Gaining a 360 Degree View of Your Customer Data with Syntel’s Customer Hub Solution

When various teams work for a customer each division has their own view of the customer. This ambiguity in data has a direct impact on the bottom line. Data quality issues also lead to wrong decisions, resulting in lost customers and reduced profitability.

Key business challenges faced by enterprises include:

- Incorrect, incomplete customer data leading to differing versions in each LoB or division
- Intense competition in customer acquisition and retention
- Increased amount of customer data with the use of Social Media
- Unavailability of a centralized system to maintain a single version of truth

Thereby, it is essential to have actual, correct, complete, updated, unique customer data across the organization to overcome competition and increase customer acquisition and retention.

Syntel’s Solution

Syntel has developed a robust Customer Hub Solution to maintain data consistency and quality by leveraging various Big Data tools and platforms such as Hadoop, Hive, HBase and MapReduce. Some of the functions performed by Syntel’s Customer Hub are:

- Identification of records for de-duplication using an open source ETL tool
- Implementation of data cleansing and relational joins using Hive queries
- Comprehensive data model covering all customer specific attributes for a single view of customers across all teams
- Complex business logic to identify unique customers using MapReduce
- Analysis of customer clickstream data for a holistic understanding of customers’ purchase and visiting patterns
- Use of HBase as a repository of golden records for real-time customer lookup or modifications

Business Benefits

- Competitive advantage with consistent and clean customer information
- Integration of Social media helps in capturing customer information
- 360° view to understand customer requirement, and help them with the right product, at the right time, and at right the cost
- Helps to build trust, retain customers, cross- or up-sell, etc.
- Perform customer centric analytic, profitability analysis, and incentive plan creation

Why Syntel?

- A leading global IT and KPO service provider
- Established in 1980 (NASDAQ: SYNT)
- More than 24 offices in North America, Europe, and Asia
- Flexible onsite-offshore global delivery model
- Dedicated CoEs for BI-DW and Analytics, Cloud, and Big Data