

Data Foundation for Improved Customer Experience

Achieve a consolidated, comprehensive view of customer data across all touchpoints, for personalization excellence.

Organizations are continuously striving to improve the customer experience. Across all industries, organizations work on improving customer satisfaction and loyalty, reducing churn, adapting to customer expectations, acquiring new customers, and converting prospects. To meet these and other customer-centric goals, organizations strive to personalize customer interactions, deliver efficient customer support via multiple channels, supply feedback loops to actively discover and understand customer sentiment, and implement 360-degree views of customers.

These types of initiatives require a strategic approach to improving the customer experience, as well as a data-driven mindset. But they are hindered by a few key challenges:

- **Data Silos:** Struggles with fragmented customer data across different departments or systems
- **Limited Personalization Capabilities:** Challenges in delivering personalized experiences due to limited insights into individual customer preferences
- **Changing Customer Expectations:** Challenges staying ahead of evolving customer expectations and industry trends
- **The Inability to Measure and Demonstrate ROI:** Struggles attempting to quantify the impact of customer experience initiatives and demonstrate returns on investment

The Denodo Platform, the leading logical data management platform, delivers complete, trusted, and up-to-date customer information, in business terms, while significantly reducing the time, costs, and risks of data management. This brief covers how the Denodo Platform overcomes each of the above challenges. We close with the story of LeasePlan, a Car-as-a-Service company that leveraged the Denodo Platform as the critical foundation for improved customer experience.

SOLUTION

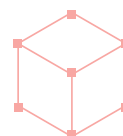
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WEBSITE

www.denodo.com

PRODUCT OVERVIEW

The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and midmarket companies in 30+ industries have received payback in less than 6 months.

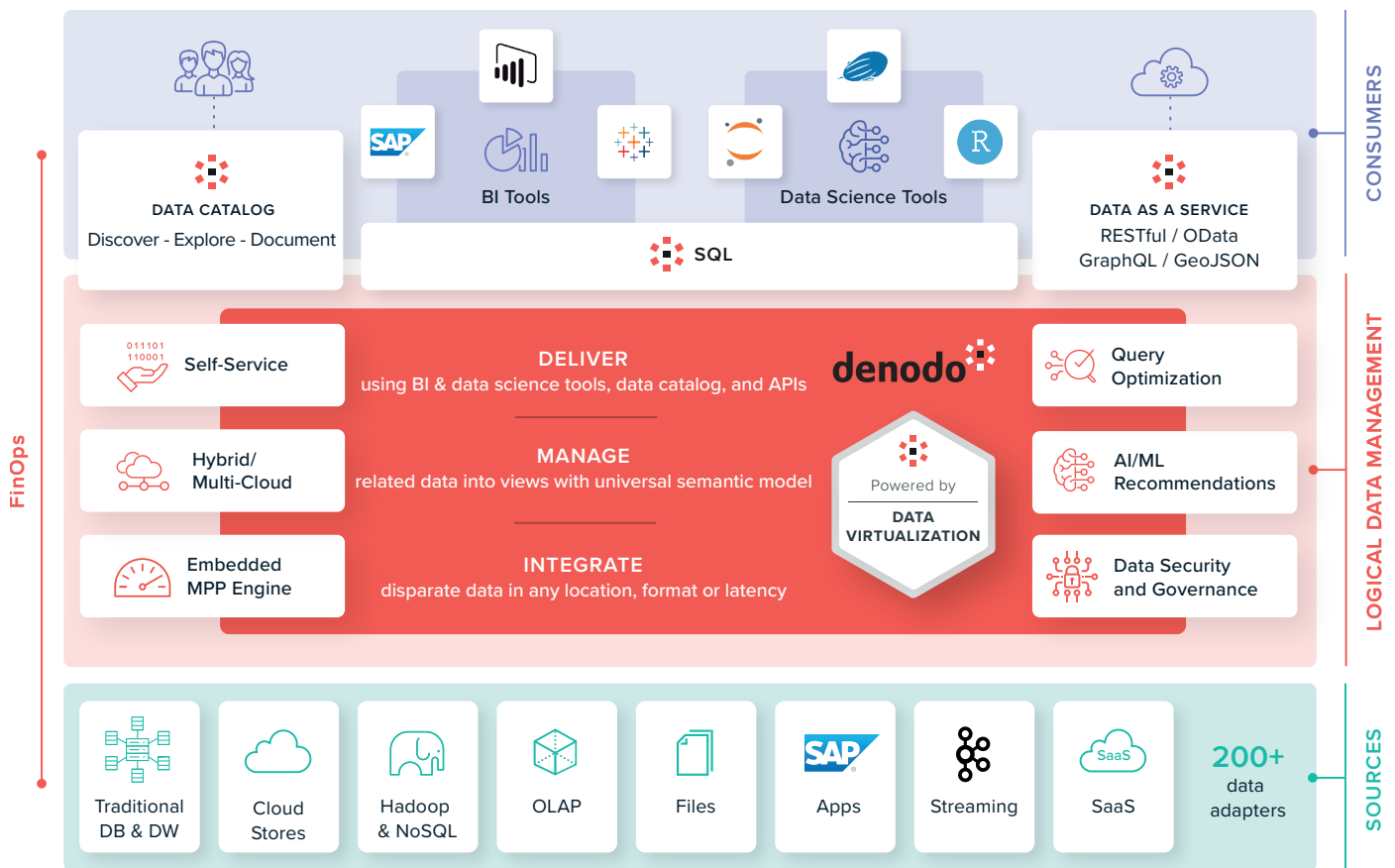


Introducing the Denodo Platform

The Denodo Platform is a logical data management platform. Unlike traditional data management approaches, logical data management approaches unify disparate customer data in real time, establishing a robust foundation for an enhanced customer experience. The Denodo Platform enables the establishment of a single unified semantic layer above an organization’s diverse data sources. In this layer all data access and governance can be managed, and the business benefits from a continuously updated, complete, trusted view of customer truth.

These features are enabled by data virtualization, a logical data integration technology that abstracts the complexity of diverse data sources and formats from data consumers and delivers unified, business-friendly views, enforcing all relevant data privacy and governance policies, all without having to physically move the data itself.

These views can be delivered in whatever format the business needs, including a variety of query and transaction APIs, and they enable data analysts, data scientists, and other business users to discover and consume customer data in support of the customer experience.



Improving the Customer Experience

Next, let's look at how the Denodo Platform overcomes each of the challenges listed on the first page.



Breaking Down the Data Silos

By unifying disparate customer data in real time, the Denodo Platform eliminates data silos, so organizations can better understand customer behavior, preferences, and expectations. Organizations can gather comprehensive customer data from a wide variety of touchpoints, including website interactions, social media, in-store transactions, customer service interactions, and more. They can leverage both quantitative and qualitative data to gain a holistic view of customer behavior and preferences.



Enabling Advanced Personalization

Organizations can leverage diverse, real-time customer data to deliver personalized content, product recommendations, and promotions. They can also dynamically adjust website interfaces and marketing messages based on individual customer preferences.



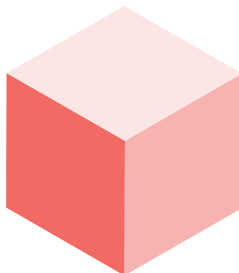
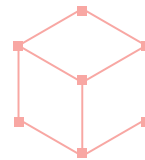
Adapting to Changing Customer Expectations

The Denodo Platform enables organizations to integrate immediate feedback from customer surveys, reviews, social media, and other sources, to adapt to any changes in customer expectations or sentiment. Organizations can use this feedback to continuously improve products, services, and the overall customer experience.



Measuring and Demonstrating ROI

With the Denodo Platform, organizations can employ advanced analytics to derive actionable insights from customer data. They can leverage this data to analyze customer journeys, identify patterns, anticipate future needs to proactively enhance the customer experience, and confidently demonstrate the ROI of every customer-experience initiative.



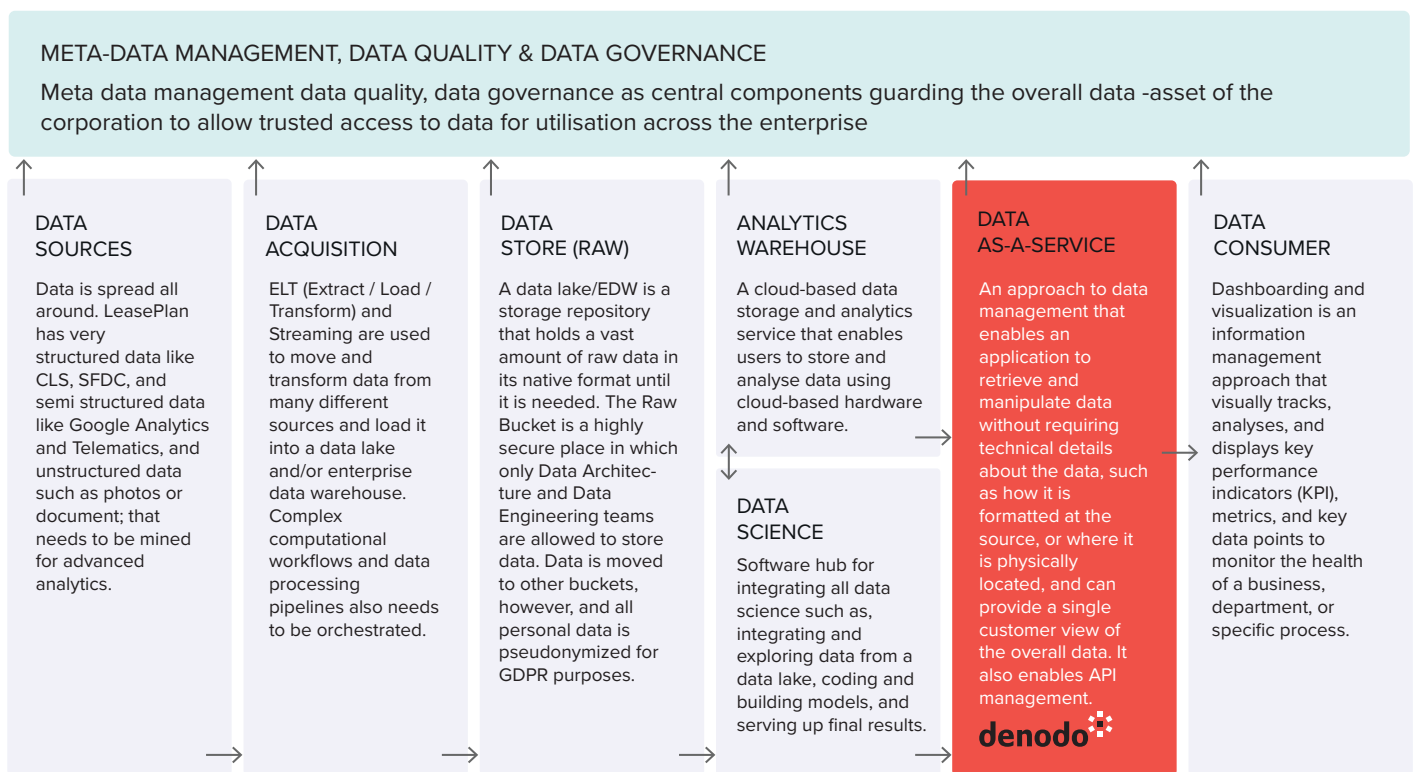
Case Study: LeasePlan



LeasePlan is a global leader in Car-as-a-Service, with approximately 1.8 million vehicles under management in 29 countries. As a car-as-service company, LeasePlan collects a large amount of behavioral data, marketing data, traffic information, social media information, and services and maintenance data. All this data needs to be integrated and contextualized for business decision-making and optimizing business services. However, being a globally distributed company, LeasePlan had data spread across a variety of siloed and heterogeneous data sources (SAP, Salesforce, IBM DB2, Snowflake, etc.), making data integration and data delivery challenging for sound business decision-making, optimizing processes, creating new business models, and complying with EU regulations.

LeasePlan turned to the Denodo Platform, which provides an abstraction layer to create a single, secure point of entry to LeasePlan's entire data ecosystem. By providing a centralized framework for data governance, the platform also protects LeasePlan's customers and ensures the highest level of data safety, at the core of the logical data fabric.

Global Data Hub Reference Data Architecture - Building Blocks



The Denodo Platform enabled LeasePlan to provide enhanced customer experiences, as data delivered through the Denodo Platform enables better insights for fleet managers. The Denodo Platform also improved customer convenience: With the ability to seamlessly merge information from one car with the historical information from other cars, LeasePlan can predict far more accurately when a car may need to be serviced, and accordingly, steer its customers to preferred garages in time. With the Denodo Platform, LeasePlan can even schedule maintenance appointments for customers.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.