



# Customer MDM - B2B

*Drive* Customer **Data** to  
Customer **Delight**

**Elevate** Customer Experience,  
**Empower** Growth &  
**Gain** Competitive Advantage!

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[www.bizdata360.com](http://www.bizdata360.com)



In the era of digital transformation, businesses are facing evolving customer expectations, the need for improved services, faster delivery, and cost optimization. To remain competitive and relevant, organizations must undergo a transformation and leverage the power of data. By harnessing the power of data, you can identify new growth opportunities, optimize operations, and foster innovation.

At Bizdata, we are poised to assist you in leading the way intelligently, regardless of your sector, category, or niche.

We invite you to explore the Bizdata Enterprise MDM suite of solutions, backed by cutting-edge technology, which enables you to effectively manage, integrate, and govern your data, ensuring its accuracy, consistency, and security. Together, we can embark on a transformative journey, tapping into the potential of data to revolutionize your business and propel it towards sustained growth and success.



# Executive Summary

Ensuring accurate and up-to-date customer data is crucial for delivering exceptional customer experiences and driving organizational growth. Incomplete or inconsistent customer data can have a significant impact across multiple departments. Customer data serves as a vital resource for various functions including marketing, sales, supply chain and operations, and customer service. It is relied upon by diverse stakeholders, ranging from C-level executives, marketers, and sales representatives to product managers, customer support teams, and suppliers. The effective management of customer data is essential for optimizing operations, personalizing interactions, and fostering long-term customer satisfaction.

This Whitepaper aims to provide key findings and recommendations for organizations struggling with problems on:

## How to:

- Amplify Customer Lifetime Value
- Drive Targeted Marketing Campaigns
- Improve and broaden opportunities for upselling and cross-selling
- Boost customer loyalty and retention
- Shorten sales cycles
- Expedite the customer onboarding experience
- Reduce the rate of Customer Churn
- Improve customer satisfaction
- Identify more Sales Opportunities
- Mitigate customer returns and rejections
- Streamline customer service for optimal efficiency
- Speed time-to-value
- Get Superior Customer Engagement
- Improve trust & transparency
- Drive more Revenue
- Gain more ROI from existing set of Products
- Omnichannel Experience Enhancements for Customer
- Enhance Brand Perception

# Introduction

Regardless of the nature or scope of your company's operations, customer data holds paramount importance.

It encompasses a vast amount of information linked to the creation, distribution, and sale of products, extending from the initial stages of raw materials to the ultimate consumption by customers. This data is distributed across countless repositories, categories, and libraries, often scattered, and disjointed. Moreover, the volume of customer data is rapidly expanding, presenting both challenges and opportunities.

Gaining valuable insights, enabling personalized customer experiences, and driving growth is impossible with no correct, complete data in place.

Without robust customer data management strategies, businesses cannot unlock the full potential of their data assets and establish a solid foundation for informed decision-making and enhanced customer relationships.

Incorrect & incomplete data impedes driving decisions, shaping organizational strategies, and gaining business insights. In short, everyone in the organization relies on data, so data needs to be accurate, and the same data needs to be available throughout the organization.



# Questionable Customer Data: Big Problem for a Company

*The lack of focus on data quality, including data validation, cleansing, and verification, leads to compromised accuracy and reliability of customer data throughout the organization. Eventually they become the drivers of below problems.*



## Poor personalization efforts

- Questionable data can result in inaccurate personalization
- Customers receive recommendations or offers that do not align with their preferences or needs



## Higher customer churn rates

- Customer data fails to provide insights into customer needs and preferences
- Businesses may struggle to retain customers, leading to increased churn rates



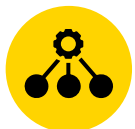
## Inaccurate customer profiling

- Unreliable customer data can lead to inaccurate profiles
- Difficult to understand customer characteristics, preferences, and behaviours accurately



## Loss of competitive advantage

- Questionable data can result in missed opportunities and decreased competitiveness.



## Inefficient resource allocation

- Investing in channels or campaigns that do not resonate with the actual customer base



## Missed cross-selling or upselling opportunities

- Inaccurate data can hinder the identification of suitable cross-selling or upselling opportunities
- limiting revenue growth potential



## Decreased customer satisfaction

- Inaccurate or questionable data can lead to poor customer experiences, causing dissatisfaction and potentially driving customers away



## Inadequate inventory management

- Questionable data may lead to inaccurate demand forecasting, making it challenging to manage inventory levels effectively and meet customer demands.



## Flawed demand forecasting

- Unreliable customer data can result in inaccurate predictions of customer demand, leading to overstocking or understocking of products.



## Wasted marketing budget on irrelevant channels

- Questionable data can result in misdirected marketing spend on channels that do not effectively reach or engage the target audience.



## Ineffective customer retention strategies

- Without accurate customer data, it becomes challenging to identify the right strategies and initiatives to retain valuable customers.



## Reputational damage

- Incorrect customer data can lead to mistakes in communication or personalized offers, causing customers to lose trust and damaging the company's reputation.



## Inaccurate sales projections

- Questionable data can lead to flawed sales projections, impacting financial planning and business forecasting.



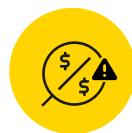
## Inability to identify emerging market trends

- Reliable customer data is essential for identifying changing market trends and adapting business strategies.
- Questionable data may lead to missed opportunities



## Reduced customer lifetime value

- When customer data is unreliable, businesses may struggle to enhance customer lifetime value through personalized offers and retention efforts.



## Difficulty in measuring marketing ROI accurately

- When customer data is unreliable, it becomes challenging to attribute marketing efforts accurately and measure the return on investment (ROI) effectively.

# Negative impact of not having Customer 360 View

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## Misguided Marketing Strategies

- Impact of inaccurate customer data on marketing campaigns
- Wasted resources and budget due to ineffective targeting
- Missed opportunities for customer acquisition and revenue growth



## Ineffective Customer Segmentation

- Flawed customer segmentation resulting from unreliable data
- Impaired personalization efforts and decreased customer engagement
- Difficulties in delivering relevant and tailored marketing messages



## Compliance and Legal Risks

- Violations of privacy regulations due to bad customer data practices
- Potential legal consequences and reputational damage
- Importance of data governance and compliance frameworks



## Inefficient Lead Generation & Nurturing

- Bad customer data can hinder effective lead generation efforts.
- Lack of accurate information about leads, marketing team struggles to provide relevant and personalized content
- Fail to engage leads at the right stages of the buyer's journey.
- Impede the lead nurturing process and prevent leads from progressing further towards conversion



## Damaged Customer Relationships

- Consequences of inaccurate customer data on customer experiences
- Negative impact on customer satisfaction and loyalty
- Trust erosion and potential loss of valuable customers



## Repercussions on Financial Performance

- Flawed sales projections and revenue forecasting
- Impaired financial planning and budgeting
- Difficulties in measuring marketing ROI accurately



## Limited Data-Driven Insights

- A Customer 360 View forms the foundation for data-driven insights and analytics
- Difficulties in leveraging customer data effectively
- Missing on a valuable insight, directly impacts strategic decision-making and business growth



## Ineffective Customer Support and Service

- Challenges in providing personalized and efficient customer support
- Negative impact on customer satisfaction and brand perception
- Customer churn due to subpar service experiences





# Challenges in Harnessing the Potential of Customer Data

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## Incomplete customer profiles due to missing or partial data

### Inaccurate Customer Insights

- Difficulty in understanding customers' preferences, behaviours, and needs accurately.
- Ineffective targeting, personalized marketing, and decision-making based on incomplete or inaccurate information.

### Impaired Customer Service

- Providing personalized and efficient customer service becomes challenging.
- Customer support representatives may lack important details, resulting in a disjointed customer experience and frustration due to repetitive information requests.

## Data silos created by separate systems or departments

### Lack of Data Visibility and Accessibility

- Difficult for employees across different departments to have a comprehensive view of customers.
- Inhibits collaboration, slows down decision-making, and prevents a unified customer experience.

### Inefficient Data Management

- Data silos lead to redundant data storage, as information is duplicated across systems.
- Results in increased storage costs, data redundancy, and potential inconsistencies, making data management cumbersome and resource intensive.

## Duplicated customer records resulting from data replication

### Inefficient Resource Allocation

- Inefficiencies, as the organization may inadvertently allocate resources to the same customer multiple times.
- Results in unnecessary marketing spend, redundant communications, and inefficient customer relationship management.

## Data Inconsistencies and Inaccuracies

- Data inconsistencies and inaccuracies, as updates or changes made to one record may not reflect in others.
- Compromises data integrity and can lead to erroneous insights, flawed reporting, and flawed decision-making.

## Inconsistent data formatting and standardization

### Data Integration Challenges

- Inconsistent data formatting and standardization hinder data integration efforts.
- Mismatched data structures and formats make it difficult to combine and analyze data from different sources, slowing down the integration process and impeding timely access to consolidated information.

## Data Quality and Reliability Issues

- Inconsistent data formatting undermines data quality and reliability.
- Inaccurate or incompatible data formats increase the likelihood of errors, leading to unreliable insights, flawed analytics, and compromised decision-making.

## Disparate data sources with different structures and formats

### Data Integration Complexity

- Disparate data sources with different structures and formats add complexity to the data integration process.
- Aligning and harmonizing diverse data sources requires significant effort, resources, and expertise, leading to delays in achieving a unified view of the data.

## Fragmented Data Analysis

- Different data structures and formats across sources hinder comprehensive data analysis.
- Analyzing data in its raw form becomes challenging, and the lack of a unified data model limits the organization's ability to derive meaningful insights and make accurate comparisons.

## Difficulty in tracking data lineage and visibility

### Limited Data Traceability

- Difficulty in tracking data lineage makes it challenging to trace the origin, transformations, and usage of data.
- This poses challenges in meeting regulatory compliance, understanding data dependencies, and ensuring data accuracy.

### Reduced Data Transparency

- Due to lack of data visibility, it becomes challenging to establish trust and transparency within the organization.
- Lack of visibility into data sources and modifications can lead to skepticisms, hinder collaboration, and impede effective data governance.

## Lack of a centralized data repository

### Inefficient Data Access and Retrieval

- Without a centralized data repository, accessing and retrieving data becomes time-consuming and cumbersome.
- Hampers data availability slows down data-driven processes and inhibits timely decision-making.

### Data Inconsistencies and Duplication

- The absence of a centralized data repository increases the likelihood of data inconsistencies and duplication.
- This leads to redundant data storage, wasted resources, and difficulties in maintaining data integrity.

## Limited data sharing and collaboration between departments

### Siloed Decision-Making

- Limited data sharing between departments leads to siloed decision-making.
- Critical insights and perspectives from different teams are not adequately shared, resulting in suboptimal decision-making and missed opportunities.

## Inconsistent Customer Experiences

- Limited collaboration between departments can result in inconsistent customer experiences.
- Customer data and insights remain isolated within departments, preventing a unified view and hindering the ability to deliver personalized and consistent experiences across touchpoints.

## Challenges in data integration and transformation

### Integration Complexity and Delays

- Integrating disparate data sources and transforming data into a unified format can be complex and time-consuming.
- This complexity delays the availability of consolidated data, impacting timely analysis and decision-making.

### Data Mapping and Compatibility Issues

- Incompatible data structures and formats across sources require extensive data mapping efforts.
- Data compatibility challenges hinder the integration process, affecting data accuracy and the ability to derive meaningful insights.

## Data quality issues and unreliable data

### Inaccurate Reporting and Analytics

- Data quality issues, such as incomplete or erroneous data, compromise the accuracy of reporting and analytics.
- Unreliable data leads to flawed insights, incorrect conclusions, and misguided business strategies.

### Damaged Customer Relationships

- Poor data quality can result in errors in customer communications, such as sending incorrect or outdated information.
- This damages customer relationships, erodes trust, and negatively impacts customer satisfaction.

# Departments rely on Customer Data

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<b>Marketing Department</b>	To understand customer behaviours, preferences, and demographics
<b>Sales Department</b>	To identify potential leads, understand customer needs, and tailor sales approaches
<b>Customer Service &amp; Support</b>	To provide efficient and personalized support
<b>Operations and Supply Chain</b>	To forecast and demand planning in supply chain and operations management
<b>Finance and Accounting</b>	To perform revenue forecasting, customer profitability analysis, and credit risk assessment
<b>Business Development and Partnerships</b>	To identify strategic opportunities and potential partnerships
<b>Logistics</b>	To manage the movement of goods and ensure timely deliveries.
<b>Legal &amp; Compliance</b>	To ensure customer data is handled in accordance with applicable laws, regulations, and privacy policies
<b>Field Sales &amp; Service</b>	To understand customer needs, preferences, and purchase history, enabling them to tailor sales pitches, make informed recommendations,
<b>IT</b>	To manage the technical infrastructure, systems, and databases that store and process customer data

# How Customer data gives Customer insights who Directly Impacts Revenue

*Lack of understanding the customer segments that contribute most to revenue will not help companies to focus their efforts on retaining and expanding relationships with these valuable customers.*



## Positive Revenue Impact Customer segments



### B2B Key Accounts

- Key accounts or strategic customers can have a significant impact on revenue.
- Major clients or partners with long-term contracts.
- Higher transaction volumes, or substantial recurring business.



### High-Value Customers

- Make significant and frequent purchases,
- Generate substantial revenue for the company
- Purchase premium products or services.
- Subscribe to higher-priced plans.
- Engage in cross-selling and upselling opportunities.
- Larger transaction sizes and willingness to spend contribute positively to the company's revenue.



### Loyal Customers

- Repeat buyers who consistently choose a particular brand or company over competitors.
- Higher lifetime value.
- contribute to recurring revenue.
- Positive word-of-mouth referrals and brand advocacy can also attract new customers, further boosting revenue.



### Brand Advocates

- Customers who actively promote and endorse a company's products or services.
- Share positive experiences, write favourable reviews.
- Recommend the brand to their networks.
- Their advocacy helps attract new customers, expand the customer base, and drive revenue growth.



## Target Market Segment Leaders

- Represent key segments or demographics that align with the company's target market.
- By catering to their specific needs, preferences, and pain points, the company can attract a larger share of the market, resulting in increased revenue within those segments.



## Early Adopters

- Eagerly embrace new products or technologies.
- Willingness to try new offerings
- Providing feedback helps companies refine their offerings and accelerate market adoption.
- The revenue generated from early adopters can pave the way for broader adoption and revenue growth in the future.



# Negative Revenue Impact Customer segments

*Identifying and managing these customer types is crucial for minimizing the negative impact on revenue. By focusing on customer retention, addressing customer concerns, and refining customer acquisition strategies, companies can mitigate the negative effects and optimize revenue growth.*



## Churned Customer

- Discontinued or stopped using the company's products or services.
- Departure leads to a loss of recurring revenue and potential future sales.



## One-Time Purchasers

- Single purchase and do not engage in repeat business.
- Contribute to short-term revenue
- Lack of repeat purchases limits long-term revenue growth.



## Detractors

- Had negative experiences with the company
- Likely to spread negative word-of-mouth.
- Their negative reviews and feedback can deter potential customers, impacting revenue.



## Non-Engaged Customers

- Low engagement with the company's products or services.
- Not actively use the offerings or participate in loyalty programs.
- Challenging to build long-term customer relationships.



## Price-Sensitive Customers

- Primarily focused on getting the lowest price and constantly seek discounts or promotions.
- Price sensitivity limits profit margins and reduces overall revenue potential.



## Refund-Seeking Customers

- Frequently request refunds or return products.
- Result in increased operational costs, loss of revenue from returned products, and potential damage to the company's reputation.



## Non-Paying Customers

- Do not fulfill their payment obligations
- May engaged in fraudulent activities.
- Not paying for the products or services they receive.



## Irrelevant Market Segment Customers

- Fall outside the company's target market
- Do not align with the desired customer profile.
- Engaging with these customers may result in inefficient marketing spend, diluted messaging, and lower conversion rates, impacting revenue.



## Unprofitable Customers

- Consistently generate low revenue or have high servicing costs that outweigh their value.
- Overall profitability is limited or negative.



# Bizdata Customer MDM: Win-win for Organization & Customers

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## What Company Gets?

### Accurate Customer Insights

- Understanding of customers, their preferences, and behaviours.
- Enables companies to identify valuable customers, target them with personalized offerings, and optimize revenue generation

### Revenue Optimization

- By enabling companies to identify cross-selling and upselling opportunities.
- With a holistic view of customer data, companies can identify additional products or services that align with customers' needs, maximizing revenue potential.

### Segmentation and Targeting

- Segmentation of customers based on various criteria such as revenue contribution, purchase history, or engagement level.
- Tailor marketing and sales efforts to specific customer groups, optimizing revenue growth.

### Customer Retention and Loyalty

- Effective customer retention strategies by identifying customers who positively impact revenue and developing targeted retention initiatives.
- Understanding of customer behaviours and preferences, companies can proactively address concerns, offer personalized incentives, and strengthen customer loyalty.

### Accurate Customer Insights

- Accurate and up-to-date customer data, which is vital for understanding customers, their preferences, and behaviours.
- Identifying valuable customers, targeting them with personalized offerings, and optimizing revenue generation.



# What Customers Gets?

## Better Service and Support

- Companies tend to invest more in delivering excellent customer service and support to customers, who positively impact their revenue.
- These customers may receive priority access to customer support, personalized assistance, and timely resolution of issues.

## Exclusive Offers and Discounts

- Customers who contribute to revenue growth may be eligible for exclusive offers, discounts, or loyalty rewards programs.
- These incentives aim to strengthen the relationship with valuable customers and provide them with additional value.

## Enhanced Product or Service Offerings

- Valuable customers may benefit from product enhancements, new features, or customized solutions tailored to their needs.

## Special Access and Early Releases

- Companies may grant valuable customers special access to new releases, beta testing, or early access to upcoming products or services.
- This gives them a sense of exclusivity and allows them to provide feedback that can further improve the offerings.

## Dedicated Account Management

- In some cases, high-value customers may be assigned dedicated account managers who serve as a single point of contact for their needs.
- These account managers ensure personalized attention, effective communication, and proactive assistance to maximize customer satisfaction.



# Benefits of Bizdata Customer MDM - Loyalty: Brands & Customer

*The table demonstrates how the interconnectedness of Brand Loyalty, Customer Loyalty, and Customer MDM can drive business success and contribute to sustainable growth. Organizations that prioritize these elements can reap the benefits of enhanced customer satisfaction, improved brand equity, and a strong foothold in the market.*

Customer MDM	Brand Loyalty	Customer Loyalty
Accurate and Comprehensive Customer Data	Enhanced Reputation	Increased Repeat Business
Improved Customer Insights	Increased Market Share	Higher Customer Retention
Personalized Experiences	Competitive Advantage	Positive Word-of-Mouth
Targeted Marketing	Brand Advocacy	Increased Customer Lifetime Value
Proactive Customer Engagement	Customer Trust and Confidence	Strong Emotional Connection with the Brand
Enhanced Customer Satisfaction	Differentiation from Competitors	Reduced Customer Churn
Continuous Improvement	Premium Pricing Opportunities	Higher Cross-Selling and Up-Selling Opportunities
Enhanced Loyalty Program Management	Improved Brand Equity	Lower Customer Acquisition Costs
Strategic Decision-Making	Long-Term Customer Relationships	Higher Customer Engagement
Improved Business Agility and Adaptability	Sustainable Business Growth	Positive Customer Reviews and Ratings



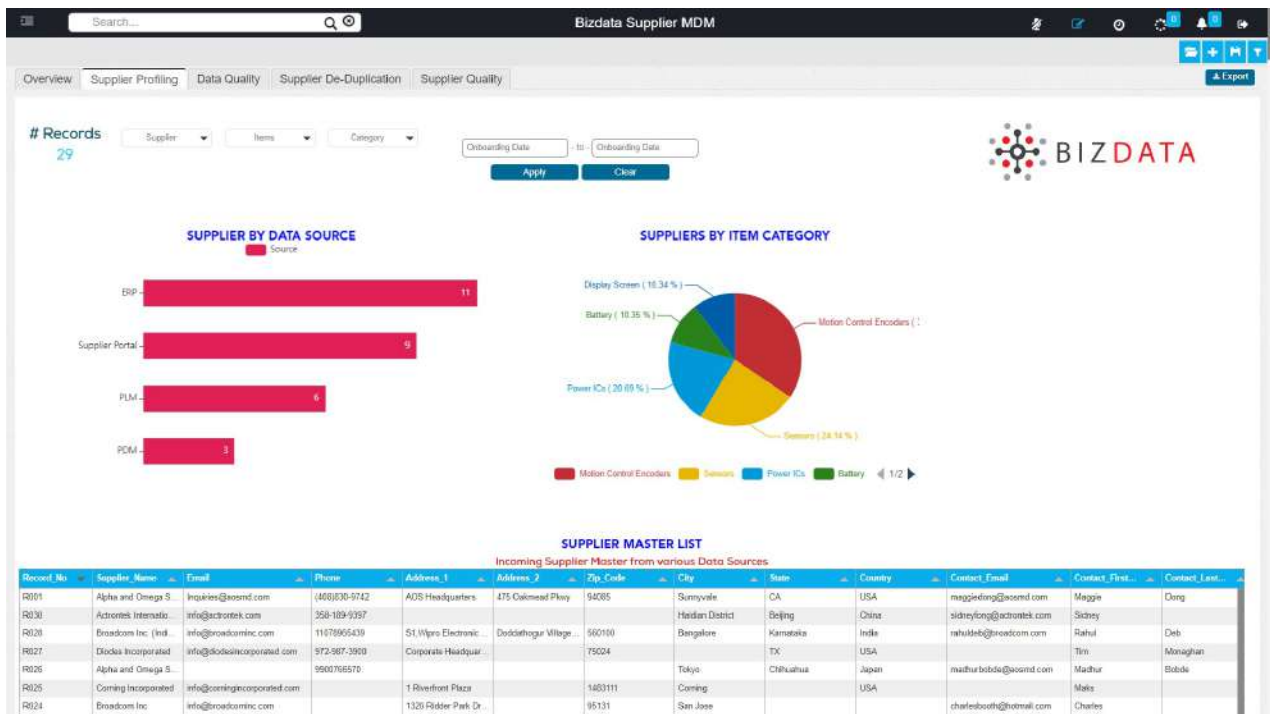
# Impact of Bizdata Customer MDM

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Increased market share	Personalized experiences
Enhanced brand reputation	Improved customer insights
Competitive advantage	Targeted marketing
Brand advocacy	Proactive customer engagement
Improved Customer trust	Premium pricing opportunities
Continuous improvement	Customer segmentation
Long-term customer relationships	Empower transformation
Lead generation	Engaging experience
Increased cross-sell & upsell	Lean system seamless operation
Improved customer Satisfaction	Worry free mergers & acquisitions
Reduced cost & increased revenue	Increased customer retention

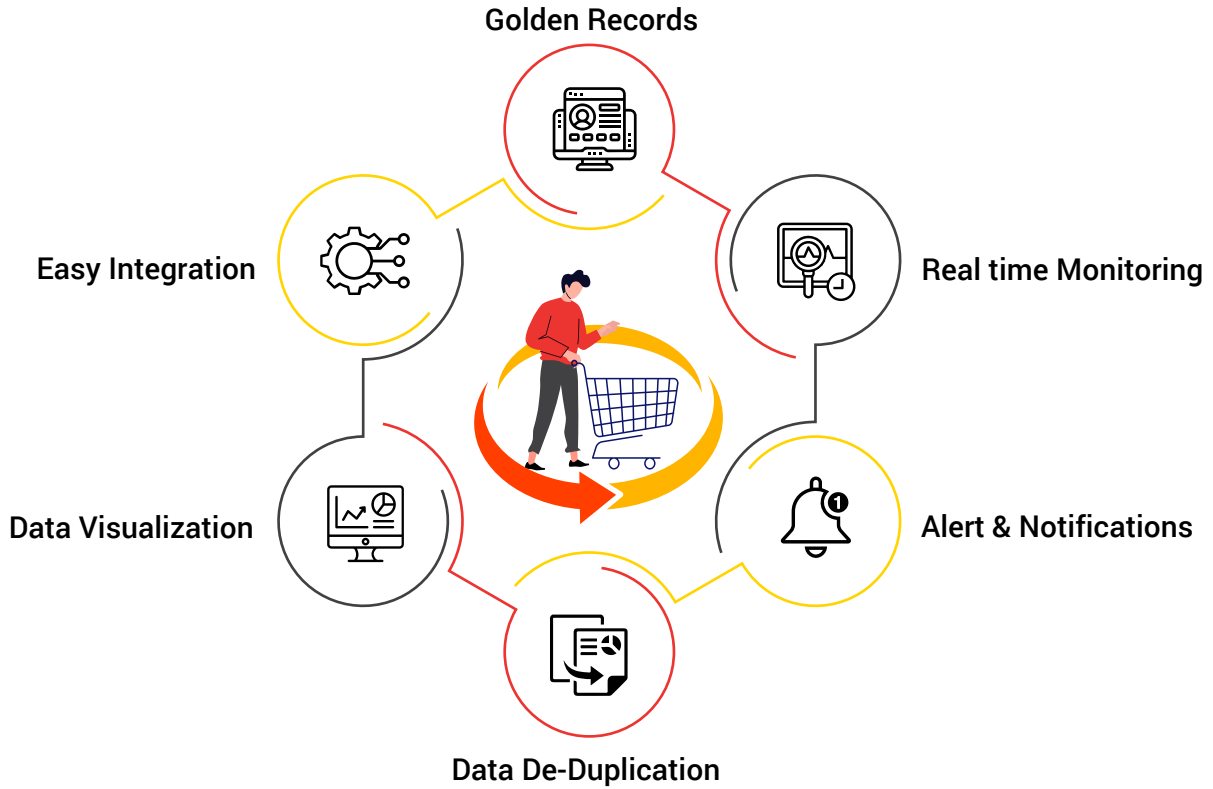
# With Bizintel360:

- Provide a single source of truth for customer data that includes customer address, email, and contact information, ensuring consistency and accuracy.
- Integrate data from several sources into a web view that is easily accessible on both a laptop and a mobile device.
- Have monitoring in real time and insight into the quality of consumer data and corresponding data.
- Provides enterprises with insights about customer involvement and trends.
- Maintain unique and easily accessible client information, get detailed customer data necessary for compliance, and provide reports to maintain regulatory compliance.



## Customer Profiling

# Customer 360 Platform



**Bizdata Supplier MDM**

Overview | Supplier Profiling | Data Quality | Supplier De-Duplication | Supplier Quality

Supplier: [Dropdown] | Supplier City: [Dropdown]

Wrong Email: 3 | Wrong Phone#: 2 | Wrong Zip Code: 4

**BIZDATA**

**SUPPLIER DATA COMPLETENESS**  
Based on null/Empty values in the Entity Property Columns

Source	Address 1	Address 2	City	State	Country	Zip	Phone	Contact Email	Email
ERP	91 %	73 %	100 %	100 %	100 %	82 %	73 %	91 %	100 %
PDM	67 %	67 %	33 %	100 %	100 %	33 %	33 %	33 %	67 %
PLM	67 %	56 %	67 %	83 %	67 %	50 %	17 %	83 %	83 %
Supplier Portal	56 %	22 %	59 %	67 %	89 %	67 %	67 %	78 %	67 %

**Data Quality Scoring Definition**

- Completeness : % of records with all the fields being not null
- Accuracy : % of records with all the fields having valid values
- Conformity : % of records with all fields meeting field length requirements
- Validity : Valid Email, Valid Phone#, Valid Zip
- Integrity : Data integrity ensures that all enterprise data can be traced and connected, consistent attributes

**SUPPLIER WITHOUT EMAIL**  
Email field from multiple sources with null value

Record No	Supplier Name	Email	Phone	Address_1	Address_2
R025	Alpha and Omega Semiconductor Limited		9900765570		
R026	Roux Instruments Incorporated				
R017	Broadcom Inc. (India - Bangalore)		2001239076	S1,Wipro Electron...	Doddeshogur Village Begur H...
R016	Diodes Incorporated			Corporate Headq...	4040 Hedgecove Road, Ste #200
R015	Alpha and Omega Semiconductor Limited			5F Yarakuchu Bldg.	Yarakuchu, Chiyoda-ku

**SUPPLIER WITH WRONG EMAIL**  
Email field from multiple sources and not in standard format

Record No	Supplier Name	Email	Phone	Address_1	Addr...
R019	Actrontek International Co. Ltd.	info@actrontek		Rts 905, Tower B...	No.1
R018	IDEMIA Group	info@idemiagroup.com			
R005	Diodes Incorporated	info@diodesincorporated.com	972-987-3900	Corporate Headq...	4949

## Data Quality



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