WHITE PAPER

FIVE STAGES OF A SUCCESSFUL CUSTOMER DATA ANALYTICS JOURNEY

THE CHALLENGES OF A CUSTOMER DATA ANALYTICS JOURNEY

If you have ever been a part of a data analytics transformation of your customer data and advanced marketing technology systems (and results tracking), you know that it can be a rewarding process as you move towards designing simpler, more personalized customer experiences and generating improved marketing performance.

It's also a journey that often takes longer and involves far more resources than most leaders ever initially estimated. From acquiring savvy in-house talent ranging from Business Intelligence experts, data architects, programmers, data analysts, data scientists, and digital marketing implementers, the journey is always complicated. And as technology so rapidly changes, that complexity has kept countless FI's from even getting started; and sadly, falling behind the move towards improving and personalizing customer experiences and marketing growth results.

So, the early decision to build-or-buy fully operational data analytics and/or marketing automation platform is a crucial factor in speed to actionable data analytics, growing relationships, smarter onboarding and deeper engagement. Many financial leaders don't calculate the return on speed to implementation and results, opting for a hopeful DIY experience.

Organizations that have built, or bought comprehensive CRM or data warehouse solutions (that are often 2–3-year journeys), learn (often after the fact) that they still must tackle the final stage of the "last mile:" actionable data analytics, machine learning triggers, marketing automation to drive cross-channel communications, messaging personalization, and the critical two-way data flow that allows tracking of conversions, account attribution results and ROI reporting.

One CEO of a $2.5 billion financial institution shared these insights on the challenging journey of building their own in-house data analytics platform that saw project costs and completion double: "I would seek an outsourced option that is built and fully operational. This significantly reduces risk and allows organizations to employ and realize benefits more expeditiously. This route also reduces 'opportunity costs' relative to what other strategies or strategic initiatives suffer while tackling this complex project."

As you migrate towards new data analytics, business intelligence, AI tools, or marketing automation platforms, it's also likely that you'll encounter challenges along the way. That's why we've identified five key stages of a customer data analytics transformation so that your organization can better understand what to expect when going through this process - before diving into the deep end.

Stage 1: Identifying Siloes & Prioritizing Objectives

The first stage of the Data Transformation Roadmap is Silo Identification and prioritization of your customer data analytics goals. A bank or credit union's customer data sits in many places; siloed by countless departments. It's at various stages of reliability, often with little to no interoperability between data systems. The reasons for this can vary, but they all have one thing in common: they're keeping your team from seeing a clear picture of your customer relationships, their needs and the journeys they are on each day.

Without a clear understanding of where your use of customer relationship data can help improve experiences, align teams to smarter customer journeys and growth results, most companies bog down in siloed department "wish lists" of BI (business intelligence) dashboard reports.

You'll need to overcome resistance to change across teams using their own siloed data (and goals), by providing clear evidence that improving and linking key relationship, product, channel and behavioral data will directly lead to better customer experiences.

With a goal of richer outcomes from more hyper-targeted marketing campaigns, and ultimately revenue generation and increased profitability, the stakes are worth tackling. Inaction leads to lost opportunities to higher customer satisfaction, marketing performance and higher attrition.

Stage 2: Aligning Data Systems towards Customer Insights

Data System Alignment is the second stage of bringing data together from different sources to create a single view of customer, financial, behavioral and transactional data. Data alignment helps organizations make smarter, more dynamic decisions around building customer relationships, and improves operational efficiency and even ROI.

This is typically achieved by leveraging multiple data to aggregate customer information into a central repository that can be accessed anywhere, more easily queried by multiple users, and shared across the organization.

This stage of gaining consumer insights is profoundly improved by using a sound **Relationship Profitability model**: one that has built accurate profitability down to the account, product and household level. One of the greatest challenges in this step is building a two-way flow of data that captures enhanced data, and builds insights from data models like product profitability, which can also be fed back into the organization's data warehouse or CRM to improve actionable CX implementations.

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Banks and credit unions can expedite this step by leveraging a next-gen cloud data marketing technology like **Strum Platform**.

Many marketers have chosen to implement the advanced cloud capabilities of a Customer Data Platform, or CDP. This approach allows for more accurate marketing reporting, insights, and personalization, because it eliminates redundant efforts around collecting information from multiple databases. Everything to build and improve relationships, measure relationship profitability and automatically track daily sales results, attribution and ROI, in intelligent dashboards is in one easy to use platform.

Stage 3: Integrating & Enriching Customer Data

Customer Data Integration and enrichment of your existing data should be a main focus of your data marketing transformation. It is the heart and soul of your business, connecting systems together, cleaning data and enriching data, in order to allows for shared communications around customer insights, product sales, customer journeys and relationship profitability between teams and departments.

Integration must go beyond just your own data though, and to enhancing your existing limited data on customers. It must also include integration between different applications and external sources, such as 3rd-party enhanced data, through API connections like Hubspot, Epsilon, Microsoft SQL and PowerBI. These types of 2-way integrations require specialized expertise that most organizations, and certainly marketing departments don't have. And if they do have IT staff with deep API and ETL experience, it's likely they'll already be overwhelmed managing countless other data projects across the organization!

And finally, the challenge of building a "data lakehouse" large enough to truly leverage millions of data points required for robust AI and machine learning models, are rarely present in financial institutions smaller than megabanks like Wells or Chase. This is a huge benefit to leveraging an existing CDP that can build and enhance predictive models and triggers to improve customer journeys and deliver robust personalization.

Stage 4: Creating Actionable Relationship Data Insights & Personalization

Once customer relationship data is integrated, enriched and interoperable on a single cloud-based marketing data platform, the capacity for mining customer data insights from BI dashboards, launching personalized communications, and dynamic decision making in cross-functional collaboration becomes real.

Successful user adoption happens once the platform becomes fully actionable: to enhance customer engagement; simplify and enrich customer experiences; and speed decision-making. And that results in a cascade of increased performance results; higher engagement; improved relationship profitability and hyper-personalized consumer journeys now expected by most consumers.

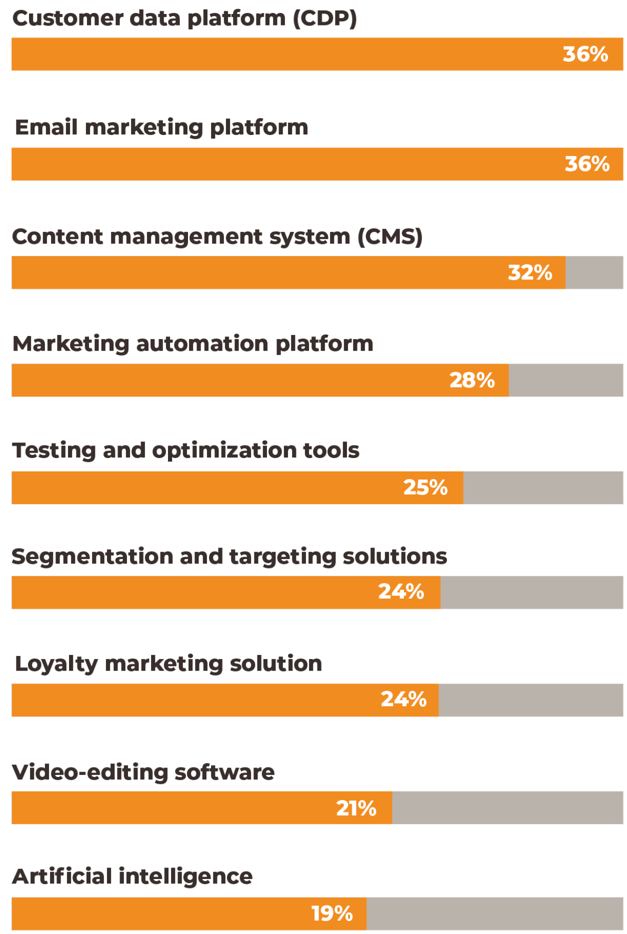
Using Strum Platform, teams can now collaborate effectively across functions to help drive smarter short-term product sales, long-term growth and enhanced customer experience goals faster than ever before.

By improving customer relationship insight sharing and results between departments – like branches, lending, online channels and marketing – you'll see ROI cost and time savings, as well as improvements in cross-selling, retention and new customer acquisition and onboarding programs.

Stage 5: Successful Data Adoption, Strategy Alignment & Results Learning

Successful adoption of leveraging customer data into actions and results is a process, not an event. Although the long-term goal is aligning and helping leaders advance their use of data to inform decisions, automate manual workflows, and improve performance, the reality is it

Marketers' favorite martech tools and platforms



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takes time to make the adaptation to using data insights to manage and operationalize customer experience improvements.

Successful data analytics adoption requires a holistic approach to change management that steadily engages the entire organization. Getting early, simple wins like higher cross-selling, smarter onboarding results, and improved engagement helps create excitement. It's also important to recognize that data and digital transformation is rarely a one-size-fits-all path; every organization has its own unique set of challenges, talent management and relationship building priorities.

Leveraging Strum Platform will dramatically reduce this effort by optimizing data insights to improve customer relationships, enhance marketing results and manage smarter customer journeys. Without a cloud data platform, your team will need to create a customized strategy and marketing data tools for implementing each stage of your journey to drive higher engagement and smarter marketing across all channels.

With an open-source cloud-marketing CDP technology, here are some of key benefits Strum Platform offers bank and credit union leaders:

- Automated two-way workflows
- Cross-channel one-to-one personalization
- Relationship profitability
- Predictive AI triggers (machine learning)
- Automated PowerBI dashboards
- API integrations
- Conversion and attribution tracking
- Automated campaign ROI tracking and dashboards

Key for Digital Marketing Analytics Success

It's good to think big in a data analytics journey, but start small and with shared clarity about the resources you'll need ahead to start driving results. It's easy to be overwhelmed by the number of options available during a data analytics transformation. Don't let that stop you from focusing on your critical goals of enhancing relationship building journeys, and steadily improving customer experiences and marketing results as an institution.

Cloud-based marketing technology and hiring highly skilled partners who can augment your internal teams, can help achieve success faster, easier and far better than trying to go it alone.

Conclusion

In conclusion, it's important to realize that advancing your customer-focused marketing data analytics transformation is not necessarily a lengthy, massive IT project like building out a CRM. In fact, it's an organizational change initiative that can allow cross-functional teams to work smarter and more effectively right away at improving and growing more profitable customer relationships and sales results within months, not years (**read Jumping into the Deep End with Data-Driven Marketing**).

This means that organizations need to realistically weigh the real impacts of data analytics talent acquisition; the right tech stack tools; digital marketing implementation skills; and the time to implement that allows them to make an informed "build vs. buy" decision. Those early project evaluations are key to ensure their customer data analytics transformation is designed, built and implemented successfully. Here, the value of partnering with a proven financial-focused CDP and **expert financial consultants** working with a range of financial leaders, can help you avoid costly mistakes.

The benefits are huge: accelerating the time to operationalizing smarter customer journeys; generating big results in cross-selling and profitable account openings; higher response rates and better onboarding of new customers with measurable results. And that ensures the payoff for the investment in growing relationships and increasing relationship profitability, staff time and ROI is generated many times over.

To learn more, visit **Strum Platform** and share with us your customer data analytics journey and growth goals.