to data problems

Our integration solution delivered significant operational improvements across key performance metrics.



# Customer Experience Improvements

## In-Store Recognition

Staff instantly access accurate customer profiles

## Support Continuity

Service agents see complete, up-to-date customer history



## Online Consistency

Web accounts reflect latest purchases and preferences

## Mobile Integration

App experiences connect seamlessly with other channels

# Next Steps and Recommendations



## Expand Integration Scope

Include additional systems like loyalty programs and marketing platforms.



## Enhanced Analytics

Develop advanced customer insights using the unified data.



## AI Implementation

Add machine learning capabilities for predictive customer behavior analysis.



## Global Expansion

Scale the integration solution to international markets and subsidiaries.

