Informatica Customer 360 Insights

Benefits

- Bridge the gap between data, analytics, and action with contextual insights and perspectives
- Connect fragments of data from all sources to add context to a 360-degree customer view
- Gain visibility into the complex, multi-dimensional relationships you have with your customers

Intelligent Customer Data Platform for Relevant, Contextual Customer Engagement at Scale

Companies of all sizes are under enormous pressure to compete on the experiences they provide. Sweeping changes to marketing strategies, new business models, and digital capabilities are making it easier for you to gain the insights you need. The influx of data requires a solution that helps you intelligently gain insights at scale for customer engagement with relevance and context.

As the industry's first intelligent customer data platform (CDP) powered by artificial intelligence (AI), Informatica® Customer 360 Insights enables more customer-centric, personalized interactions. By creating a customer record that encompasses all structured and unstructured data, Customer 360 Insights delivers greater visibility into your company's relationships with customers, enabling improved service, increased cross-sell revenue, and reduced overall IT system costs.

Data Sources: Master data, Campaign data, Digital / web data, Web Chats, Emails/Notes, Social Media, Account data, Transactions, Quotes, Contracts, Sales data, Service data

Informatica Customer 360 Insights — Cleanse, Model, Discover, Enrich, Segment, Synthesize, Reason, Link
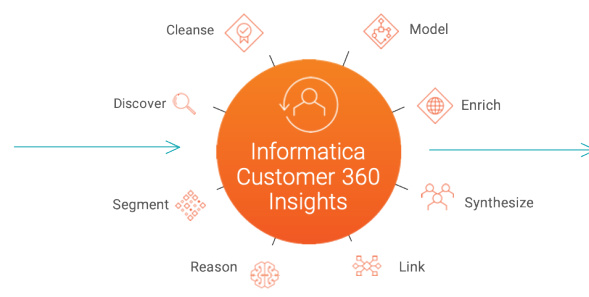
Consuming Systems: Website, Marketing Automation, Mobile App, Call Center, Customer Portal, CRM, Analytics / visualization

Analytics | Perspectives | Segmentation | Graph UI | Data Stewardship | Insights

By connecting data and matching customer records, and then linking and relating atomic data sources, Customer 360 Insights creates richer customer profiles, which organizations can use to develop individualized marketing campaigns, improved customer experience, and personalized sales offers.

The microservices architecture and SaaS deployment model of Customer 360 Insights is fueled by state-of-the-art technology that includes AI, machine learning, and graph data stores, which simplifies and accelerates the process of turning data into insights that drive action.

Key Features

Data Movement—Ingests structured, unstructured and semi-structured data in its native format (including 3rd party data like social data, SEC filings, survey responses etc.). No prior extract-transform-load processing is required.

Data Unification & Identity Resolution—Machine learning automatically identifies and contextually matches together all data about known and unknown customers, prospects, and accounts. Create complete customer profiles and deep understanding from previously disconnected, diverse, sparse and fragmented data sets with accuracy, speed, and scale.

• Highly accurate, multilanguage identity
• Discovery of nonobvious connections
• Visualization of relationships
• Management of billions of records with extreme scale and performance

Insights and Segmentation—Harnesses AI (NLP) to uncover and infer insights that can be served up to better understand customer preferences, intentions and sentiment. Along with the trusted profile, insights help to build targeted segments that drive hyper-personalized marketing campaigns and interactions across the customer journey and multiple channels.

• Derive and infer insights from data
• Segment specific attribute definitions
• Segment based on behavioral, demographic, firmographic, psychographic, geographic

Perspectives—Persists fit-for-purpose perspectives which provides users unique views of their customers all while being consent aware. By applying governance rules and setting match confidence scores, multiple views of the customer can be presented with key attributes most relevant to each user's unique use case and role.

• Consent and privacy restrictions (offload burden from each downstream consumer)
• Single collection and processing step accommodating multiple consumers and use cases (marketing, operations, and fraud detection)

Extensive Data Standardization and Normalization Functions—Provides advanced data standardization and normalization functions, including language transliteration, address standardization and title/job description normalization among others.

Advanced Synthesis and Data Matching—Utilizes natural language processing and advanced probabilistic matching techniques to synthesize a complete 360-customer view from disparate and sparse data. It utilizes a genetics machine learning algorithm to optimize match configurations for a client's specific data profile.

Data Stewardship at Scale—Data stewardship through batch and automated matching for scalability. Based on a big data stack, Customer 360 Insights leverages the innate scalability of modern technologies to make sense of extremely high volumes of customer and transaction data. It utilizes Apache Hadoop, Spark, graph, columnar, and in-memory data stores with AI, Natural Language Processing and machine learning, combining data management and analytics technology within a data lake architecture. To aid stewards in decision making, a data quality dashboard provides details on the completeness and accuracy of data elements such as email address or phone number by source system.

Customer 360 Insights Benefits From Informatica's Market-leading Data Management portfolio:
• Informatica Data Integration—Connect to data sources and consuming applications/systems, get data in/out of CDP in real-time or batch and at scale
• Informatica Data Quality—Find and fix quality issues to ensure high quality data
• Informatica DaaS—Verify and enrich customer contact data with address email, and phone verification, global geotagging, and socio-demographic data

Key Benefits
Informatica's Intelligent CDP helps B2C and B2B organizations grow revenue from new and existing customers through improved marketing campaign effectiveness and targeted sales initiatives based on a deep understanding of customers and accounts. Organizations benefit from AI-powered automation and machine-driven capabilities to continually improve data matching and quality, segmentation and analytics, scale and performance. AI reduces manual processes and frees up users to spend more time acting on highly-connected data and deep insights.

Action
Customer 360 Insights detects and infers intelligent attributes about customers and persists them within the customer record, bridging the gaps between data, analytics, and action. It uses pre-built analytical functions designed to enrich the customer record and prepares the data for advanced analytics.

• Indicators: It determines customer patterns like churn indicators and retention actions derived from transactions and service interactions
• Journey: It blends all interactions, transactions, and events into a comprehensive Customer Journey to analyze and personalize customer experiences
• Predictions: It uses the individual customer journeys and applies machine learning algorithms to predict the next likely interaction for each customer

Context

To provide context for external analytics and visualization, Customer 360 Insights links fragments of data from all sources and integrates with other advanced analytic tools, such as SAS, Python, R, Tableau.

Analytical models can also be integrated into the solution's reasoning framework to be executed as part of processing, in real-time or batch. It also provides the ability to deploy machine learning classifiers and expert rules to "reason upon" and enrich customer data on an ongoing basis.

Enriched customer data can then be used to fuel advanced customer analytics (i.e., micro segmentation, RFM analysis, market basket analysis, etc.) and to increase campaign effectiveness.

Relevance

Customer 360 Insights allows delivery of multiple perspectives from the same trusted version, depicts the connections (including complex hierarchical structures) between customers, and enables performance of real-time graph analytics against customer and associated hierarchy data.

As customer records are created to form a single version of truth, multiple views of a customer can be parsed into the perspective that's most relevant to marketing, sales, finance, operations, and other teams—so they can focus on what's most important to them.

Utilizing the capabilities a graph database provides also means that organization records can be created. These may include, for example, suppliers, vendors, partners, institutions, agents, brokers and complete hierarchy information for service and sales. And, complex B2B hierarchies can be identified to support account planning and marketing.

An Intelligent Customer Data Platform for B2C and B2B

Informatica Customer 360 Insights adds AI and machine learning to a trusted customer view, enabling businesses to be more customer-centric and deliver the next best experience. Customer 360 Insights helps organizations across insurance, banking, retail, hospitality, and more to personalize interactions, offer faster service, increase cross-sell revenue, comply with customer information initiatives such as GDPR, and reduce overall IT system costs.

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