

SOLUTION SPOTLIGHT:

DEMOCRATIZING DATA ACROSS THE ORGANIZATION

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. 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 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 tailor or personalize campaigns and recommendations based on customer insight.

Data democratization breaks down data silos, giving you a 360-degree view of the customer to provide optimal experiences across all touchpoints.

HOW DATA DEMOCRATIZATION BENEFITTED ONE MAJOR BRAND

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.

Through comprehensive data democratization, J.Crew's marketing teams are now 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.

By unifying customer data and granting internal teams the autonomy to find and use it, J.Crew unlocked nuanced customer insights that augment the organization's marketing initiatives.

EXPLORE DATA DEMOCRATIZATION

Take a deeper dive into the data needs of different groups in your organization, the benefits data democratization brings them and what you need in a data platform to drive and support data democratization across the enterprise.

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