



EduConnHub

Mastering Customer Data Platforms (CDPs) for Marketing, Sales, and Customer Service

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About me

15 years of IT experience in various industries of banking, insurance, retail, ... and particularly Data management and BI/ analytics

- ❑ Data Division Director
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- ❑ Project Director/ Project Manager
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Introduction to Customer Data Platforms (CDPs)

- What is a Customer Data Platform?
- Importance of CDPs
- Business's Objectives & Challenges – How can CDP solve
- Use cases of CDP in industries.
- Key success factors of CDP implementation
- Delivering Quality Customer experience: Formula for success.
- Understanding Customer Churn – Why do companies lose customers?
- Maximizing Customer Engagement with Automation solutions in CDP
- CDP, CRM, DMP, DWH Comparison

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- Types of Data: First-party, Second-party, Third-party
- Data Collection Methods and Sources
- Data Quality and Governance

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Components of a Customer Data Platform

- Customer Data Platform Architecture & Data Flow
- CDP Core Capabilities: Data Ingestion, Profile Unification, Segmentation and prediction, Customer activation.
- Profile Unification: Deterministic and Probabilistic data unification across all channels and devices
- Detail Segmentation and prediction
- Detail Customer Activation

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Implementing a Customer Data Platform

- Planning and executing a Customer Data Platform (CDP) implementation
- The needs and goals of CDP in corporate
- Objective and Key Results (OKR)
- Detail use case of insurance customer journey
- How to increase data Collection: Affiliated Banks, online/ offline channels
- How to do data ingestion into CDP Database
- How to publish data as a service
- Overview data source on Core systems (e.g: Insurance)
- How to build customer segmentation
- The way to do customer activation: Promote On-Site & Automation to cover more stages on the journey
- CDP Leaders in the 2023-2024 Gartner Magic Quadrant, Forrester, IDC, G2.
- What kind of analysis for measuring and optimizing journey performance

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- Customer Data Platform for business operations: Marketing, Sales, Customer Services
- Deep dive into Marketing: Detail MarTech tools, Marketing Key Metrics, Marketing Key Factors, Customer Journey
- Deep dive into Sales: SalesTech Tools, Sales Key Metrics, Sales Key Factors, Sales Process Orchestration
- Deep dive into Customer Service: Customer Service Tools, Customer Service Key metrics, Customer Service Key Factors, Customer Service Harmony.

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Conclusion

Recap of Key Concepts and Takeaways

THANK YOU!

DOES ANYONE HAVE ANY QUESTIONS?

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