

Trusted Solutions: Single Customer View (SCV)



A complete and holistic view of your customer data

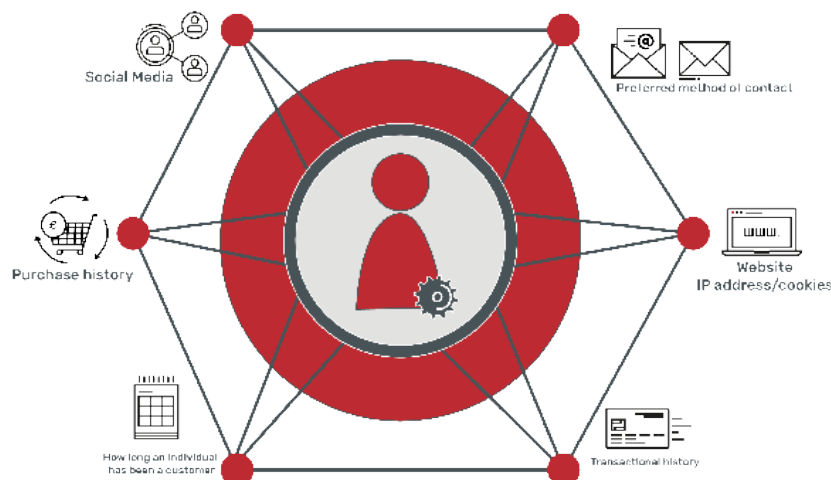
Building an SCV will transform data management in your business and maximise the value of your data

A game changer in the quest for customer centric marketing, a Single Customer View (SCV) describes the aggregation of multiple data sets within an organisation into one database to provide a single, unified view of each customer.

Combining data from multiple sources and channels across your business – from product and purchase history, call centre and customer service logs, to online and social activity, provides a complete picture of your customers and their interaction with your business.

Not only an effective Single Customer View enhance how you can use and capitalise the data assets within your business, but it will also;

- Provide actionable insight into how your customers interact with you
- Enable you to make more informed decisions and enhance ROI from marketing activity
- Improve operational cohesion, efficiencies and communication



Want to know more?
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