

The Way of Customer 360

Why a Holistic Customer View is
Imperative for the Right-Now Economy



HAVE YOU EVER LOOKED INTO THE EYE OF A HURRICANE?

Probably not.

But a safely distant Discovery Channel camera view of a hurricane's center is quite beautiful, and informative: a hurricane gets its strength from its organization, gathering up everything around it to further build and fortify the immense power at its core.

An effective customer 360 platform works very much in the same way: by fueling a powerful spinning core with data collected from every corner and source possible, sucking in matter at an incredible rate and twirling it all together to create an awesomely dynamic moving and living entity.

But where a hurricane breeds destruction, a customer 360 platform breeds construction via gorgeous, meaningful, interactive, loyalty-building customer experiences that empower the customer as much as the company.

Today's customers require individualization, which means their applications must provide relevancy, engagement, accessibility, responsiveness, and 100% availability, or they will be a disappointment.

The way to provide this is customer 360, and these are the five elements that comprise The Way of Customer 360.

HOLISM

The first and perhaps most essential element of The Way of Customer 360 is “holism”.

In the medical world, holism means treating the “whole” person by taking into account more than just physical symptoms.

In the data world, it means taking into account and integrating every single data source, from social media likes to web page views to Uber rides.

A solid customer 360 platform lets you store data longer, join it with other data sets, and identify phases of the customer lifecycle, which in turn helps to increase sales, improve engagement, and retain the best customers.

Without holism, your applications will not be contextual and therefore they won't be relevant.

“NOWNESS”

Arguably not a word.

But by “nowness” we of course mean “real time”, and by “real time” we really mean real-time data analysis.

Imagine today's customers having to wait a few minutes to get a response from their apps. The horror! But, all joking aside, this is the reality of the Right-Now Economy.

To provide meaningful, real-time interactions and results, your customer 360 platform absolutely MUST be able to analyze data in real time, or the insights it will be providing simply won't be effective or worth acting upon, and your applications won't be responsive.

CLEANLINESS

Washing your hands makes you feel a little better inside, doesn't it? You just feel a little less grimy... and a little more pleasant.

Likewise, your company runs and feels better on clean, trustworthy, accurate data. You need your customer 360 platform to act as a single source of truth from which to build your holistic view, otherwise your customer 360 initiative will be dead on arrival.

A single source of truth can accomplish things like entity resolution, which allows customers to identify the same users across different systems and user data, and fraud detection, by consolidating and comparing data across departments to identify out-of-the-ordinary activity.

Without clean data and a single source of truth, you won't find The Way of Customer 360.

SIMPLICITY

These days it's not uncommon for a single account's data to spread across tens or even hundreds of systems and/or files within a company.

Although this data is captured, business users and data analysts often struggle to find actionable insights because it's so hard to access.

Enterprises need to understand who their most valuable customers are, provide compelling user experiences, and run personalized marketing of high-margin products to the correct customer segment.

An effective customer 360 platform consolidates all customer data and makes it accessible, actionable, and significantly less complicated to interpret, which in turn makes it possible to take new products and product features to market much faster.

SCALABILITY

The final but no less important element of The Way of Customer 360: scalability.

To go back to our hurricane analogy: hurricanes scale seamlessly and easily, and the bigger they get the more powerful and stable their core becomes.

The same goes for a customer 360 platform. An effective platform is built on a data layer that can scale horizontally, providing linear capacity increases without reconfiguration or downtime, which reduces the strain on legacy systems and allows you to capture more data at higher rates and with greater fidelity.

The Way of Customer 360 is not truly “The Way” without easy and affordable scalability of your data platform, which makes your applications continuously engaging.

THE WAY IS HERE

Embrace it
To Thrive

Surviving and thriving in the Right-Now economy means having a seamless, holistic view of every customer via a powerful, flexible, scalable, always-on data platform.

When you have holism, oneness, cleanliness, simplicity, and scalability at your digital core, you are practicing The Way of Customer 360, and you can bet this will lead to The Way of Disrupting and The Way of Beating The Competition.

But of course, becoming a ninja in “The Way” requires the right data platform, one that can provide delightful, instantly responsive cloud applications built for the Right-Now Customer.

DATASTAX ENTERPRISE

The Shortcut to The Way

Any customer 360 initiative is going to take time to build, but there's a quicker route and there's a slower route, and the quicker route can be found in a nimble, easily scalable data layer that you can simply lay over your legacy infrastructure like a new coat of paint.

That's DataStax Enterprise (DSE) — a complete data platform that can integrate information from multiple systems of record and real-time event processing in a single view.

It's also highly scalable and can store and process unlimited volumes of customer data regardless of source or format.

If you're looking for shortcuts to The Way — you need only look as far as [DSE](#).