

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.

 by Anil Vasudev



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.

Data Validation Methodology

Initial Data Assessment

We analyzed existing customer records across all systems to identify inconsistencies and duplicates.

Validation Rules Creation

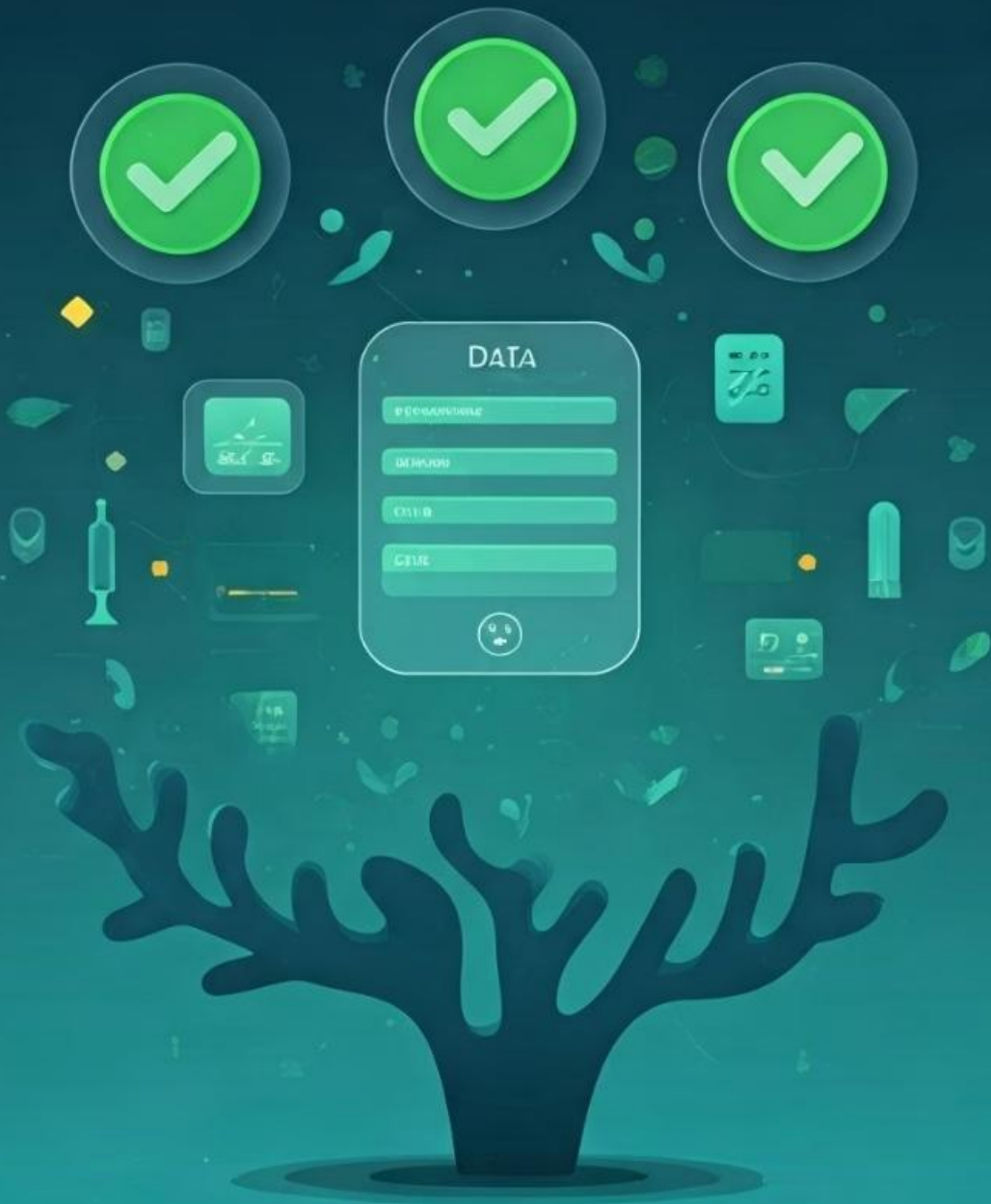
Our team developed comprehensive rules to standardize customer data formats and requirements.

Automated Cleaning Process

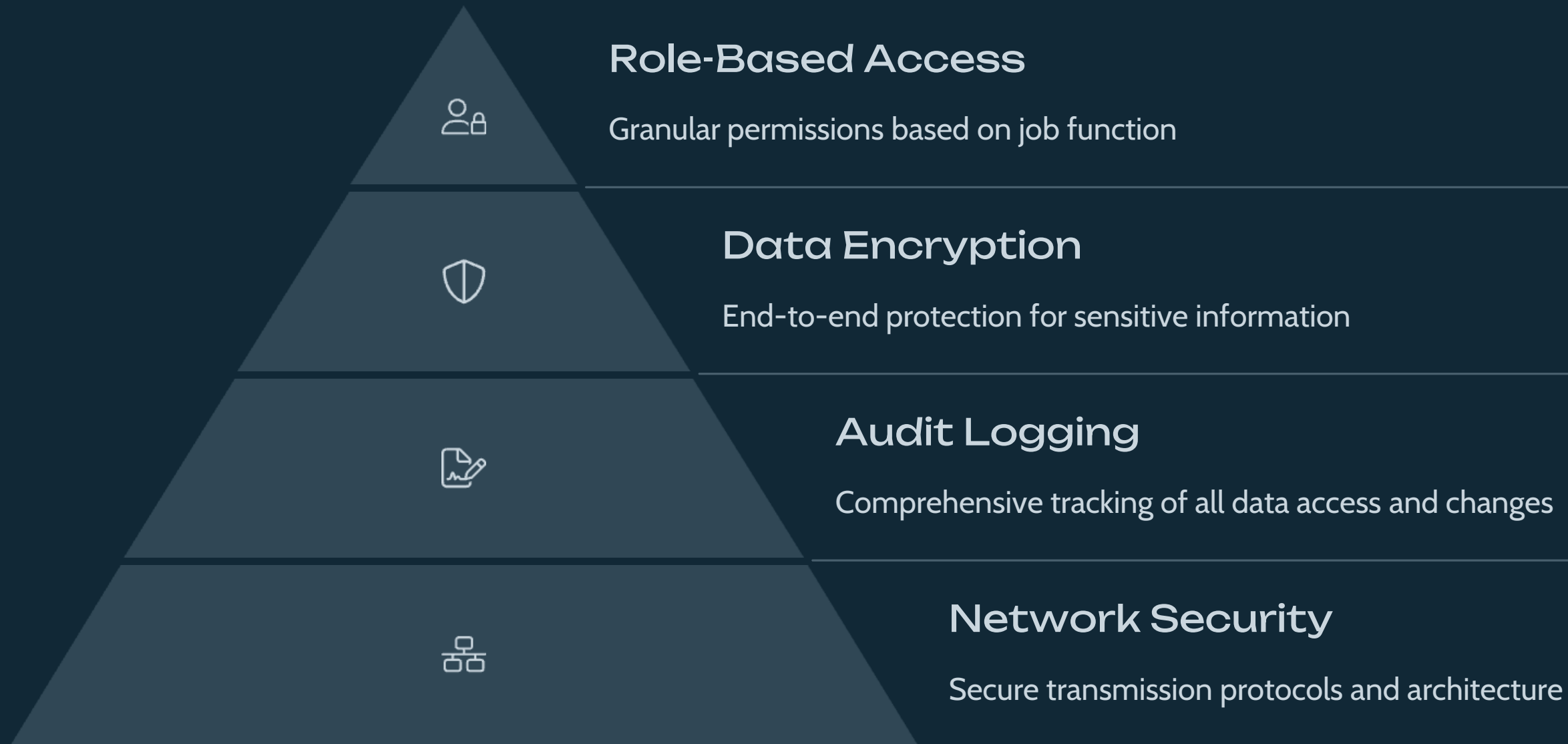
We implemented intelligent algorithms that detect and resolve conflicts before synchronization.

Continuous Monitoring

Our system constantly checks for new discrepancies and resolves them automatically.



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.

