



# ***DATA DEMOCRATIZATION***

**Giving Employees and Customers  
What They Want**



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## ***WHERE IS YOUR DATA AND WHO IS USING IT?***

In too many organizations, customer data lives in unconnected silos, with data from different channels and systems stored in separate servers, clouds and databases scattered across multiple departments. Before an organization can tap into the power of its customer data, that data must be unified. Breaking down data silos and bringing all your data together in one place makes it possible to create a master customer record and gives you a 360-degree view of the customer to provide optimal customer experiences.

However, data unification is just the start. Once your data is unified, you need to make sure it is easily accessible to everyone in the organization, without one team or department acting as a gatekeeper. We call this process “data democratization.”

This e-book will help you understand why you need to democratize your data. We will first look at what happens when data is not democratized. Next, we will examine the data needs of different groups in your organization and the benefits data democratization brings them. Finally, since different teams have different data needs as well as different technical requirements and proficiencies, we will talk about what you need in a data platform to drive and support data democratization across the organization.

**SECTION 01**

**WHAT HAPPENS  
WHEN DATA IS NOT  
DEMOCRATIZED?**



## When data is not democratized, the first thing that suffers is efficiency.

In many organizations, end users can only access data through a centralized data team. This team acts as a middleman that all other teams have to go through to get the insights they need to do their job. With this type of dynamic in place, many downstream challenges emerge.

Picture a director of demand gen who has to pull lists for campaigns. First, she submits a ticket with all the parameters for the data she needs. Then she waits on the centralized data team to produce the data for her. The data team, however, is working through all their tickets and can't get to her request for two to three weeks.

But after the data team finally reviews and processes her request, the demand gen director finds issues with it. The list is too small, or all the customers are only in one country, or there are duplicate email addresses that haven't been reconciled, or some other type of flaw. A new ticket must be submitted and the process begins all over again. As a result of these kinds of delays

and inefficiencies, it takes months to start a marketing campaign. And once it's finally ready to go, the campaign may have lost its relevance in the market.

Restricted access to data results in poor customer experiences and lower business performance across the board:

- /// **When call center reps don't have access to customer data**, they don't know anything about a customer's history with the company. They have no frame of reference to resolve persistent problems or prevent possible future issues.
- /// **When store managers lack access to data**, they can't run relevant promotions or target specific customers for special treatment.
- /// **When marketing lacks access to data**, they can't understand their customer base, nor can they tailor or personalize campaigns and recommendations based on customer insight.

When people across the organization have limited access to data, they begin to lose trust in data. Even when teams have access to their own data, which they trust, their siloed, limited source of truth differs from that of the other teams. From the top of the organization on down, when different teams are relying on different data sets, there will always be room for doubt.

Only a unified data set accessible to all stakeholders ensures that there are no gaps in understanding when it comes to customer behavior and organizational performance, and that every decision is truly data-driven.

**SECTION 02**

**HOW DOES DATA  
DEMOCRATIZATION  
BENEFIT THE  
ORGANIZATION?**



## Deeper Customer Insight, Greater Personalization and Increased Data Curiosity

Data democratization brings many benefits to an organization. The most immediate impact is an increase in organizational efficiency.

Let's go back to our aforementioned demand gen director who needed to pull lists for campaigns. If she had direct access to the customer data she needed and a UI that allowed her to adjust parameters based on the results she was getting, pulling the best lists would take minutes, not weeks. This dynamic extends to any role or department that has to rely on someone else to acquire or analyze the data they need.

Data democratization also significantly improves customer experience in several significant ways:

/// **It drives deeper customer insight.** Data democratization makes it possible to understand your customers in the aggregate and at different levels of granularity. Not only can you cluster customers into more and more meaningful and addressable cohorts, but you can better understand overall customer behavior. The better you understand customer

behavior, the more you can refine a host of initiatives, from product development to the design of online and offline experiences.

/// **It allows for greater personalization.** Having democratized data at your fingertips makes it very easy for customer service and support staff to personalize their interactions with customers and for marketers to personalize communications, offers and campaigns.

/// **It enhances the organization's data intelligence.** We've seen again and again that when you give more employees access to data, they become **"data curious"** and begin exploring data and connections on their own. When your entire organization is more data literate and data curious, you will continuously make surprising and valuable discoveries. Moreover, data democratization allows every individual in the organization to draw on a data set that is considerably larger than their own local silo, greatly increasing what can be done with the data.

Data democratization also resolves the important issue of data trust. When the whole company agrees on a single source of truth, it puts trust in data on a solid foundation and inspires confidence from the C-suite, board of directors and other decision makers. Everyone trusts the data when it comes to the overall health of the company, the wisdom of its investments, KPIs being met and other important business metrics.

**CASE STUDY****PVH**

**A LEADING FASHION AND LIFESTYLE COMPANY WHOSE BRAND PORTFOLIO INCLUDES CALVIN KLEIN, VAN HEUSEN AND TOMMY HILFIGER, AMONG OTHERS, WAS STRUGGLING TO GLEAN INSIGHTS FROM SILOED DATA COLLECTED ALONG VARIOUS CUSTOMER TOUCHPOINTS.**

Marketers had incomplete pictures of their customers, and other business units, like customer service, were unable to leverage rich customer data to drive more meaningful and satisfying support sessions with their customers.

Recognizing the need to aggregate and centralize all customer data, PVH turned to Acquia CDP. The unified data available in the CDP allowed PVH

marketers to produce more relevant communications while providing a wealth of exploration-driven insights that evolved from the company's new data-first strategy. Having the power to tap the data to answer a specific question about their customers led PVH marketers to ask other questions. From there, they found other answers in the data, which just perpetuated the process.





**SECTION 03**

**WHO NEEDS  
WHAT?**



Every part of the organization needs data. But different teams have different data needs and different technical and analytical capabilities.

## **MARKETING**

Marketing uses customer data to make decisions about everything from offers and campaigns to ad buys and customer loyalty programs. Marketing also needs specific data, such as customer contact information, to run actual campaigns.

Different types of marketers will have different levels of technical skill when it comes to working with data. For example, more technical marketers may know how to run SQL queries, but content specialists likely won't. Technical marketers need more advanced capabilities to dig deeper should they want or need to, while other marketers need relatively easy ways to manipulate, analyze and pull data.





## CASE STUDY

# J.CREW

**CLOTHING RETAILER J.CREW HAD A SIGNIFICANT AMOUNT OF ESSENTIAL DATA TRAPPED IN DIFFERENT SILOS.**

Its customer service team lacked valuable insights into customers' journeys, purchase histories and lifetime value. The marketing team could not easily access dashboards or reports and needed support from business analysts who had the ability to pull lists and custom queries. The company therefore couldn't tailor campaigns and discounts based on actual customer behavior, negatively impacting margins.

J.Crew adopted Acquia CDP, and now its marketing teams are empowered to access unified customer data and autonomously create complex audience segments — including optional sub-segments and A/B tests — that they can deploy in various marketing execution systems. This means that J.Crew is infinitely agile; teams can come up with an idea and, within 30 minutes, they can identify and pull the audience. Marketing is now self-reliant.

## CUSTOMER SERVICE AND SUPPORT

Support reps need to know as much about the customer as possible in order to personalize the interaction and recommend the best course of action. Not only do they need to access customer data quickly, but they need guidance on what the data means (“this person is a high value customer,” “this person is only a holiday shopper,” etc.) and what the next best step will be in any interaction. Meanwhile, customer support managers need insight into the quality of service/support they are delivering and how to continually improve positive outcomes and customer satisfaction. This requires easy-to-navigate dashboards and tools that help them conduct calls and improve operations.

Most customer service agents have visibility into purchase history and previous call center interactions, but agents often lack insight into the complete picture of a customer. When agents understand details such as how customers are engaging online, in emails or in stores, plus other details such as VIP status, they can easily tailor the conversation to each unique customer.





**CASE STUDY**

# **ARCELIK**

**APPLIANCE MANUFACTURER ARCELIK OPERATES A LARGE CALL CENTER WITH OVER 2,000 AGENTS.**

When customers complete a post-purchase form, agents call customers to ensure success with their purchase and upsell adjacent products and services. Acquia CDP's 360 Profile API enables agents to gain a complete view of their customers and provides detailed call scripts. The scripts auto-populate with data coming from Acquia CDP, and

agents can reference what brand and product the customer purchased, what channel it was purchased through, the customer's home address and more. This enables the representatives to have a relevant, high-value conversation and close call tickets faster.

## **REGIONAL AND STORE MANAGEMENT**

Regional and store managers need to be able to make smart decisions about local campaigns and offers. They also need to be able to respond to regional regulatory compliance requests. Data tools have to be easy to use and, most of all, they must eliminate the need for any kind of manual data processes.





## CASE STUDY

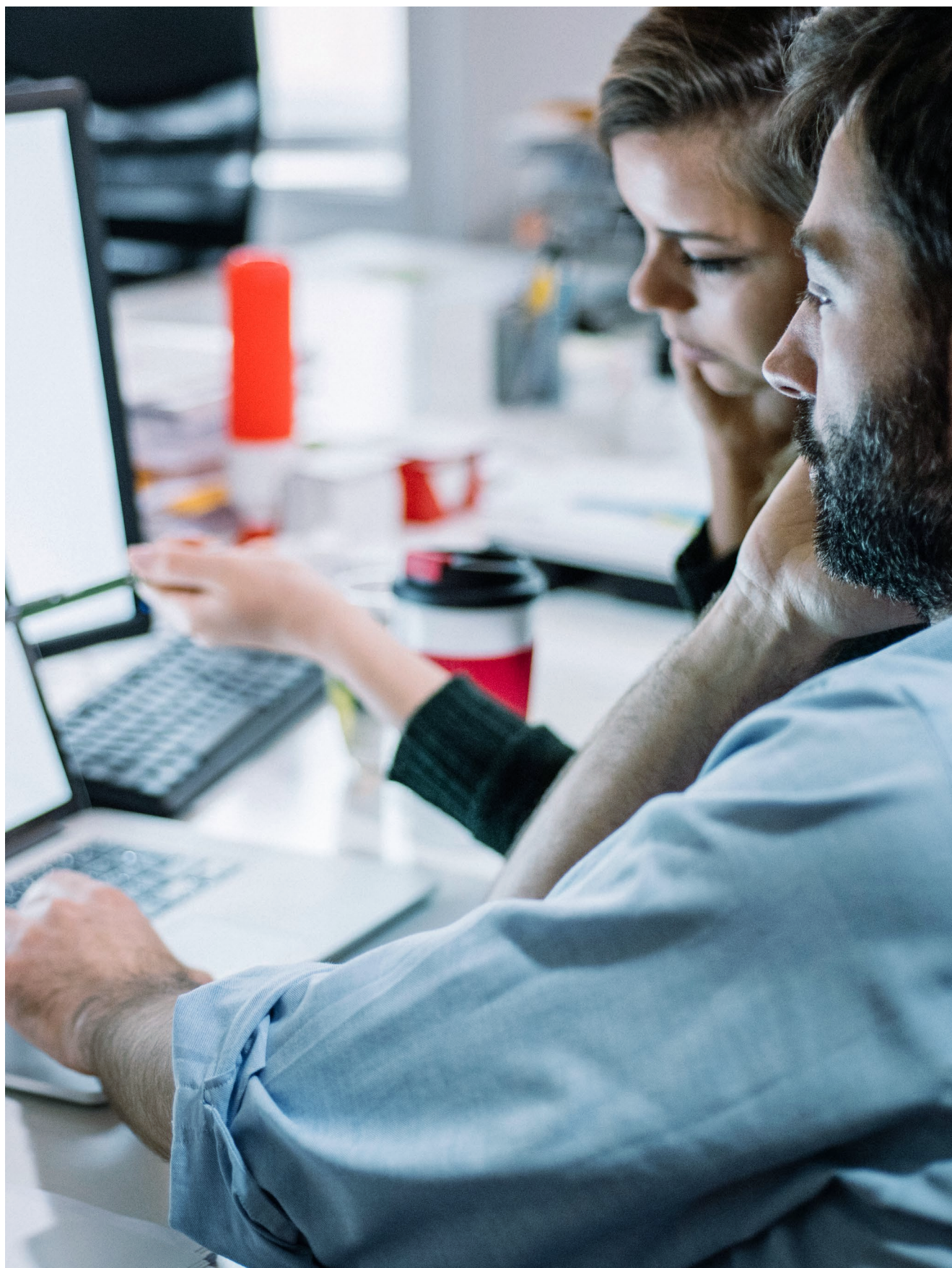
# MCM

**LUXURY LEATHER GOODS BRAND MCM WAS SEARCHING FOR WAYS TO ENHANCE PERSONALIZATION WHILE CONTROLLING COSTS.**

MCM used Acquia CDP to enhance personalization beyond email campaigns, creating personas and assigning each customer to a cluster (e.g. traveling brand enthusiast, women's campaign hero, small leather goods bundle buyer, etc.)

Next, the marketing team extrapolated further details on that cluster's behavior and buying habits and launched campaigns targeting the best-selling

product within each cluster rather than the overall top-selling product. MCM used Acquia CDP to drive value to offline customers through its clienteling strategy. By making customer data available to MCM's in-store personnel, they were able to create profiles for offline customers and target them based on their spend threshold, product cluster and other data.



## **ANALYTICS AND BUSINESS INTELLIGENCE**

When using data to make decisions about strategic investments, such as opening a new store location, analysts need access to clean and comprehensive data sets. If they don't have access to all relevant data, then how valuable can their analysis be? They also need to be able to easily share and compare data sets, and use the analytics tools that are most appropriate to the analysis they want to perform. Their selection of tools shouldn't be limited by the data platform the organization uses.

It is also critical for non-analysts to be able to access and use data the way they want so that analysts and BI teams don't have to run reports for them. When analysts and BI specialists don't have to collect and deliver data and perform analyses on behalf of their non-technical team members, they can focus on more valuable, revenue-generating activities for the organization.

## **LEADERSHIP**

What leadership needs is complete and trustworthy data that can be used in the best interest of the organization, whether at departmental, organizational or board level.

Once data is unified and accessible, leadership needs effective dashboards that provide answers to key operational performance questions such as:

- What is our average order value (AOV)?**
- What is our return on ad spend (ROAS)?**
- How many customers moved from offline to online during the pandemic?**
- Which stores increased sales during the pandemic?**

The dashboards in Acquia CDP have helped MCM standardize KPI reporting, giving top-level management an at-a-glance view of KPIs, growth, etc. across regions. Today, MCM's marketers use Acquia CDP daily, and executives consult key marketing dashboards on a regular basis.



**SECTION 04**

***WHAT YOU NEED TO  
DEMOCRATIZE DATA***

## A Trusted, Single Source of Unified Data Accessible to All Stakeholders

Before you can democratize your data, you need to unify your data. The best way to break down data silos and create a single source of truth around customers is through a customer data platform (CDP).

Once everyone is operating off the same data set – a trusted, single source of truth – users need access to reporting and analytics. Data democratization requires nothing less than full SQL access to your CDP data through an easy-to-use, browser-based query editor. Without user access, it isn't true data democratization.

Since the technical expertise in your organization will vary, the platform must offer easy-to-use, low-code tools, while also providing advanced capabilities for those with more technical acumen. Users must be able to perform cohort analyses at the segment level with deep, granular insight into customers and customer groups.

Acquia CDP is a proven solution to providing data unification, accessibility and democratization for enterprises. All data is unified into a single, persistent customer record that is available via UI and API to serve as the foundation for all insights and actions. With over 300 out-of-the-box business metrics, dashboards and reports built from years of enterprise experience, you will quickly be up and running with new, valuable insights that bring immediate results.

Acquia CDP can also readily connect to any data sources your brand may rely on. All teams gain access to unified CDP data and can easily toggle between reports and queries, as well as share data with external BI tools.

With Acquia CDP, you can democratize your data, empower all stakeholders in your enterprise with access to the data they need to drive optimal decisions and future-proof your business as market conditions and customer behaviors evolve.

# ***DEMOCRATIZE YOUR DATA NOW***

Empower all teams with access to data that's easy to understand — and put to work.

***LEARN MORE*** ▶

# Acquia

ACQUIA.COM

## **ABOUT ACQUIA**

Acquia is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

