Schober

Interfaces to over 1,000 source systems

universal
data
orchestration **(udo)**

Data-driven marketing and digitalised sales for medium-sized companies

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UNIVERSAL DATA ORCHESTRATION:

Data-driven marketing and digitalised sales for medium-sized companies

What you can expect - summary for decision-makers

Are brand loyalty and customer retention yesterday's news? The technological upheavals of recent years have turned many certainties upside down. SMEs are challenged to adapt to the new conditions in both B2C and B2B business. In view of the thematic abundance - AI, ML, GDPR, Last Cookie, Zero Data - decision-makers in marketing and sales are strongly challenged. But, and this is our good news: the challenges are manageable. Brand loyalty and customer retention are still important and feasible. This is what we want to show you on the next few pages and take you into a new world.

This white paper first looks at the three most important challenges for marketing and sales managers. The second part summarises the consequences of the transformation for CMOs and CSOs, and then **presents a concrete solution** concept for the upcoming tasks in the following part with udo.
The last part contains concrete **use cases to convey practice-relevant knowledge and possible applications**. In view of the multitude of challenges, we only show a selection; we will be happy to provide you with further material and background on request.

The Schober team wishes you much pleasure and even more useful insights. If you have any questions or would like to go into more detail on individual aspects, we look forward to a dialogue with you!

Your Schober team

A. Three key challenges for marketing and sales

1. Digitization: Digitalised customers and their journeys

The digital transformation is showing its consequences: The way consumers and business customers seek information, are persuaded and make purchasing decisions has changed fundamentally. Because they use digital shopping and communication channels as a matter of course - regardless of whether they are end customers or business customers - in addition to the previous options. This looks like this, for example:

Examples customer und buyer journey

Anyone who wants to buy a new smartphone today may start with an internet search, watch explanatory videos, then be referred to a blog by a friend and finally receive a promotional e-mail that leads them to buy it in their specialist shop. Or online ordering after all? Similarly in the B2B environment, where the buyer journey can look like this: The site manager first searches the Internet for a bollard with a robust base using a search engine and then visits various supplier websites. At one supplier, he even finds matching plastic chains and composite links in a package. He adds the products to his watch list; three days later he receives a call from the sales department offering to clarify any open questions. He doesn't have any and buys right on the phone.
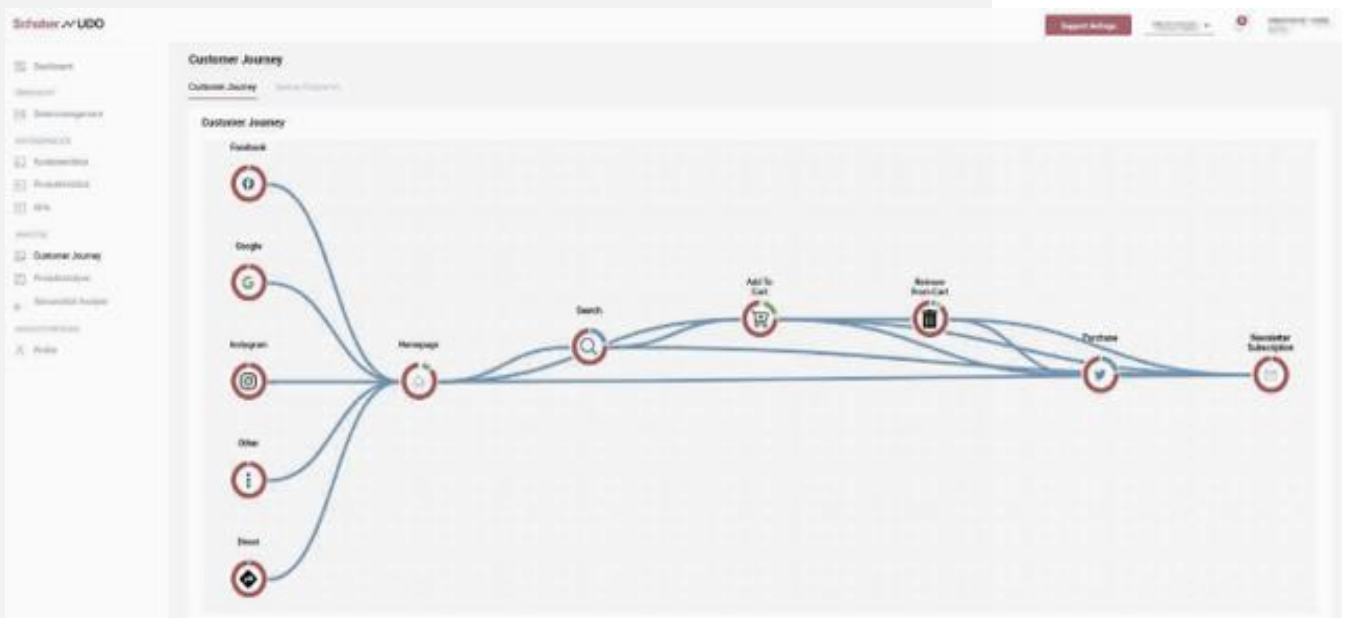
udo Analytics

Both buying processes exemplify how the customer and buyer journey have changed in three ways:

1. Digital (and analogue) touch points have exploded and only add up to the final purchase decision.

2. Channels and devices of interaction are diverse, requiring cross-channel targeting.

3. The buying process is not linear, but an agile sequence of interaction events (search, video, blog, promo, deal, sales call, purchase, etc.).

New touch points between customers and companies, more sales and communication channels and non-linear buying processes increase the complexity for marketing and sales. While the choice for the target groups increases enormously, customer loyalty decreases. At what point in the buying process should incentives be set or sales involved? How and where do companies reach their target groups?

udo

The redesign **of the interaction between companies and customers** and the **correct customer approach** represent one of the central entrepreneurial challenges.

udo Touch Points, Foto @ Pixabay

2. An innovative imperative for companies: data

The transformation to the digitalised customer has direct consequences for the interaction between brands and customers. Companies are challenged to act. Because those who do not keep up will be left behind and lose their market connection - let's call it the innovatory imperative.

In essence, it is about new business models that marketing and sales accompany and implement - for example, the transformation from car manufacturer to mobility service provider, the energy turnaround or neo-banking. A high degree of adaptability (agility) is required, as is the rapid market introduction of products and services (time to market).

The most urgent entrepreneurial challenge, however, is the redesign of the interaction between companies and customers. If you want to do justice to the digitalised customer, you need a new understanding of the customer with a much higher degree of customer centricity than before. This applies to both end customers and business customers. Who are my customers anyway? What do they expect and need? This is exactly where the redesign of customer interaction must start. The multitude of touch points and channels makes buying processes more complex, but it also provides data and valuable information about customers in an unprecedented way.

Based on this data, B2B sales can be digitalised and lead management optimised. The more precise the qualification of leads, the higher the added value in sales. The use of data is also important in the end-customer business. Only those who know their customers comprehensively and precisely can make the right communication and product offer at any time. **The key to this: Data.**

3. Technology: data silos and the Babylon of tools

Data is the new oil - the phrase is used inflationarily, but remains true. Because data is the decisive raw material on the way to a new customer understanding and maximum customer centricity. Everyone wants data. Data is created in enormous quantities and everyone generates own data. This brings technological hurdles with it, because data is practically always distributed across several databases and systems, never consolidated.

Companies with several product or sales divisions often even have a separate customer database for each division. In addition, there are other marketing and sales tools from CRM to email management to reporting tools. In this form, the raw material data can neither be promoted nor refined into customer insights or an all-round view of customers. **Three technological challenges are crucial to the success of data-driven marketing**:

1. Data silos must be dissolved and all relevant data must be networked across departments and systems. If you do not connect the touch points of your customers, you cannot follow their customer and buyer journey.

2. The quality of the data is crucial for getting the right results. If you work with incomplete or even factually incorrect data, you will not reach your goal. In addition, data must be relevant and available in sufficient quantity for the task.

3. Only through analysis does data become information and usable insights. This requires the right tools and technical and mathematical-statistical know-how. Experts, however, are in short supply.

Added to this is the unmanageable range of technologies, tools and applications for marketing and sales, which are summarised under the terms MarTech or SalesTech. The number of IT solutions for marketing alone has risen from around 150 in 2011 to 7,040 in 2019.

But no tool speaks the same language because only parts of the entire required MarTech stack are mapped - CRM, DDP, MdB, CDP and so on. Until now, a universal data orchestration as an all-in-one solution was missing.

B. What drives CMOs and CSOs or the consequences of digital transformation

But how can marketing and sales position themselves optimally for and in the digital transformation? CMOs and CSOs are faced with the task of completely redesigning the interaction with their target groups. In concrete terms, this means that customer centricity must increase significantly in order to win new customers, retain existing customers or reactivate them. After all, even long-standing interfaces to customers are increasingly losing their exclusivity to platforms such as Google, Facebook, but also HRS, Zalando, Geizhals or Crowdfox. Only those who have the best access and the most attractive offer close sales. For this, however, communication and sales professionals must interact in a valuable and personalised way and know customers and their demand precisely.

The disloyal customer
Marketing and sales are confronted with declining customer loyalty. This is especially true for end customers. But commercial customers are also switching providers more and more frequently. Competition is intensified by digitalisation because digital customers are more willing than average to change providers. This is particularly evident in comparison portals. Whether insurance, B2B marketplaces like Crowdfox, telecommunications or electronics, a better offer is quickly found. Turning this into a positive, the question is: How do marketing and sales professionals win digitalised customers and how do they retain them in the long term?

Where does the interaction take place?
Companies must pay attention to which channel they use to interact with which customers and when. Where does the customer dialogue take place? Whether on the smartphone via app, in the comparison portal, browser-based on the company website, in connection with a TV and magazine advertisement, in contact with the service centre or on the basis of an influencer recommendation. Touch points in the customer journey have exploded. Each touch point contributes to the purchase decision in its own right, with the effectiveness of each individual trigger depending on the individual customer.

Cost efficiency: more for less
Since resources are not unlimited, cost efficiency is a central aspect of the overall consideration for marketing and sales decision-makers. How can cost efficiency be achieved with the multitude of possible touch points and diverse but demanding customers? The answer is data-driven marketing and digitalised sales. Based on its universal data orchestration concept, the Schober Information Group has developed the SaaS solution udo, with which marketing and sales professionals can answer all relevant questions in a cost-efficient manner.
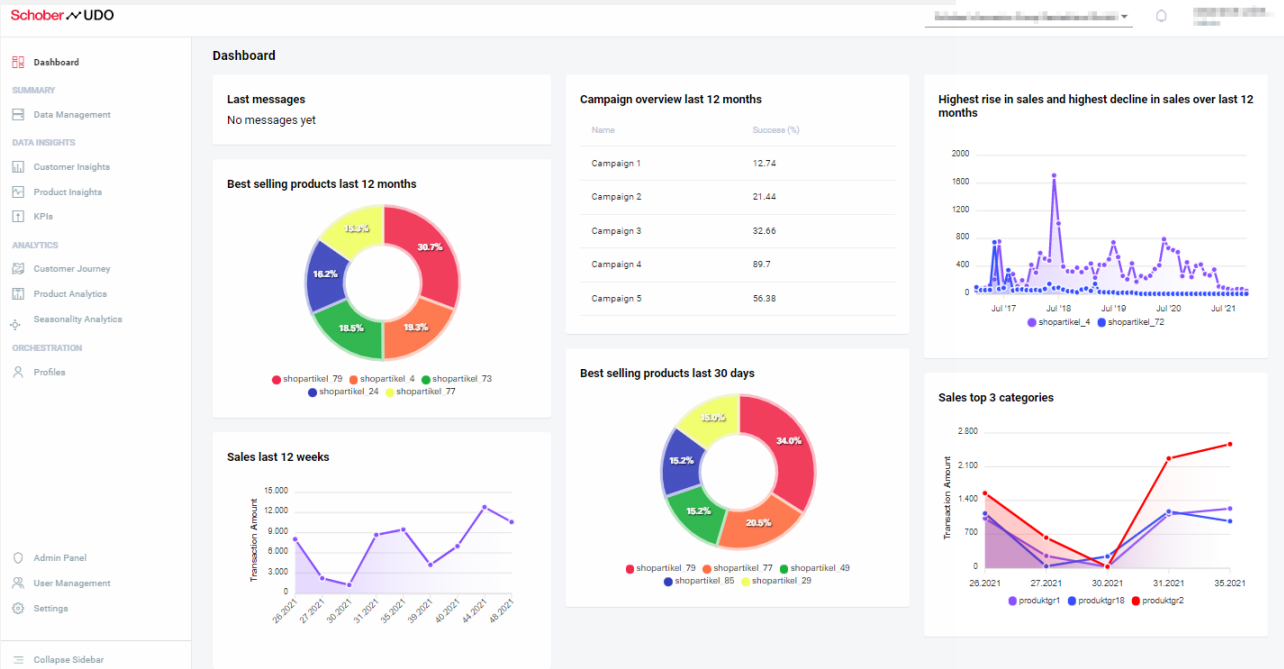
udo Data

Three central questions

The consequences of the digital transformation summarised: CMOs and CSOs with ambitious business goals must redesign and intensify customer dialogue via marketing and sales. After all, in the digital transformation, companies will only win customers if they interact with them in a personalised and valuable way. And this can only be achieved by companies that can answer three central questions:

1. How do I overcome data and information silos?

2. Who are my customers and what do they expect?

3. How do I reach my customers?

C. How personalized and valuable customer interaction succeeds: universal data orchestration (udo)

In digitized markets, speed, relevance, and personalization are central. So how does the concept of **u**niversal **d**ata **o**rchestration work, how does **udo** work?

u for universal

The first step is to create a universal basis for data-driven marketing. Therefore, udo provides all data related to the intended customer interaction centrally in the first step. This is because, as a rule, important data in different transaction systems (master data in the CRM, purchase history in the ERP or store system and service data in the ticketing of the CCC) lie unconnected next to each other. This mapping of data silos creates the basis for further analyses.

d for data

As soon as all existing data stores are accessible and the data is networked, decision-makers in marketing and sales use udo to check the database against the background of their business and communication goals. In order to be able to create real added value for customers in customer interaction, they increase the depth of information if necessary. This may be necessary because the data quality of their own data (first party data) is too low - for example, outdated or incomplete data is available.

Often, however, the content of the available data is not sufficient to answer central questions for marketing and sales goals. With its integrated third-party data, udo can therefore be used to selectively expand the database through enrichment. Typical data here includes, depending on the customer target group, 80 million mobile advertising IDs, data on leisure and usage behavior, on the degree of digitization, on IT systems used, on the corporate structure. Depending on the communication objective, very specific data is also required to answer the three core questions. A sales professional responsible for acquiring new B2B customers for fine dust filters throughout Germany naturally needs different data than an Adidas marketer for a B2C campaign with the cross-selling goal of "jogger pants plus 20 percent discount on after-shave".

o for orchestration

To make of data information and subsequently actions, the collected and refined data in udo goes through two important processing stages called orchestration.

Stage 1 uses data analysis to obtain information about prospects, customers and their requirements. The analysis strategies and methods are diverse and depend on the task. Typically, cluster analyses or segmentations, artificial intelligence and self-learning algorithms are used in addition to simple data mining with pattern recognition. Now it becomes clear who one's own customers are and what offers they expect. With the information gained about customers and their requirements for products and services, providers can explicitly identify individualised, valuable interaction and product offers.
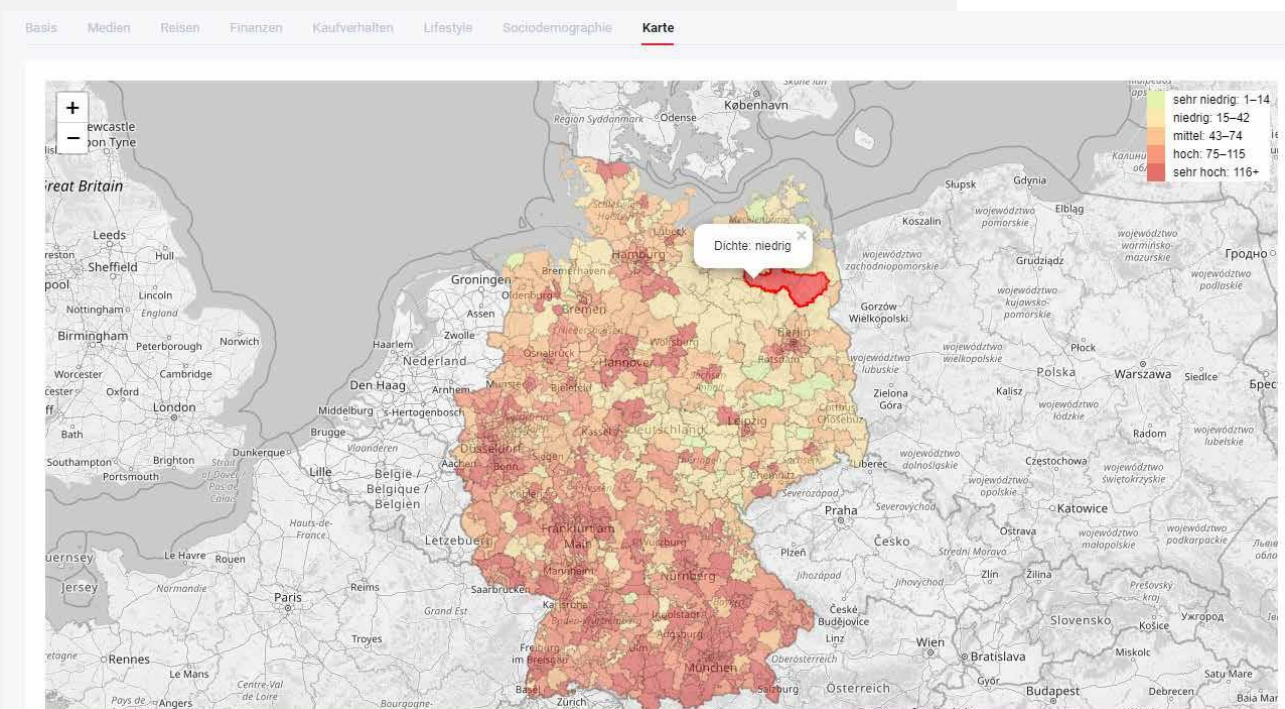
udo data Karte

Stage 2 moves to action and uses the information gained to target prospects in campaigns and communicate the value of the products on offer.

The optimal media and channels identified in the analysis are used as the channel of interaction. This makes it clear how and where providers can best reach customers. In the Software as a Service variant (SaaS), udo provides campaign management for automated targeting including retargeting. In this way, CMOs or CSOs can control measures automatically. This is the best way to achieve personalised and valuable interaction with customers.

D. Selected business scenarios

In the following, we present some selected business scenarios (use cases) for decision-makers in marketing and sales as examples.

Lead qualification - efficient and target-oriented

A central goal in B2B marketing is the acquisition of qualified leads, i.e. new contacts with a concrete interest in buying the offers of the advertising company. What sounds simple is in reality a complex and above all time-consuming undertaking for marketers and sales experts. How do you distinguish merely generally interested contacts from leads? This is a crucial question for the sales process because it makes an enormous difference for the further procedure and the return on investment.

With the help of udo and the integrated Schober data universe, leads can be easily qualified and, for example, trade fair or website visitors with curiosity can be distinguished from those with a clear interest in buying. This is possible, for example, via socio-demographic analyses, landing pages or product configurators. Those who visit the same landing pages several times or check their requirements in the product configurator probably have a concrete purchase intention. The automated lead qualification paired with the precise lead scoring make udo efficient and target-oriented. In this way, you make optimal use of your financial as well as human resources.

udo also supports lead scoring by predicting purchase probabilities. This makes it possible to decide in which channel the lead is best processed further. Leads that are immediately ready for sales can be handed over directly to the sales department and advised on the contract design by telephone. Other contacts are "nurtured" by e-mail or in other channels and remain in the lead-nurturing process because the right time has not yet come. In this way, resources - both financial and human - can be used optimally.
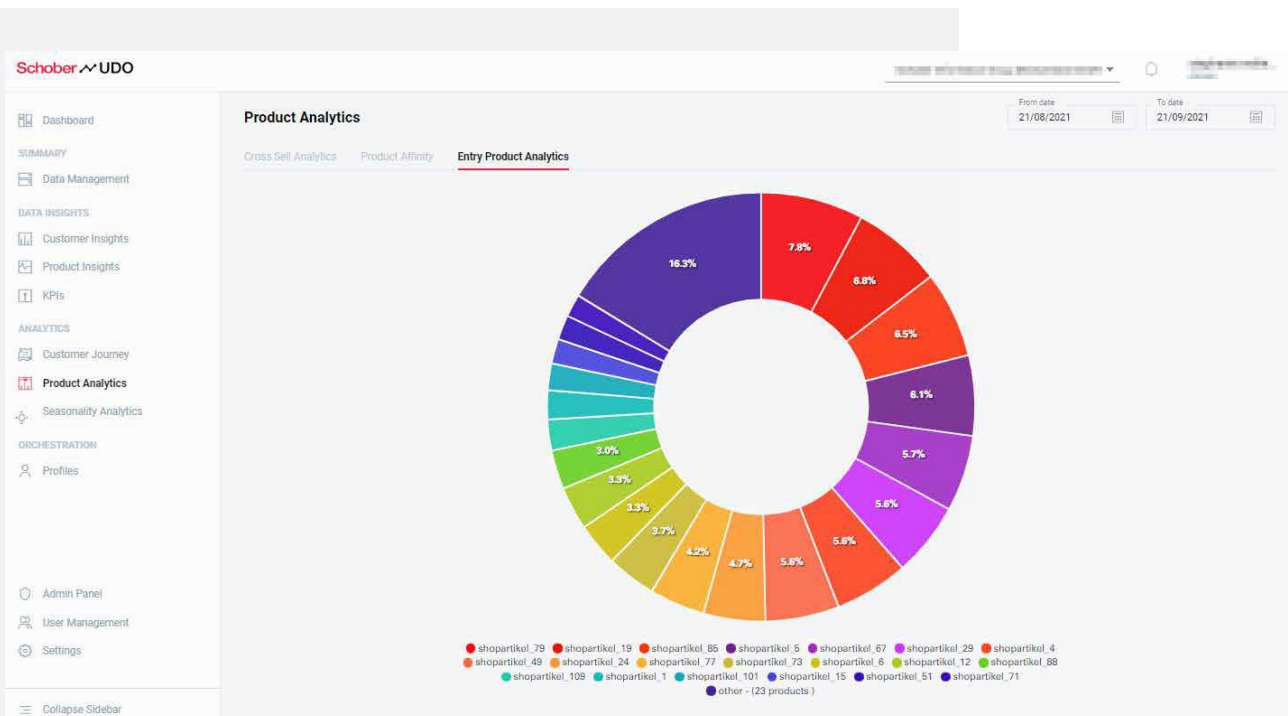
Customer profiling

Customer profiling has nothing to do with a thirst for recognition, but it does have to do with the fundamental necessity in marketing to know one's target groups and customers as precisely as possible. As a rule, companies only have basic information about their existing customers in their first party data - mostly address and purchase history. But if you want to interact with your target groups in a personalised and valuable way, you need more information. This is where udo helps.

For all first party data managed in the platform, udo users also receive direct access to the Schober data universe. This means that data cleansing and data quality are no longer challenges. Above all, access to the Schober data universe offers data enrichment at the touch of a button and thus valuable additional information - for example on purchasing power, living environment, socio-demographics, media preferences, attitudes and much more. In the B2B environment, data on retail partners, branch density and visitor frequency broaden the view.

The seamless combination of first and third party data allows for the most accurate and detailed customer view possible. Accurate profiling leads to better results at every step in the subsequent interaction. Only those who really know their customers and what is important to them can interact with them in a personalised and valuable way.

Customer retention, cancellation prevention and cross-selling

The optimal product and communication strategy requires the segmentation of customer profiles. These segments can be determined with udo and then additionally condensed into personas. Similar to a short biography, personas describe relevant customer characteristics in detail as clusters - for example, dream customer Rafaela, a profitable existing customer with a fascination for high-priced skiing.
profitable existing customer with a fascination for high-priced ski clothing, or heavy user Martin, a mobile phone customer with many expensive international calls and high data consumption. Or the cautious one - Kalle, a price-sensitive master roofer with good sales.

udo analytics

On the basis of such personas, companies can retain existing customers: The evaluation of terminator profiles makes it possible to counteract this in advance with attractive retention measures. Why not give heavy users Martin a discount on international calls and thus specifically counteract the signs of cancellation? And Rafaela's ski outfitter could simply congratulate her on her birthday with a voucher. Or perhaps grant Kalle special volume discounts and invite him to the workshop for the new solar roof to win him over as a recommender? udo automates appropriate measures and ensures customer loyalty, increased turnover and cross-selling.

Closed loop marketing

Those who are responsible for parts of their company's value creation need a precise overview for their decisions - from the beginning of the measures to their completion. udo supports this with a control and reporting cockpit.

Campaign planning is the first step. With the platform's integrated planning module, decision-makers can create and manage complete marketing and campaign plans and initiate measures. How do the measures work, what value do they add? For this purpose, udo also integrates data on achieved sales and costs and provides key figures clearly in dashboards. With the monitoring, marketing and sales professionals have a fact-based basis for decision-making that documents all the successes achieved and value contributions of the measures. In the end, decision-makers use the insights gained from this monitoring as feedback for the planning of new measures - the cycle of planning, implementation and monitoring is closed.

This provides decision-makers with all the necessary functions for **closed loop marketing**, with which they can lead customer interaction and sales in the digital transformation from one success to the next.

E. Conclusion, data protection and outlook
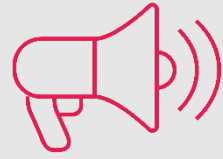
Interaction with digitized customers must be personalized and of high value. Measures must reach the addressee, and convince to buy.

Companies that want to make the better offers in digitalized and competitive markets in the long term, need to know their customers and their requirements in detail. They must also recognize changes in demand in the customer pool at an early stage, retain customers, and cross-sell and up-sell skilfully.

Indispensable for this: udo, to reshape the interaction between companies and customers.

udo sets itself apart from other solutions by the following points:

- Consolidates even more data than comparable tools

- Does not require an expensive migration project

- Preserves your liquidity and saves time

- Is GDPR compliant and offers hosting in Germany

- Also fulfills special requests

- Provides true machine learning with over 5 billion pieces of learning data

- Gives you a faster ROI

With udo, the platform for data-driven B2B and B2C marketing, marketers and sales professionals optimize marketing communications and gain behavior-based customer insights. The platform combines all available data sources in the company to present the customer and buyer journey in a data-driven and complete way. Visualization, analytics and AI provide real-time analysis and insights. In order to predict customer behavior and improve the dialog, udo assigns important characteristics to the respective target groups and plays out the messages along the buying process - personalized, valuable and cross-channel. In addition, udo consistently complies with current data protection legislation: servers in Germany, DSGVO-compliant data processing and continuous legal audits ensure that all services comply with data protection regulations: no experiments, no risks, no surprises.

WE ARE HAPPY TO ADVISE

About Schober Information Group Deutschland GmbH:

Schober Information Group Deutschland GmbH supports its customers in the digitzation of sales and marketing. The basis of all services is our unbeatable data universe with millions of data and billions of characteristics. Accompanying measures such as data merging and cleansing, the enrichment of customer data with Schober characteristics, AI-driven sales and marketing analyses as well as the precisely fitting advertising approach across all channels are bundled automatically in the universal data orchestration platform - udo for short. A SaaS platform for all marketing requirements in digitalized sales.

For more information please visit: **www.schober.de**

You can find more about udo at: **schober.de/udo**

Call us:
+ 49 (0)7156 304-0

Or e-mail us:
contact@schober.de

Schober Information Group Deutschland GmbH
Meisenweg 37
70771 Leinfelden-Echterdingen