

Consumer Goods/CPG

## Single View of Customer in a Multichannel World for Consumer Durable

(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.

On top of that due to marketing in the phygital world, tracking the identity of the consumer base became a hurdle.

This resulted in inconsistent interactions, reduced customer satisfaction, and **missed opportunities for increased sales.**



# Solution Overview

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To address these challenges, we implemented a data-driven approach focused on creating a Single View of Customer. Customer intelligence 360 (CI360) is our inhouse 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** and **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, & random forests** to forecast future customer behavior, including churn, purchase likelihood, and product recommendations.

▶ **Personalized Recommendations:**

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



# How CI360 Helped the Marketing Team

To address these challenges, we implemented a data-driven approach focused on creating a Single View of Customer. Customer intelligence 360 (CI360) is our inhouse dedicated SVOC. This involved:

## ► Holistic Customer View Across AIDA Stages:

Helped track customer movement from **Awareness to Action**. This provided a **complete view of the customer journey**, showing how customers interacted with **ads, physical stores, and online assets**.

## ► Phygital Customer Insights:

Using **cookies** for online behavior and **QR codes** in physical touchpoints. It captured how customers engaged with different campaigns across platforms, allowing better alignment of resources.

## ► Increased Precision in Campaign Performance:

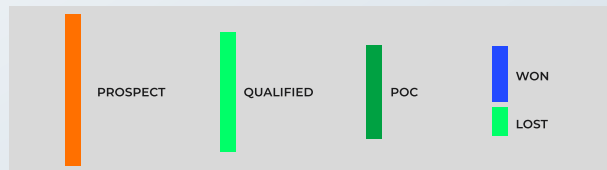
With visualizations in a **Power BI dashboard**, the team could pinpoint where customers were dropping off in the AIDA funnel, making it easier to focus on touchpoints with higher engagement rates.

## ► Real-Time Engagement Data:

The platform provided **real-time data** on how customers interacted with both digital and physical marketing assets. This allowed the team to adjust campaigns quickly based on live customer behaviors.

## ► Seamless Tracking Across Channels:

**CI360** connected physical and digital data, ensuring the marketing team could track customer flows seamlessly across all channels. This cross-channel visibility improved understanding of which marketing initiatives were driving conversions.



# Business Impact

Improved Business Outcomes:

✓ Search and Cart Abandonment → Optimised 

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

✓ Sales Uplift → Increased by 3.15% 

✓ CAC → Decreased by 17% 



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