MULTI AND OMNI-CHANNEL MARKETING

Challenge

Today's customers are hungry for information, price conscious, flexible and mobile. They use any one of an increasing number of channels to make contact with a company, and expect a seamless transition between offline and online offers. Today's customers are active in all channels, therefore companies must be present at all touchpoints – omnipresent! But to be able to give a particular customer a suitable offer in his preferred channel and at the right time an all-encompassing view is necessary.

Solution

With its Smart Customer MDM, Anchor answers the prerequisites for a uniform, complete and up-to-date view of all customer data. This complete solution for effective master data management collects quality assured customer data from all channels, functions, fields, applications and databanks. No matter whether stationary, mobile, or online – with Anchor Smart Customer MDM you can reach each and every customer, and with accurate personalization and customer relevance make your omni-channel strategy a success.

Take Control of Omni-Channel Marketing

The old motto 'The Customer is King' applies more today than ever before. The pivot of all company activities is the customer. The ability to offer the right product, at the right time, and by using the right channel, has is of paramount importance for companies. But to make it possible, companies must exploit all of their available sales channels and keep them well under control – all at the same time.

Customers now move dynamically and hyper networked in a digital world. This means that existing customers, as well as possible new customers, use an increasing number of channels to make contact with companies. They expect a seamless transition of widely ranging interactive offers. Almost 50% of customers today are omni-channel shoppers. They demand flexibility, fast service, personalized recommendations, and individual consultation – whenever possible immediately and all at the same time.

In earlier times, the customer obtained information and advice in a shop. But thanks to a mix of social,

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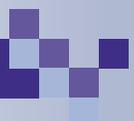
mobile and traditional technology, today's omni-channel shopper assimilates knowledge and information from just about everywhere, and at all times. The channel most used for interaction with the customer is the company website, followed by the sales team and the call center. But other new channels are also being used intensively: Currently, 47% of users prefer to use an online chat function and 22% prefer social media for communication with companies. The customer researches the channels available, and alone decides when and how to purchase a product; be it from a high-street shop, from a catalogue, using a call center, in the internet, from an auction platform, or by using an application on a smartphone or tablet PC. The customer expects a consistent and immediately identifiable appearance across all sales channels and although this represents a major challenge for companies it also offers enormous potential.

In concrete terms, omni-channel marketing demands that if a company wants to remain competitive, it must be reachable online, particularly by users with smartphones and tablet PCs. No company today can avoid having an omni-channel strategy. Companies with heterogeneous system landscapes and data silos are incapable of satisfying the demands of potential multi-channel customers.

A shop customer having a question for customer service expects that the hotline is informed too. If the call center cannot answer a question about an article just ordered on the company website because the customer's details cannot be found anywhere in the system, this has an immediate negative effect on customer satisfaction. Therefore, it's absolutely essential that the dealer is prepared and ready on all fronts, and able to optimally merge the different points of interaction where the customer makes contact with the company.

To make holistic customer service possible for all sales channels, it is essential to merge all existing, separate databanks used in online and offline business to a single integrated system. But to merge [often widely different] IT solutions, and adapt internal processes and organizational structures is no trivial matter when there is no suitable technological support available. Companies have
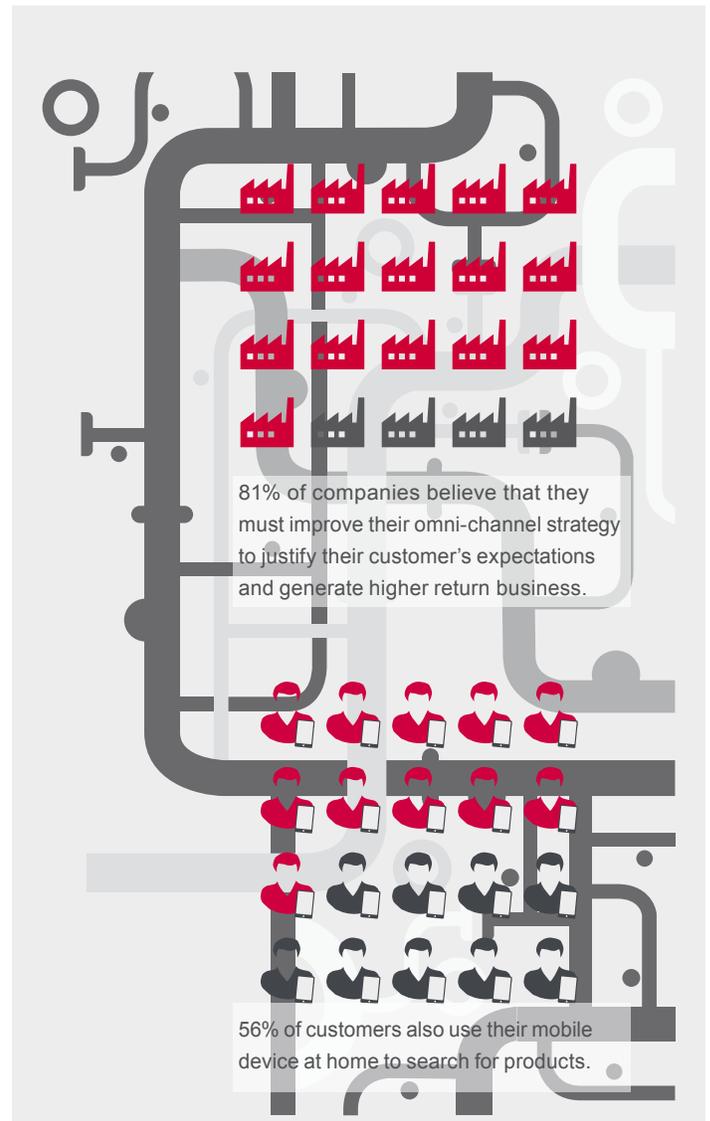
81% of companies believe that they must improve their omni-channel strategy to justify their customer's expectations and generate higher return business.

56% of customers also use their mobile device at home to search for products.

an average of more than 50 applications running. Customer information is spread around in CRM and ERP systems, call centers, service hotlines, claims administration, support portals, web shops, Facebook/Twitter accounts, etc. The result? Data silos gradually develop.

Many companies simply have no idea of just how much they actually know about their customers. Data silos mean that their employees have to laboriously seek and collect information. When data in one application is updated, other applications know nothing of the change and continue to work with the

Omni-Channel Marketing is the further development of Cross and Multi-Channel Marketing; all turnover channels are served in parallel

means that the chance of approaching the correct customer with a suitable offer using the right channel is just a lucky guess.

Customers can only be targeted individually when all available data (contractual data, usage data, customer statements on social media platforms, etc.) can be fully exploited on a single platform. Social media in particular, provides valuable information about the preferences and needs of existing and potential customers. Therefore, this information must be collected too, and consolidated as a basis for suitable products and offers.

Smart Customer MDM: A 360° View of Your Customer.

For over a decade, Anchor has been specialized in creating, administering, and caring for high quality customer data throughout its entire life cycle. The central focus of our product portfolio and consultation is always the quality of your customer data. We offer a complete solution, consisting of software and consultation, to enable you to create and efficiently manage consistent, up-to-date, and readily available customer master data: We call it Smart Customer MDM.

Our Smart Customer MDM solution for customer master data integrates seamlessly into your systems, and enables you to master the challenge of keeping individual customers in focus despite today's widely diverse range of mass markets, and to make them transparent and manipulable. With Smart Customer MDM you can consolidate all of your customer master data, and create a golden record – a unique, customer-individual file of up-to-date, unambiguous and absolutely reliable customer data. This 360° customer view enables rapid cross-channel customer identification, and gives you access to every item of relevant information available, wherever it may be in your company. Together with regular contact data (names, addresses, email addresses, etc.), additional comprehensive and fully up-to-date information (preferences, hobbies, interactions to

With consolidated and up-to-date customer data you make the customer experience to the central focus of your efforts. You create coordinated communication at all points of interaction and can continuously adapt your offer to suit your customer's changing needs and wishes.

CALL CENTER

WEB SHOPS

360° CUSTOMER VIEW

SOCIAL MEDIA

SUPPORT PORTAL

WEBSITE / SURF-HISTORIE

date, administrative procedures, etc.), is available for all company departments and divisions.

With the "Single Source of Data" approach, data silos are eradicated and fragmented data in your systems is a thing of the past. Smart Customer MDM provides you with prompt views of the customer's complex behavior across all channels, and enables any necessary adaptations to be made to your strategy. Marketing and sales departments can use trends and potential from different channels to reduce their time-to-market response, develop new target groups, and strategically focus on turnover markets, as well as newly opened markets.

The introduction of Smart Customer MDM doesn't require a complex integration project and no alterations have to be made to existing data models. Smart Customer MDM is individually tailored to the demands of each individual company and implemented in a multi-stage, methodically defined process. Within the first three months, you will profit from tangible additional value. The ROI will be clearly noticeable.

360° CUSTOMER VIEW IN CONCRETE TERMS

- All-encompassing representation of all customer information from multiple turnover channels
- Consistent offers across all channels
- Real-time access to customer information at the point of sale (POS)
- Management of internal and external data (big data)
- Rapid identification of an individual customer (e.g.,
- in the call center)
- Uniform customer loyalty system
- Individual and personal communication, and a precisely targeted customer approach for positive customer experience management

Anchor Software Solutions Overview

Anchor Software LLC was established in 2000 to provide comprehensive software solutions for direct mail, direct marketing, data quality, and other related applications. Anchor Software prides itself in delivering comprehensive, products and services designed to meet the needs of our customers that allows them to stay in the forefront of dynamic and highly competitive marketplaces. Anchor's product line includes 60 separate solutions, with over 2000 products installed.

Postal Processing • Data Quality • Document Design

Postal Processing

- **CASS™ Certified Solution**
- **USPS NCOALink® Certified Interface Solution**
- **PAVE™ Gold (Presort) Certified Solution**
- **Intelligent Mail® Barcode (IMb) Solutions**
- **International Address and Data Quality**

Enterprise-Level Data Quality

- **MDM and Golden Records**
- **Real-Time Address Validation**
- **De-Duplicate Files**
- **Enhance Addresses**
- **Deceased/Prison Suppression**
- **GeoCoding**

Document Design

- **High-Speed Printing and Document Preparation**
- **Transactional Document Design**

Customer Support – Always get a live person when you call!

Anchor Software offers 24/7 customer support and you will always get a live person. Not only will we assist in solving software issues but we will also help with the use of our software!