

CUSTOMER DATA PROFESSIONALS ALLIANCE™

October 16

Changing the dialogue: using a customer data-driven approach across the enterprise

MMA Global | DATT Unplugged

Introduction



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Customer Centricity is a strategy that aligns a company's development/delivery of its products/services around the current and future needs of a select set of customers in order to maximize their long-term financial value to the firm

Customer Centricity Maturity Model

				Stage 5 Advance Custome	d er Centric	ity	"Customer centric nirvana." Use customer centricity as a competitive differentiator and ir strategy.	
		Stage 4 Enterprise-Wide Customer Centricity			Highly cı	stomer centricity across the enterprise." ustomer oriented, with appropriate tools, making wide sustomer centric approaches.		
	Stage 3 Aspirational Customer Ce			nal Custo		he value of customer centricity." mer-centric teams advocating for the rest of company ome more customer centric.		
	Stage : Limited Custon		ricity		sic customer-centric activities" er-centric approaches in siloed business teams.			
Not Yet Customer Rely o			Rely on	stomer cer product a of plans.		l measures	s with no immediate	

Building the Foundation



Broader acceptance of customer-centric metrics and benefits



Individual champions with support for scalable proof points

Technology

Investment in data integrity, availability, and usage

Enterprise brands depend on Amperity as the engine that powers data-driven customer-centricity.



Customer Data Platform

Customer

360





Identity Resolution

Intelligence & Activation

By the Numbers

225+

Employees Dual HQ: Seattle & NYC

6+

Patents, More Pending ID Resolution & Data Mamt 2x**Revenue Growth** 2020 v. 2019

3 Billion

Daily Customer Experiences

1B+ Valuation

<u>3 Regions</u> Use Cases in US, EMEA, and APAC

Serving 100+ Brands



BECU

WYNDHAM HOTELS & RESORTS

WTOPGOLF

tapestry

190+ Technology Partners



Enterprise-Wide Customer Centricity in Practice



Melanie Allen

CDPa Founding Member

Marketing Leader — Brooks Running, Starbucks Coffee Company, Procter & Gamble, 3M Company "[This] allowed each one of the functions to come in and say, where can they use data in the customer journey? And it connected all of us to be able to see how the customer data threads all the way through many functions... from digital marketing to product development to customer service, even to our supply chain and how we can get the right product to the right customer."

Executing on the Vision

- 1. Develop your customer strategy What does "knowing the customer" really mean?
- 2. Deliver on your initial opportunities How do we identify a few quick wins?
- 3. Build the ongoing operating model How do we build on our initial momentum?



Learn more at

theCDPa.org



Benefits of subscribing to the CDPa



A community to share ideas and create with other leaders in the data space A place to help you educate yourself and others Exposure to thought leaders and people who have done the work



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Thank you.

Poll

How would you rank your organization's maturity in applying customer centric practices?

Enter				Stage { Advanc Custon Centric	ced ner		"Customer centric Use customer cer differentiator and	ntricity as a		
			Stage 4 Enterp Custor Centric	rise-W ner	ide	"Use customer centricity across the enterprise." Highly customer oriented, with appropriate tools, making wide use of customer centric approaches.				
	Stage 3 Aspirational Customer Centricity				"See the value of customer centricity." Customer-centric teams advocating for the rest of company to become more customer centric.					
	Limit Custo	Custom			asic customer-centric activities" ner-centric approaches in siloed ss teams.					
Stage 1 Not Yet Customer Centric		Rely o	"Not customer centric." Rely on product and channel measures with no immediate change of plans.							