

# What is Customer 360 At Scale and How Can It Revolutionize Your Customer Experience

**"84% of the companies aspire to be CX leaders, only one in five deliver good or great CX"**

- Forrester

## What is Customer 360 At Scale?

No longer a speculation, the battle on customer experience is happening across industries. Businesses have realized that, in order to better compete, a complete, connected view of the customer and meaningful customer analytics drawing from all available data sources are essential.

However, according to [Forrester Research](#), while **"84% of the companies aspire to be CX leaders, only one in five deliver good or great CX"**. Why? In part because customers expectations are at all-time high, but more importantly, majority of the companies have not been able to provide a connected, 360-degree customer view for all of their frontline employees who rely on customer data to make important business decisions and deliver better customer experience everyday. When your business users lack a holistic understanding of your customers, they will fail to meet your customer's expectations and as a result, your business suffers.

To achieve ultimate CX excellence, organizations need to enable all users - not just a handful of power users or selective business units, with a 360-degree view of the customer. This is what we call **Customer 360 at scale**. Customer 360 based on data and delivered at scale is about empowering **everyone, everywhere** in an organization with complete, timely and actionable customer insights and analytics across all channels and customer touch points, throughout the entire customer journey. With an end-user centric, analytics-driven Customer 360 solution, your frontlines are better equipped to deliver the products and services that not only meet, but exceed customer expectations.

## Why Do It?

There is no shortage of tools when it comes to Customer 360. For example, many companies are investing in data management solutions such as data integration, data quality and MDM to get messy customer data in order; an increasing number of companies is also exploring various NoSQL offerings to process, manage, and store customer data in various formats, such as structured, unstructured and semi-structured data, for a more holistic view of the customers; plenty of companies have deployed advanced BI solutions to allow in-house analysts and data scientists to create customer analytics against the data they captured.

All of these supporting technologies are point solutions with a narrow focus on either data management aspect of the customer 360, or enabling a few power users such as data scientists or analysts. They fail to address the challenge of the frontlines who have immediate need for relevant customer insight that they can use to deliver a delightful customer experience.

This is why empowering everyone with Customer 360 insights is so critical. The possibilities are endless, but very real when you have achieved analytics-driven Customer 360 at scale.

Imagine this:

With a holistic, 360-degree view of customers right at the point of interaction, your clothing store managers can treat your loyal customers with personalized greetings, recommend specific items to different customers based on their purchase history and activities. They can even suggest products and services from other brands under the same parent company to drive cross-sell and upsells. The secret to delivering a seamless omnichannel experience? By aggregating data from all available sources and delivering it just when it's needed in an easily consumed format.



When armed with deeper visibility of clients, your financial advisors in all locations can provide informed investment advice tailored to each client based on their specific financial goals, risk tolerance and lifestyle, compared to the same old generic recommendations that often yield less optimal returns. Such customized service can only be achieved by integrating all the relevant customer data together for a complete, up-to-date customer view. The result is improved customer trust - which is essential for wealth management professionals, and increased customer longevity.

Healthcare providers often have a large number of hospitals, clinics, pharmacies, and rehabilitation facilities. When armed with a 360 visibility of the patient within their daily workflow, every frontline provider in each department can quickly answer any questions and resolve any issues. The result is a consistent, delightful patient experience across all business units and facilities — made possible by combining disparate data sources and delivering patient analytics right where they're needed.



When **everyone** in your organization is mobilized with actionable, timely customer insights and analytics at their point of work, they can delight your customers with a personalized experience at every customer touch point and interaction. Happy customers not only stay with you longer, but they also tell their friends about their positive experience with a brand.

## The Reality

To effectively compete on customer experience with data, companies of all sizes have been investing in various data management and analytics solutions. However, as mentioned earlier, despite all the investments, very few companies are able to deliver relevant customer insights to their frontlines who can use them to make an immediate impact, according to a recent study from [McKinsey](#). The data is there, it's just not combined in an easily used manner and it's not delivered to the employees that need it most.

Despite all the investment (in advanced analytics), senior executives say their companies are struggling to capture real value. The reason: while they are eking out small gains from a few use cases, they are failing to embed analytics into all areas of the organization

McKinsey ["Breaking away: The secret to scaling analytics"](#)

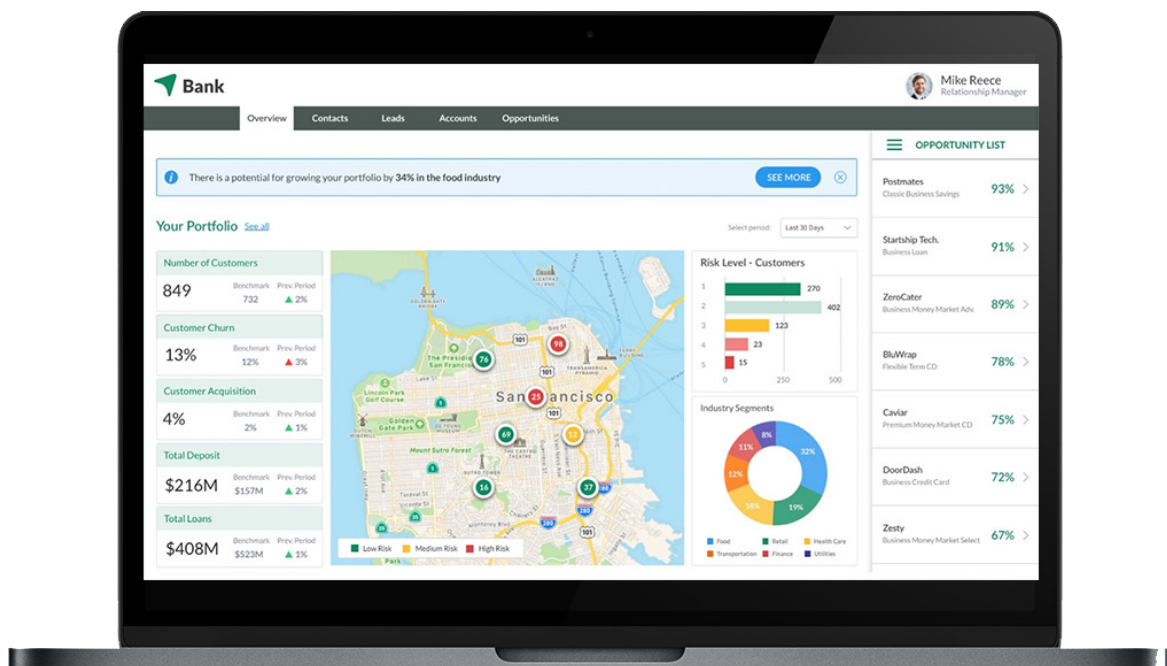
Two simple questions every company should ask itself are:

1. How much do my **frontline employees** really know about our customers?
2. How much does the lack of **analytics-based customer insight** cost my business?

## A Different Approach

To make analytics investment pay off and utilize customer data in the most impactful way, organizations need to fundamentally shift their mindset and analytics approach.

First, instead of enabling a limited number of users in selected departments, organizations need to focus on empowering the frontlines with actionable customer insights. Second, once created, customer insights and analytics should be seamlessly integrated into business users' daily work environment – whether be it an existing workflow, or business applications your users are using, so your business users can easily access the information. By embedding relevant customer insights into the fabric of the business, an organization can effectively arm its entire workforce with actionable customer intelligence to drive a consistent and delightful customer experience throughout the entire customer journey.





To achieve that, companies should look for a holistic analytic solution that is focused on scaling customer insights to everyday business users, as opposed to just a handful of power users such as data scientist and analyst, or C-suite decision-makers.

Designed for business users, the analytics solution needs to be easy to use but under the hood, it should offer a comprehensive set of capabilities that can tackle the biggest challenges with Customer 360, including customer data silos, customer data protection, analytics creation and distribution, as well as analytics life cycle management.

## The GoodData Analytics-Driven Customer 360 Solution

[GoodData Enterprise Insights Platform](#) is architected to be a unified, powerful yet easy to use enterprise analytics platform delivers Customer 360 analytics to everyone that needs customer information in a format that is easy to use and instantly available. Our analytics solution orchestrates customer data integration, transformation, customer analytics creation and distribution on the same platform, allowing you to jump-start your Customer 360 project while delivering rapid ROI for your analytics.

Over 50% of the fortune 500 companies and many of the world's leading brands use GoodData to manage their customer data and distribute customer insights at massive scale, empowering hundreds of thousands of users, no matter where they are.

Here's how GoodData is powering the customers with analytics-driven Customer 360 at scale in real life.



# Automotive

## A Top 3 Automotive Manufacture

### Challenge

No holistic visibility into customers' engagement with multiple digital programs at both headquarter and dealership levels. It was difficult to deliver tailored services to customers without a complete set of customer engagement analytics.

### Solution

Selected GoodData as the analytics partner to integrate 14 disparate digital campaign data sources, create and distribute customer engagement and marketing analytics to the headquarter and 2,700 dealer locations. Zero to live in 6 weeks.





# Retail/eCommerce

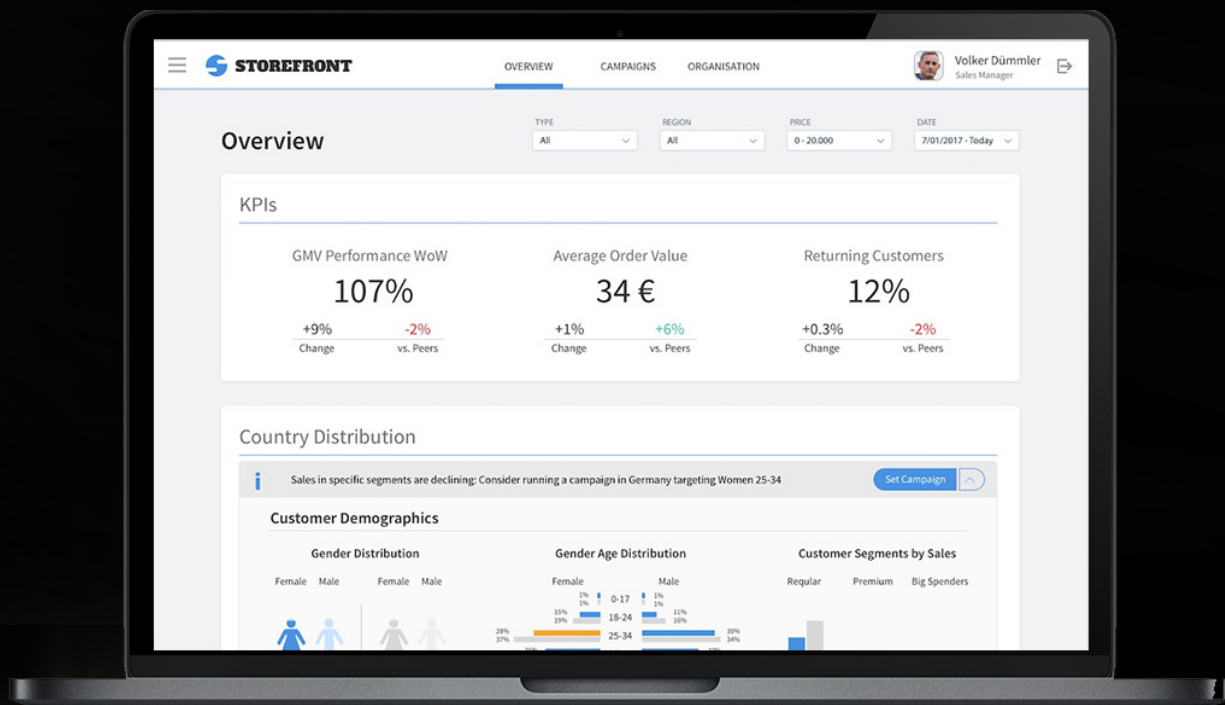
The "Amazon" of Europe

## Challenge

Challenged with creating and distributing comprehensive, 360 customer behavioral analytics to the 2,500 brands using its eCommerce platform to help them drive cross-sell and upsell opportunities.

## Solution

Partnered with GoodData to capture clickstream data across the platform, create and distribute customer demographic information as well as purchase history to thousands of brands for better targeting, while allowing brands to benchmark their performance with their peers.



## Who is GoodData?

GoodData provides analytics for businesses that need everyone to have data for better decision-making. If you have lots of people – employees, managers, partners, vendors – you need GoodData. We get everyone using data to make decisions without complicated tools, cumbersome rollout projects, or the hassle of managing yet another system.

In today's digitally connected world, to meet customer's elevated expectations with timely, personalized products and services, companies need to empower everyone with relevant, timely, 360-degree customer insights, everywhere, to win over customers and stay competitive.

GoodData enables exactly that. We are the experts in delivering analytics at massive scale. This means we help you quickly achieve Customer 360 at scale by seamlessly embedding customer insights into your end user's daily workflow and business applications, so everyone in your organization can rely on the most relevant, actionable customer analytics to drive a delightful customer experience.

[Talk](#) to us about how we can help YOU jump-start your Customer 360 project today.

## About GoodData

Whether you're a large enterprise looking to deliver powerful analytics to your employees or a software company that needs to embed analytics that scale and perform inside your application, GoodData is the right choice. We've helped over a million users make better decisions, faster, using our powerful analytics without the hassle of complicated implementation projects or extra training requirements. And, we can do it for you.

**The Power of Business-Friendly Analytics, Everywhere Business is Done.**

660 3rd Street, San Francisco, CA 94107 | (415) 200-0186 | [gooddata.com](http://gooddata.com)

