

Consumer Durables

**Single View of
Customer
(Marketing One
Stop Shop)**





Problem Statement

A leading **Fortune 1000 Consumer Durables brand**, faced the challenge of providing a consistent, personalized customer experience. The company's fragmented customer data, spread across multiple systems like SAP, Oracle, Data Warehouses etc.; hindered their ability to effectively track customer journeys, understand preferences, and deliver targeted marketing campaigns. This resulted in inconsistent interactions, reduced customer satisfaction, and missed opportunities for increased sales.



Solutions Delivered

To address these challenges, we implemented a data-driven approach focused on creating a Single View of Customer (CI360 is our dedicated SVOC). This involved:

▶ **Data Integration and Cleansing:**

Consolidate customer data from various sources, ensuring data accuracy and reliability.

▶ **Customer Segmentation:**

Employ clustering algorithms like K-means or hierarchical clustering to group customers based on their behaviors, preferences, and demographics.

▶ **Customer Journey Analysis:**

Utilize sequence mining techniques to identify patterns in customer interactions and understand customer journeys.

▶ **Predictive Modeling:**

Develop predictive models using techniques like logistic regression, decision trees, and random forests to forecast future customer behavior, including churn, purchase likelihood, and product recommendations.

▶ **Personalized Recommendations:**

Implement recommendation systems based on collaborative filtering or content-based filtering to suggest products or services that align with customer preferences and purchase history.

Outcomes

Improved Business Outcomes:



Customer satisfaction (CSAT)
Increased by **10.81% (from 7.4 to 8.2)**



Sales uplift
Increased by **3.15%**



Customer churn
Decreased by **17%**



Marketing ROI
Increased by **33.33% (from 3:1 to 4:1)**





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