

ABOUT CUSTOMER 360

Customer 360 refers to a complete, 360-degree view of an organization's customers, encompassing all the channels of interaction between the business and its customers.

While varying somewhat depending on the organization's market, industry, or business model, Customer 360 views typically include data from customer relationship management (CRM) systems, support and services, orders and billing, website interactions, social media, direct customer communications, supply chain management systems, corporate databases, enterprise resource planning (ERP), and partners and other third-party data sources.

INDUSTRY EXAMPLES

Retail

Retail and online ecommerce shops can build comprehensive profiles of their customers for targeted promotions, churn analytics, and determining their next best offer.

Insurance

Insurance firms can use customer 360 to understand the dynamics of their insured, mitigating risk and assessing the viability of particular insurance plans in real time.

Healthcare

Healthcare companies need to amass information spanning multiple systems, siloed in separate locations, to get a full 360-degree picture of a patient's health. In this setting, Customer 360 is more often called Patient 360.

StreamSets for Customer 360

Overview

Every organization wants to know more about its customers, so it can take actions that enhance customer satisfaction; predict what might drive future customer engagement; and link customer interactions with specific business performance goals. A Customer 360 approach aims to provide a comprehensive, holistic view that includes all the interactions and touch points between a business and its customers.

Challenges

More data can lead to a more comprehensive Customer 360 view—but only if all that data can be captured, managed, and kept safe from unauthorized use. The challenges are especially profound when considering complex data formats, quickly changing data, and data from IoT—coupled with the fact that real-time data introduces an entirely new dimension of interaction. Along with these challenges comes the operational burdens of managing constant changes across your data plane.

Enabling an effective Customer 360 strategy requires the ability to:

- Capture all customer data.
- Deliver real-time customer engagements.
- Protect global and local data.

Organizations are prevented from achieving Customer 360-level customer knowledge when:

- Companies are forced to piece together partial views of customer behavior, managing to the limitations of their systems and not to their analytic goals.
- Their data lives in siloed data repositories, creating gaps in analytic outputs and poor visibility for business intelligence.
- Customer intelligence tools are unable to integrate with broader data platforms for advanced analytics.
- Most marketing systems cannot process real-time data.

These same challenges also make it difficult to adequately protect customer data, including personally identifiable information (PII). Compliance with the European Union's General Data Protection Regulation (GDPR) and other new regulations requires that organizations be able to limit access for analysis across all the data systems and pipelines that contain customer data, regardless of their levels of built-in security.

What's needed for Customer 360 is a scalable way to capture customer data—across all an enterprise's systems, securely and in real time—to help deliver a unified, complete picture of the organization's interactions with its customers. Only then can enterprises reliably understand the scope of their customer-related costs, learn what actions are helping or harming their customer relationships, and chart a course to optimize customer satisfaction and retention, both now and in the future.

INDUSTRY EXAMPLES

Financial Services

Financial services companies use customer 360 to better understand clients' spending habits, protect against fraudulent purchases, and plan how to stock ATMs and branch locations to ensure they have the cash to meet shifting demands. Customer 360 can also provide indications of fraud and cyber events.

Technology

Application and online resource vendors use customer 360 to reduce customer churn from apps and online services. They can also offer contextual and relevant advertisements to keep consumers engaged.

Manufacturing

Manufacturing organizations use customer 360 to better plan sourcing and inventory for their store locations and geographic regions. By understanding predictive indications of product demand, manufacturers can become smarter about how they distribute their goods.

ABOUT STREAMSETS

StreamSets transforms how enterprises flow big and fast data from myriad sources into data centers and cloud analytics platforms. Its DataOps platform helps companies build and operate continuous dataflow topologies, combining award-winning open source data movement software with a cloud-native Control Hub. Enterprises use StreamSets to enable cloud analytics, data lakes, Apache Kafka, IoT, and cybersecurity.

Founded by Girish Pancha, former chief product officer of Informatica, and Arvind Prabhakar, a former engineering leader at Cloudera, StreamSets is backed by top-tier Silicon Valley venture capital firms, including Battery Ventures, New Enterprise Associates (NEA), and Accel Partners.

For more information, visit streamsets.com

Solution

StreamSets helps organizations evolve their customer intelligence practices with its DataOps Platform that operationalizes data movement to help deliver a true Customer 360 view.

Capture all customer data. With StreamSets, companies can establish a golden record for each customer, enriched regularly with new data. By combining all relevant customer data—regardless of source, type, or location—StreamSets helps build a full view of an organization's customers and their behavior over multiple channels and interactions. That way, companies can optimize their marketing spending, deploy personalization, and implement customer segmentation based on data intelligence.

Deliver real-time customer engagements. Effective customer engagements are time-sensitive and often require real-time action. This means leveraging data in real time, automating actions in real time with distributed processing, and serving results online. StreamSets allows organizations to easily leverage click-stream, online, and network logs to trigger personalized reactions.

Protect global and local data. Through its Data Protector tool, StreamSets helps identify and mask sensitive data in motion. Data Protector keeps customer data safe by fully managing risk through visibility across all components and access points, providing data masking, encryption, and support for integration with popular governance tools. StreamSets makes it easier for organizations to comply—and prove compliance—with GDPR, internal security best practices, and other requirements for handling PII.

StreamSets Benefits

StreamSets enables organizations to:

- Use common connectors for clickstream, Adobe HIT data, Salesforce, and other common destinations, including online transactional systems.
- Design complex dataflow topologies to create a customer golden record.
- Handle evolving fields of customer data with intelligent pipeline technologies.
- Integrate with Apache Spark for real-time data flows that power advanced machine learning solutions, and with Cloudera Navigator and Sentry for comprehensive data auditing and lineage.
- Track data movement with common-sense data safety and alerting features.
- Protect PII and other customer data while enabling expanded analysis.

Closing

Real-time data changes the way that companies engage with their customers. The StreamSets DataOps Platform helps bring together an organization's various customer-related systems, delivering true Customer 360.

Find out more about how StreamSets can help achieve Customer 360, faster than ever before.

[Contact a StreamSets representative today.](#)