



Driving Digital Transformation: Streamlined Customer Data Management



Significant
Cost Savings

An Accurate **360-Degree
View** of Customer and VIN

Improved
Data Management

The client is a global automotive leader, renowned for its cutting-edge vehicles and dedication to customer satisfaction. The brand has earned a reputation for reliability and innovation in the automotive industry, committed to enhancing road safety and driving experiences.



Business Challenge

The client's challenge involved managing and integrating vast amounts of customer data from various sources while ensuring data accuracy and accessibility for their DCXT (Digital Customer Experience Transformation) program.



Solution

As part of the solution, Innova implemented a transactional-style Master Data Management (MDM) system to support the client's global Digital Customer Experience Transformation (DCXT) program. The salient features of the solutions include:

- Leveraging Informatica Cloud ETL and the client's IDTP for data quality and cleansing, importing transactional data into the ODS as a centralized source
- Incorporating business rules in MDM/ODS and centralized master data for effective customer and vehicle information management
- Enabling access to the Customer Data Master for informed decision-making based on accurate customer data
- Designing an Enterprise Data Warehouse for reliable data analysis, improving competitive positioning
- Implementing Enterprise Data Management services for enhanced data quality and a Data Analytics platform for valuable insights
- Utilizing a vendor tool for vehicle ownership verification in batches, generating reconciliation reports with customer preferences
- Creating an audit trail entry and implementing data governance practices for data integrity and consistency



Outcome

Innova's cutting-edge solution led the client to expand and implement the Customer and Vehicle Analytics (CVA) platform globally, benefiting from efficient data management and analysis on a larger scale.

- Provided an accurate 360-degree view of customer and VIN (Vehicle Identification Number) data, consolidating all customer and VIN-related transactions in a single database within their Data Center
- Improved the accuracy of customer and VIN-related information by centralizing and managing data effectively
- Streamlined processes and optimized workflows resulting in cost savings for the client
- With improved data management and streamlined processes, the client experienced faster time-to-market for their products and services
- Enabled the client to stay competitive in the market through accurate customer insights supporting their strategic decision-making

Contact us at info@innovasolutions.com to know more about what we do in automotive digital innovation for enhanced efficiency and seamless data management.