

Single Customer View (SCV)

## OPTIMISE CUSTOMER COMMUNICATIONS

Gain a holistic view of your customers and prospect business opportunities.



Understanding the make-up of your customer base is pivotal for building opportunities for targeted marketing and improving operational strategy and tactics.

SCV helps you to create a complete understanding of each and every one of your customers by integrating and consolidating all the data you hold about them in a single place, creating a rich view of your customers' identities profiles and interactions.

Experian business data is unique due to its breadth and depth. Refreshed monthly, it covers all channels and includes:

**5M**

companies for enrichment

**3.8M**

sites at

**3.2M**

companies for prospecting

**1.5M**

email addresses

**8.5M**

contacts

**250K**

mobile numbers

**1.2M**

landline numbers

# HOW IT WORKS

A SCV is a single, combined view of customer data, across products, subsidiaries, acquisitions, to name but a few.

There are **4 key stages** in the creation of a SCV:



**Data cleansing** using both standard and bespoke methods to show areas of improvement/issues within your data.



**Comprehensive matching** to our UK business database – BusinessView – to obtain Experian IDs and deduplicate customer data where possible.



**One single database** is built with all customer records, which delivers business flags, group level and bespoke information you may want on each business.



The **SCV** is then returned to you for your own further analytical work.

**30**  
years

We've spent over 30 years refining our highly accurate data matching capability. Our matching files retain every version of every registered company and trading name we've ever seen from a myriad of business data suppliers. Combined this allows us to match your customer data, old and new, to a uniquely high level of accuracy.



We constantly refresh, check and suppress records in our BusinessView database, processing millions of data items every day to ensure your customer data is linked to the latest business information.

# WHAT IT MEANS FOR YOUR BUSINESS



**Improve profitability** with more effective customer-level marketing, which helps to improve relationships, cross-selling activities, product penetration and retention



**Make more informed risk decisions** by fully understanding your risk exposure, you can extend credit with a view of the entire corporate tree



**Strengthen brand loyalty** by moving to a customer-centric approach, you can improve the customer experience, leading to greater brand loyalty and strengthened relationships with your existing customers



**See the full picture**, be confident you're sending customers the information most appropriate to them, at the right time, using the right contact details



**Become fully integrated** with your database acquisitions utilising our match and standardisation processes to seamlessly merge separate customer data sets



**Reduce time to decision** by consolidating your data to make quicker decisions



**Safeguard your brand's reputation** and help stay compliant by managing suppressions consistently

# WHAT IT MEANS FOR YOUR CUSTOMERS



**Maintain accurate customer** records by automating regular updates of their business and director information to ensure you are contacting the right people at the right time



**Improve the customer experience** by providing a seamless, personalised and timely customer experience



**Control the volumes of communications** and avoid sending too many marketing messages to the same customer

*“The single customer view means that whatever touchpoint the customer comes to us across, whether it be the website, whether it be guest services on site, whether it be the arrival lodge when they arrive, we can engage with them directly, we can make them feel valued”*

**Adi Clowes**

Head of Data and Analytics  
Centre Parcs