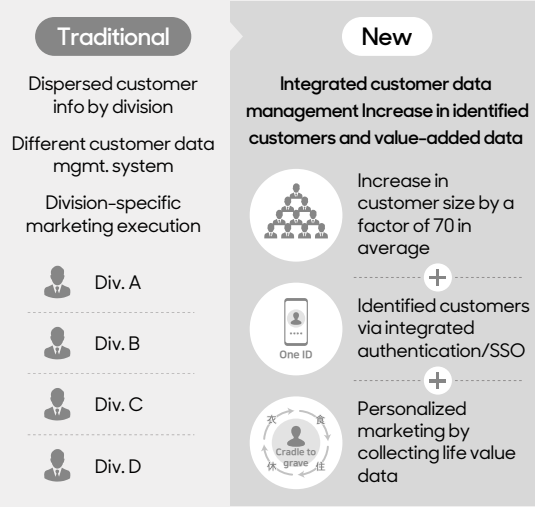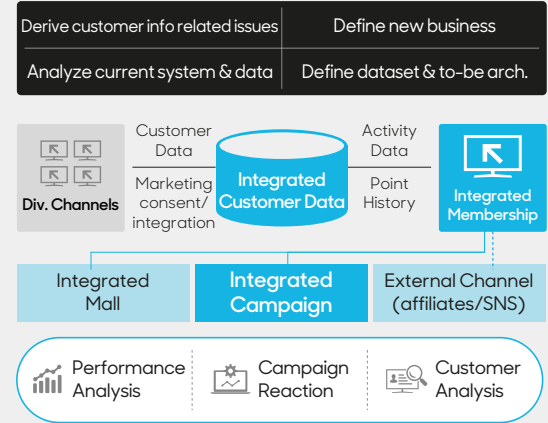# Customer Data Integration

In a project for Company A, Samsung SDS integrated customer data scattered across four business divisions to provide customer-value-centric, single-ID-based services, and used the data to discover new pipeline and set up the direction for an integrated operation.

Customer Data Integration

Traditional

Dispersed customer info by division

Different customer data mgmt. system

Division-specific marketing execution

- Div. A
- Div. B
- Div. C
- Div. D

New

Integrated customer data management Increase in identified customers and value-added data

Increase in customer size by a factor of 70 in average

+

One ID — Identified customers via integrated authentication/SSO

+

Cradle to grave — Personalized marketing by collecting life value data

Integrated Mgmt. System

Integrated membership & marketing platform based on integrated customer data

Derive customer info related issues	Define new business
Analyze current system & data	Define dataset & to-be arch.

Div. Channels — Customer Data / Marketing consent/integration → **Integrated Customer Data** ← Activity Data / Point History → **Integrated Membership**

Integrated Mall	Integrated Campaign	External Channel (affiliates/SNS)

- Performance Analysis
- Campaign Reaction
- Customer Analysis

Benefit

· **Broaden target customer base** by integrating dispersed customer data

· Provide customer data enrichment and business service offering accommodating **lifetime-specific customer needs**

· **Improve customer convenience and better response to privacy protection** by integrating customer data relevant systems