GENERAL OVERVIEW

single view eXchange

Why Single View?

You are probably in the same position as many businesses all over the world today. The global economy has turned considerably sluggish and many companies are facing issues like excess capacity, a significantly reduced sales pipeline, and more demanding customers asking for cheaper, but also better, faster and relevant services at the same time. Managers are actively evaluating options and considering opportunities to extract greater return from their business or marketing spend.

As you deal with the realities of the current market conditions, you have probably recognized the need for developing and/or refining a coherent corporate vision for customer management. This vision should be internalized by all departments in the organization and should be understood by every employee – especially your customer facing employees. Then, and only then can each employee implement specific tactics in their daily jobs in a manner that is consistent with, and that will facilitate achievement of the corporate mission.

It has been consistently and repeatedly shown that focusing on the customer's perspective and building deeper and more meaningful business relationships with customers almost always results in higher growth and usually results in higher profitability.

Ask yourself this: Are you concerned about any of the following?

- Increasing enterprise wide profitability
- Increasing revenues from existing customers
- Getting increased returns from your marketing spend
- Getting better customer satisfaction ratings
- Developing a consistent under-standing of who your customer is
- Understanding Customer Lifetime Value
- Figuring out your Most Valuable Customers
- Setting a framework for consistent growth
- Focusing each and every employee and each and every activity to create Customer Value
- Collecting all interactions with your customers

Think about your answers and how you *really* act on any of these. Successful companies adopt an approach to enable them to act on the value of the transactional data they store on a day-to-day basis. It is vital for companies to outline a framework for analysing and integrating their existing customer data which will help you develop a consistent, organisation-wide understanding of your customer enabling, for example, the notion of customer value. Knowing exactly who your customers are is the first step towards developing specifically targeted and customer focused strategies.

Customer management goes beyond simply focusing on existing customers and serving their needs. A customer focused or customer-centric organization is one in which *every* asset or resource of the organization is fully geared towards figuring out the specific needs of *current* as well as *potential* future customers and then aggressively, efficiently, and effectively fulfilling those needs.

This, in essence, is the foundation for Customer Relationship Management, or CRM. This imperative business need is the philosophy of the enterprise owning the customer - while your departments or divisions own the customer interaction. Remember, when a customer contacts your company, they do not ring the billing department or the marketing department – they ring your company.

Every decision in such organizations is made after asking the question, "What difference will this decision make for the customer?" This will allow you to develop a common, organisation-wide understanding of who your prospects are, of who truly is your customer, and of how a contact with a prospect may turn into the start of a relationship with a customer.

Customer Identification.

A consistent understanding of who exactly is your prospective customer *(or* prospect) is key. Whether you are in a consumer oriented business or a business-to-business company, your end customer needs to be uniquely identified and then linked with every interaction they have with your company. We like to define "the customer" as the smallest entity that derives (and therefore *define*s) "value" in whatever product or service they transact with you.

You have a wealth of customer information located in daily transactional systems including your billing systems, financial systems, mediation systems, front office systems, customer care and marketing systems. You know you have the same customer details located in different systems – but are you really sure which is correct?

Are you sure you know all the products and services your customers are using? Are you losing cross-sell and up-sell opportunities because you don't have a holistic view of your customers?

Single View Exchange

Single View eXchange (*SVX*) is a solution framework that allows you to fully integrate disparate customer information from your operational systems into a single cohesive customer identifier ready for use throughout the enterprise.

Using precise matching processes and algorithms, *SVX* successfully provides the basis for customer-orientated business systems enabling better business decisions and driving customer-centric processes. *SVX* presents the customer as a total enterprise valued customer – not a specific divisional number.

Framework Architecture

Relevant to the business is the ability for the framework to operate in a business sensitive time frame and perform important matching processes at the best possible speed while incorporating user defined business rules. The *SVX* framework has been designed to dynamically handle these requirements as well as the power to:

- Efficiently process changing customer behaviours
- Control Matching Accuracy
- Adapt to changes over time in data sources
- Be deployed throughout the enterprise on open based computing platforms
- Execute high-speed processing of high data volumes
- Process delta changes rather than reprocess files
- Enable customer configuration and modification of business rules
- Operate at any given time interval or event occurrence

Key Framework Highlights

- Accepts flat ASCII text files as produced by the source file extract processes ready for loading
- UNIX and Perl scripts for pre processing and *SVX* operation
- *SVX* engine for execution of the main logic flow and interpretation of the business rules
- Ability to view *SVX* output from the purpose built *SVX* table

SVX Structure

SVX is built with the key criteria of speed, efficiency and flexibility at the forefront of the product development processes. Ease of use and accuracy add to the appeal of this leading customer consolidation solution.

The *SVX* solution combined with diligent customer management processes enables you to further enhance the power of your customer and organizational data, CRM and e-business solutions to your business.

SVX Process Flow

The *SVX* process flow is a structured multi entry process that allows processing of a given set(s) of records through a transactional engine, where customer defined logic is applied to produce the end results.
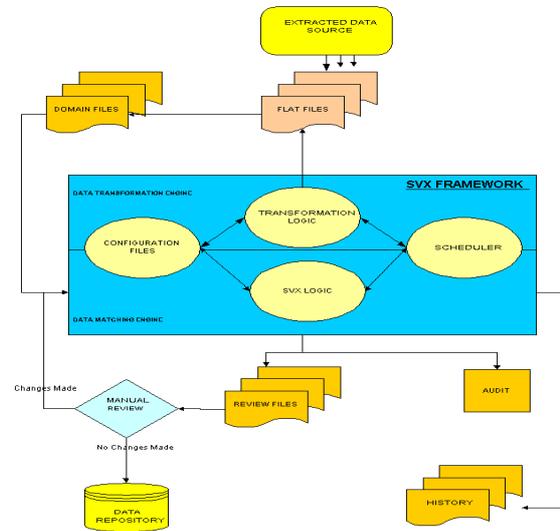
Using SVX

The SVX_ID

The *SVX_ID* is created as an integral aspect of records processing. It is the unique identifier associated with each individually matched and authorised customer and is kept with that customer for life. This allows life long identification of the customer throughout the enterprise and easy identification of the customer within every transactional system in use.

For example, you can use the *SVX_ID* to request a complete history of customer sales, interactions, complaints, cross sales, churn occurrences, win back and bill payment history for an important customer. All details – from disparate transactionally based operational systems, are related together to give you this central view – most commonly reported from a Data Warehouse environment.

However, the *SVX_ID* may be used in any sense you wish including quality checking operational systems data, performing operational unit tests, to monitoring internal performance of business systems processes.

Data Matching

SVX may be used for the process of matching customer data records together to identify commonalities or exceptions. For example, you could load data from one business unit and match it with data loaded from another business unit to compare similarities like customers, and transactions like type of products, services or interaction behaviours. This given ability to perform exception and commonality reporting lends itself to be very powerful in quickly ascertaining data matches.

It is also extremely useful when you have the need to refresh publicly available data like credit rating, census, demographics, psychographics and other external data into your operational systems.

Operating Requirements

One of the key aspects of *SVX* is the ability to operate on a wide range of computing platforms and operating systems. These include:

- Commercially available UNIX operating systems supporting i86, PA-Risc and Sparc processors.
- Microsoft™ Windows 2000
- Microsoft™ NT

Operating Features

SVX processing is performed as a combination of UNIX scripts and Perl language constructs.

SVX has a feature that allows files created as part of the processing of records to be physically limited to a given size. *SVX* will create as many files as needed based on this size setting to complete the processing run. Setting a given size removes the problems that arise with the 2GB file size limitation found on most 32-bit commercial UNIX operating systems.

The Open Source programming language Perl is included in most UNIX distributions. Alternatively, it is readily available for download from the Internet.

SVX occupies approximately 15MB of disk space on the server.

SVX processing does not specifically perform the extract of data from the source systems. This is expected to be ready as a flat file input.

Conversely, *SVX* relies on the available loading tools the user has to load data into the target systems.

Summary

Today, businesses operate in a very complex and rapidly changing world where the *rate* of change is not only the fastest it has ever been, but is also increasing. Companies of all sizes are facing a hyper-competitive environment where they are forced to provide higher service at lower cost. At the same time, the general expectation of what is *good* customer service has gone up dramatically.

Applying a customer-centric approach to all aspects of a company's operations is a foreign concept for many organizations – but one that is gaining rapid approval and acceptance as more and more companies successfully implement such strategies and notice a difference in their bottom lines.

Finally, advances in technology have made it possible and quite economical for companies to invest in any one of a broad array of systems and tools to implement customer focused strategies via a whole host of software applications for automation, data gathering, data analysis, personalization, cost efficiency, and productivity improvement. Such technological advances have made it relatively easier and cheaper to provide personalization and customization in the online environment.

SVX provides this basic environment and creates a foundation for understanding your most prized business asset – your customers.

About Languix

Since 1990, Languix Pty Ltd has been providing information technology consulting services and solutions to companies addressing their most pressing data challenges.