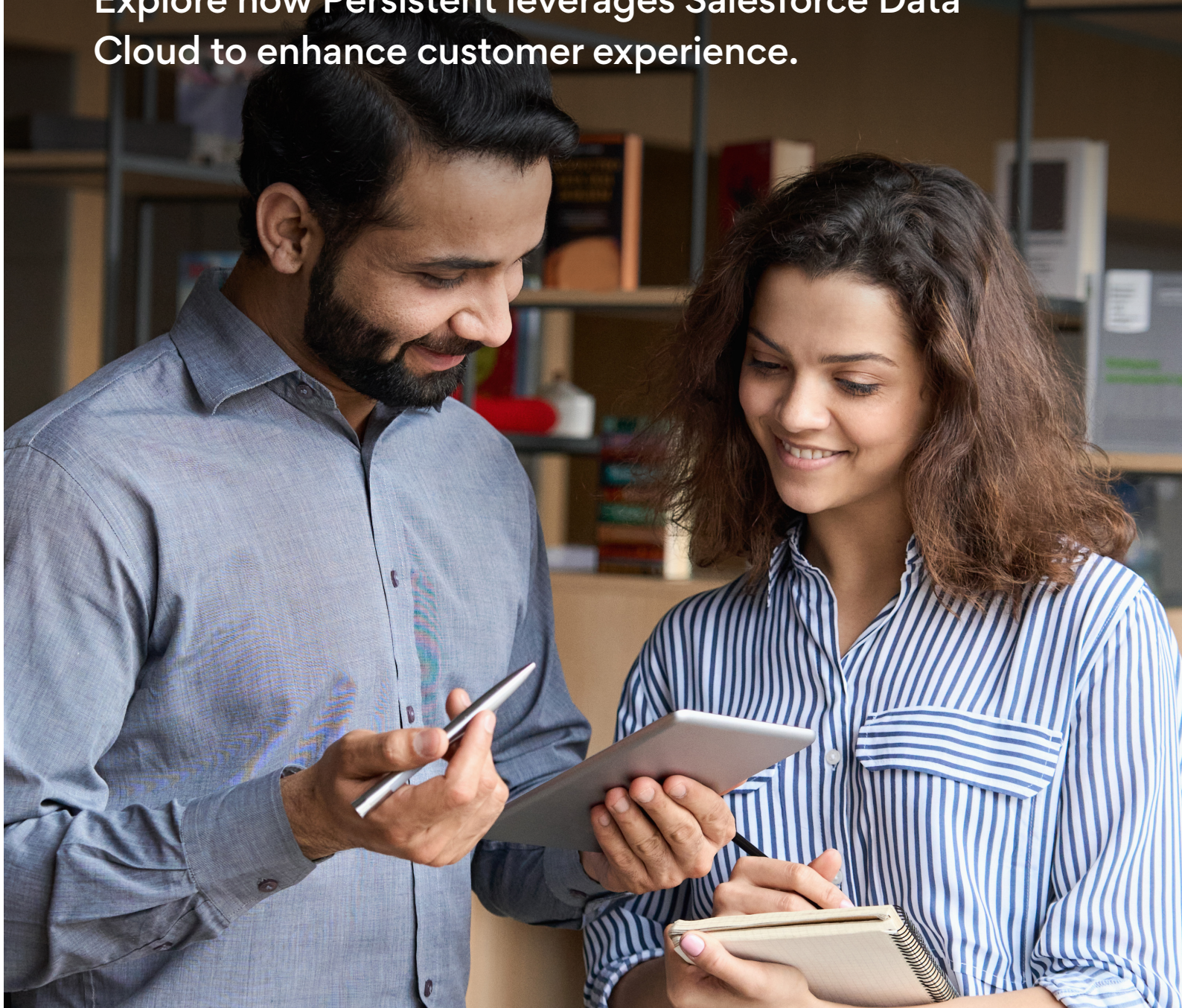# Persistent

4 Ways to Boost Customer Experience with a Sound Data Strategy

Explore how Persistent leverages Salesforce Data Cloud to enhance customer experience.

Introduction

In today's highly competitive business landscape, providing exceptional customer experiences is crucial for the success of any organization. Research shows that customers often switch brands after a bad experience, highlighting the importance of understanding and meeting their needs effectively. With the help of Salesforce Data Cloud and the expertise of Persistent, businesses can unlock the power of data to create personalized and impactful customer experiences. In this white paper, we will explore different ways in which Salesforce Data Cloud can be leveraged to enhance customer experiences.

Map Data into a User-Friendly Model

There's no denying data is an incredibly valuable asset for businesses. However, managing and utilizing data effectively can be a challenge. That's where a user-friendly data model comes into play. Persistent explores how you can map your data into a user-friendly model, enabling you to leverage its full potential.

Speed and Scale: Fast Data Ingestion

One of the key advantages of mapping your data into a user-friendly model is the ability to quickly ingest data. With the help of built-in data bundles, you can seamlessly import data from Salesforce Customer 360. This ensures that your data ingestion process is efficient and streamlined, saving you time and effort.

Transform: Cleanse and Prepare Your Data

Data transformation plays a crucial role in data management. By mapping your data into a user-friendly model, you gain access to a library of data transformation functions. These functions enable you to cleanse and prepare your data, ensuring its accuracy and reliability. This step is essential for accurate analysis and decision-making.

Hit the Ground Running: Standard or Custom Models

When mapping your data into a user-friendly model, you have the option to choose from out-of-the-box standard data models based on the Salesforce Information Model. These standard models provide a solid foundation for data management. Alternatively, you can also customize your own models to suit your specific business needs. This flexibility allows you to tailor the data model to your unique requirements, ensuring maximum efficiency and effectiveness.

Identity Resolution and Profile Curation 2

Once your data is mapped into a user-friendly model, the next step is identity resolution and profile curation. Persistent explores how this can enhance your data management process.

Resolve Known Identity

Identity resolution is a crucial aspect of data management. By leveraging a user-friendly data model, you can easily resolve known identities. This can be achieved through exact matches on a combination of attributes such as email, phone number, first and last name, or any supplied identifier. By accurately resolving identities, you can ensure data accuracy and eliminate redundancy.

Data Reconciliation

Data reconciliation is the process of merging data together into a unified profile. When mapping your data into a user-friendly model, you have the ability to define rules for data reconciliation. These rules can be based on factors such as the last updated timestamp, source priority, or any other relevant criteria. This ensures that your data is merged in a logical and meaningful way, creating a comprehensive profile for everyone.

Go Beyond Marketing Data

A user-friendly data model allows you to go beyond just marketing data. With the help of a connected cloud infrastructure, you can stitch together data from various sources such as Sales, Service, and Commerce Cloud. This integration enables you to create a unified profile that provides a holistic view of each customer, which is invaluable for personalized marketing and customer experiences.

Segment and Activate 3

Segmentation is a powerful tool for targeting specific audiences and delivering personalized messages. When your data is mapped into a user-friendly model, segmentation becomes even easier.

Self-Service and Flexible Segmentation

A user-friendly data model offers an easy-to-use segmentation experience. You can effortlessly segment your data based on various criteria such as Individuals, Households, and Accounts. This flexibility allows you to target specific groups with tailored messages, maximizing the impact of your marketing efforts.

Intelligent, On-the-Fly Aggregation

In addition to segmentation, a user-friendly data model enables on-the-fly segment analytics. With the power of Einstein AI, you can dynamically construct segments based on real-time data. This intelligent aggregation ensures that your segments are always up-to-date and relevant, enhancing the effectiveness of your marketing campaigns.

Enable Personalization Anywhere

Personalization is a key driver of customer engagement. By mapping your data into a user-friendly model, you can activate personalized experiences across all direct and advertising channels. This means that you can tailor content and messages to individual customers, creating seamless and personalized customer journeys — your customers will believe you truly understand their needs and issues. Whether it's through email, social media, or any other channel, your marketing efforts will be optimized for maximum impact.

Analyze and Understand

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Data analysis is crucial for gaining insights and understanding your customers. A user-friendly data model provides the foundation for comprehensive analysis.

Insights: Gain a Deeper Understanding

With a user-friendly data model, you can define multi-dimensional metrics at the profile or audience level. Metrics such as Lifetime Value (LTV), Customer Satisfaction (CSAT), or RFM (Recency, Frequency, Monetary) can provide valuable insights into your customer base. This deeper understanding allows you to make data-driven decisions and optimize your marketing strategies.

Tableau Connector: Explore Data in Tableau

To further enhance your data analysis capabilities, a user-friendly data model offers integration with Tableau. You can leverage the unified profile data and calculated insights from audiences for exploration in Tableau. This powerful combination enables you to dive deeper into your data, visualize trends, and gain actionable insights for your marketing campaigns.

Data Query API: Extract and Integrate

Integration is key when it comes to data analysis. With a user-friendly data model, you can leverage the Data Query API to extract aggregated profile data, which can then be seamlessly integrated with any system or channel, both inside and outside of Salesforce. This integration allows for rich analysis and empowers you to make data-driven decisions across your entire organization.

Tap Into the Power of Your Data

Salesforce Data Cloud combined with a user-friendly data model built by Persistent offers a powerful solution for improving customer experiences. By mapping your data into a user-friendly model, you can benefit from fast data ingestion, data transformation, and the ability to choose between standard or custom models. Identity resolution and profile curation further enhance your data management process by ensuring data accuracy and providing a holistic view of each customer. With easy-to-use segmentation, real-time analytics, and personalized experiences, you can maximize the impact of your marketing efforts. Additionally, the comprehensive analysis capabilities offered by a user-friendly data model empower you to gain valuable insights and make data-driven decisions. Integration with Tableau and the Data Query API enhances your data analysis capabilities, allowing you to explore trends and integrate data across your organization. By leveraging these tools with help from Persistent's Salesforce experts, businesses can unlock better customer experiences and drive customer engagement.

Ready to take your customer experience to the next level?

Learn More

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