

Consumer Durables

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





## Problem Statement

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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

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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

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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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