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Meet Rising Expectations for Great Customer Service

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Meet Rising Expectations for Great Customer Service

Great customer experiences rely on a trusted 360-degree view of your customers

Whether as a consumer or a business customer, people expect an exceptional customer experience at every interaction. People want perfectly timed, compelling marketing offers. They expect personalized, expert sales assistance. After the sale, they want fast, frictionless support and to stay informed about exciting new products.

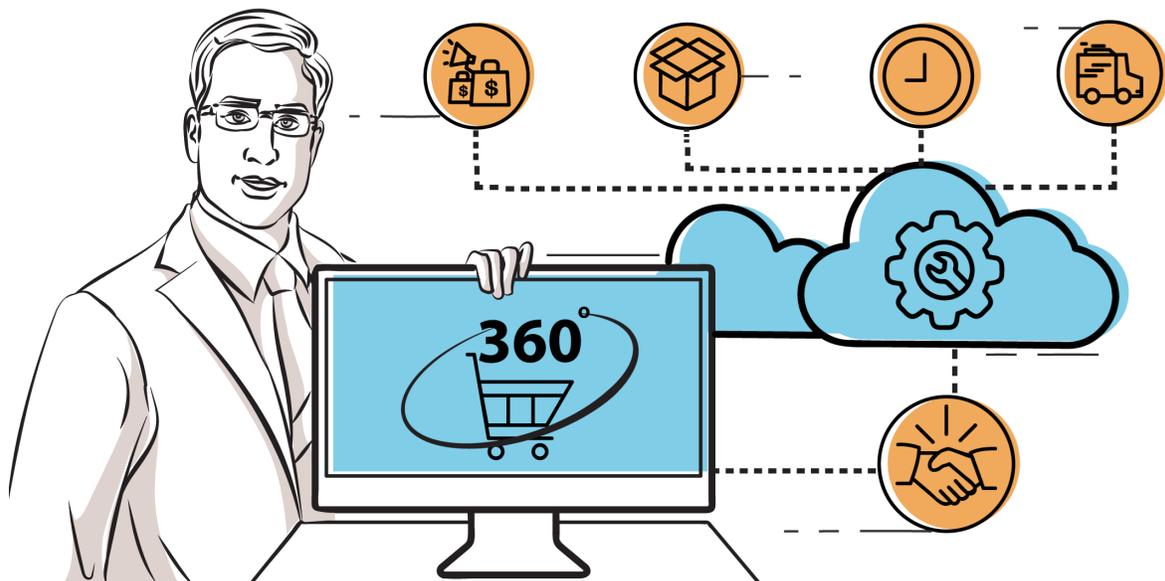
But the reality is that our interactions with marketing, sales, and customer service aren't always so flawless. We know that companies amass information about our histories and interactions, and it's irritating when a conversation with sales or customer service, or an offer from marketing feels incomplete, irrelevant, anonymous, or unresolved.

Happy Customers are Repeat Customers

We've all heard that it can be between five and 25 times more expensive to retain an existing customer than to win a new one.¹ Great customer service remains the biggest reason why customers buy again. In fact, 97% of consumers say customer service is important in their choice of—and loyalty to—a brand.² Negative experiences are far-reaching—60% of consumers say they have stopped doing business with a brand because of poor customer service.³

To make matters even more challenging for businesses, expectations for great customer service are rising. Fifty-six percent of consumers have higher expectations for customer service than a year ago—and that number jumps to 68% for consumers in the 18-34 range.⁴

Building customer loyalty, retention, and advocacy depends on the marketing, sales, and customer service teams having access to trusted customer information. Companies that build a reputation for providing an exceptional customer experience will out-sell and out-live companies that run their business with unreliable, inaccurate, and siloed customer information.



¹Harvard Business Review, "The Value of Keeping the Right Customers," October 29, 2014.

²2016 State of Global Customer Service, Microsoft, June 2016, <https://community.dynamics.com/b/msftdynamicsblog/archive/2016/06/24/infographic-2016-state-of-global-customer-service>

³2016 State of Global Customer Service, Microsoft, June 2016, <https://community.dynamics.com/b/msftdynamicsblog/archive/2016/06/24/infographic-2016-state-of-global-customer-service>

⁴2016 State of Global Customer Service, Microsoft, June 2016, <https://community.dynamics.com/b/msftdynamicsblog/archive/2016/06/24/infographic-2016-state-of-global-customer-service>

Clean, Connected, Consistent Customer Data

To solve customer issues quickly, companies need access to trusted, centralized customer information, including their history, interactions, and preferences. Having a 360-degree view of the customer relationship is critical for marketing, sales, and customer service.

Marketing: Marketers are increasingly responsible for creating compelling experiences that drive revenue. Successful marketing campaigns that start with great customer data usually end with high-quality pipeline and increased conversions. When marketers have great quality data about their customers and prospects at their fingertips, they can nurture a positive, long-term relationship with customers. These kinds of stable relationships maximize revenue growth, brand perception, and market awareness throughout the customer lifecycle.

Sales: Customers expect that sales teams know their relationship and history with the company. Customer and business data that is spread across disparate software and applications may result in multiple salespeople calling on the same customers, salespeople making irrelevant cross-sell and up-sell offers, decreased sales productivity and inaccurate sales forecasts, and lower customer satisfaction.

Customer Service: Customers are frustrated when they have to repeat the same information over and over to different agents. They do not want to call multiple times for the same problem. Yet customer service and support agents often struggle to resolve a customer issue because they must navigate multiple applications to get the complete picture. Long hold times result from the inevitability of researching customer histories, past purchases, and ongoing issues across different applications. The delay drives up costs and impacts key metrics such as first-call resolution, call handling time, and customer satisfaction.

Fuel Great Experiences with Marketing

A full picture of each customer helps to ensure that marketing offers are relevant and meaningful. Depending on the size of the company, valuable customer data can reside across five to 70 siloed applications. Lack of information—or worse, bad information—can cause the marketing team to send offers for

products that customers already own or for services and goods that they would never buy. Duplicate mailings, returned mail pieces, and email bouncebacks are lost opportunities.

These lost opportunities are avoidable when marketing teams have the great customer data they need to create innovative, highly personalized offers that touch customers and grab their attention. These campaigns boost conversion rates because they:

- Are properly segmented based on validated and enriched customer and product data
- Factor in customers’ household and other relationships, in addition to location and channel preferences
- Ensure cross-channel consistency to improve the customer experience
- Make certain that relevant offers are received by the right person at the right time

Boost Sales Effectiveness

With trusted customer profiles, salespeople benefit from access to clean, consistent, and connected customer information. Sales teams gain a clear picture into the status of their customers, the products they own, and the best way to reach them.

A 360-degree customer view moves the conversation ahead, combining a trusted customer profile with what a company knows about customers’ histories, the relationships they hold across complex hierarchies, and any sales and service issues.

The ability to strategically manage and share that deeper customer knowledge empowers sales teams to maximize every customer interaction and create more relevant offers across brands and lines of business. The sales operations team benefits from improved forecasting, performance analytics, and an ability to align resources more accurately to the market opportunity. That leads to revenue growth, increased wallet share, shorter sales cycle, faster sales onboarding, and higher customer satisfaction.

Great Customer Service Keeps Customers Engaged and Loyal

Trusted customer profiles built on a solid foundation of clean, consistent, and connected data are achievable. They reveal relationships among customers' households, employees, and lines of business, location and engagement preferences, and basic history, including the products owned, billing activity, and service inquiries.

When companies have reliable customer data, they can carry out a multichannel customer support strategy that delivers a seamless, integrated, and unified customer experience. Call center, live chat, social media, email, and front-line customer service representatives are provided with improved context so they can work together to provide an exceptional customer experience.

Empowering teams with the customer information they need to quickly and completely address customer needs increases customer satisfaction, supports customer advocacy, and reduces customer and employee churn. Customer service teams can be more productive, confident, and consistent when interacting with customers. They:

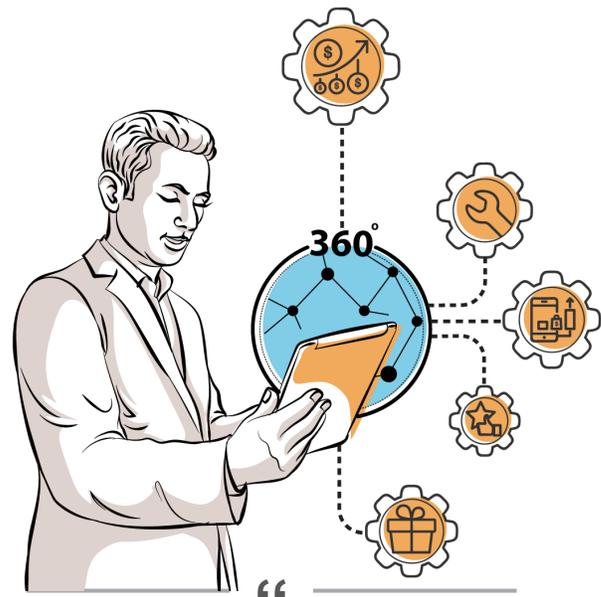
- Anticipate and proactively resolve issues, complaints, or service needs
- Stay informed of the steps taken across all channels
- Identify the next best action for the customer
- Engage at a personal level for more rewarding customer service

Nissan Europe Improves Marketing with 360 Engagement

People are passionate about their Nissan cars and trucks, and Nissan Europe wanted to tap into that passion. The company wanted to know their customers better so they could propose customized offers at the right moment. The problem was that customer data was spread across many different silos. Overall, the data quality was poor, and key data, like models and dealerships, was missing.

Nissan Europe implemented a customer centricity strategy with the goal of making its CRM more effective. It built a customer database that reconciled information from 90 sources in 24 countries, creating a true 360-degree view of the customer. Communications with the right people

was vastly improved. And because Nissan was able to target fewer customers with more relevant messages, it was able to spend less money to convert more customers.



A 5 percent increase in customer retention rates can result in a profit boost of between 25 percent and 95 percent.

— Bain & Company

Leverage Proven Partners for a Total Customer View

Trianz, a digital transformation and technology solutions firm, and Informatica, the world's No. 1 provider of enterprise data management solutions, have partnered to help businesses create great customer experiences with great customer data. With a 360-degree view of customers fueled by clean, connected, and consistent data, your organization can deliver a best-in-class experience that keeps customers returning again and again.

Trianz, an Informatica Elite Systems Integrator and Authorized Reseller, is committed to making your Customer 360 initiatives successful. Trianz leads with an engagement methodology that is focused on superior business outcomes and has been matured during years of business and technology consulting.

With Trianz and Informatica, organizations can:

- Gain a 360-degree view of customers across all touch points and channels
- Ensure the data powering customer profiles are clean, accurate, and connected
- Improve customer interactions across marketing, sales, and customer service
- Align business strategy based on data-driven customer insights

Together, Trianz and Informatica provide the solutions that organizations need to use data to power their decisions and achieve successful business outcomes.

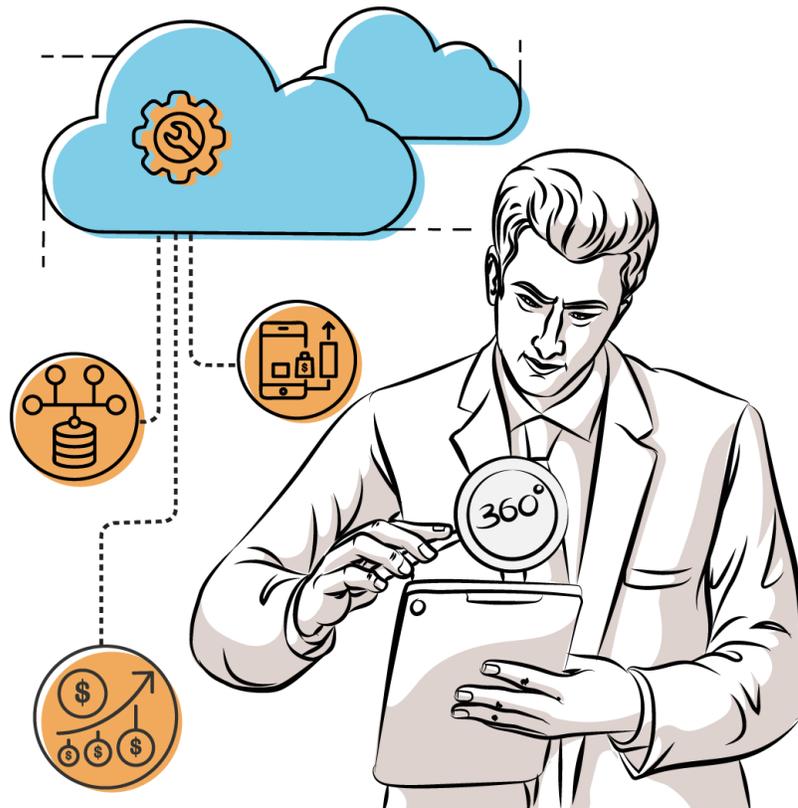
To learn more about engaging with Trianz, call (408) 385-5800 or email info@trianz.com.

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56% of consumers have higher expectations for customer service than a year ago.

— 2016 State of Global Customer Service, Microsoft

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About Informatica



Informatica, the Enterprise Cloud Data Management leader, accelerates data-driven digital transformation by enabling companies to become more agile, realize new growth opportunities and create new innovations. With 100 percent focus on everything data, the Informatica Intelligent Data Platform is the industry’s most complete and modular solution, built on a microservices architecture. With over 7,000 customers worldwide, Informatica allows organizations to unleash the power of data. For more information, visit www.informatica.com.

About Trianz



Trianz simplifies digital evolution through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended outcomes by bringing the best of consulting, technology experiences, and execution models. Powered by knowledge, research and perspectives, we serve *Fortune* 1000 and emerging organizations across industries and geographies to transform their business ecosystems and achieve superior performance by leveraging Cloud, Analytics, Digital, Infrastructure and Security paradigms. For more information, visit www.trianz.com.

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www.trianz.com | info@trianz.com | +1-408-387-5800

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