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## Is Your 360-Degree Customer View Fully Connected?



One of the biggest challenges that sales, marketing, and customer care leaders continue to encounter is their inability to gain a truly comprehensive view of their customers. Whether it's the ability to see the full stream of transactions a customer has made with a company, the most recent channels



they used to interact with the organization, or the feedback they've shared about their experiences in social media or with the contact center, there's often one or more pieces that are missing from the customer picture.

As a result, companies are often unable to provide customers with highly relevant messaging. "With Big Data, a lot of marketers are continuing to struggle with how to achieve ROI," says Mark Wright, President & CEO of [Targetbase](#).

Indeed, many companies have trouble engaging effectively with customers since they have difficulty accessing real-time data and/or connecting the full range of data sources to achieve a comprehensive customer view, says Wright. Doing so can enable marketers to see not just a customer's most recent experiential information but also insights about her transactional journey and other historical information.

Having a thorough picture of each customer can enable marketers to send timely and relevant offers based on a customer's product ownership, needs, and preferences. Salespeople can cater more effectively to high-value customers. Customer care agents can deliver personalized support by understanding the issues a customer is trying to resolve and the most effective ways to assist her.

What are the barriers that prevent your organization from obtaining a complete view of each customer? Are these primarily technology integration issues or the byproduct of organizational silos?