

# Material+



## Return on Customer Data Assessment

The Return on Customer Data Assessment is a complimentary data maturity assessment from Material, aimed at enhancing your organisation's use of customer data.

Using the world's leading data assessment framework and a custom AI system, we'll examine your current customer data capabilities, identify areas for improvement, and offer actionable steps to increase customer satisfaction and drive revenue.



## Benefits of Customer Data Maturity

Data maturity, especially for customer data, is crucial to optimise decision-making, enhance customer experiences, and achieve operational efficiency. Mature data practices lead to:

- **Better Decision-Making:** Move from intuition-based to insight-driven strategies.
- **Increased Revenue:** Leverage customer data for effective upselling and cross-selling.
- **Improved Customer Satisfaction:** Anticipate and meet customer needs to foster loyalty.
- **Improved Efficiency:** Reduced risk and costs by improving data quality and secure access.

## What You'll Get

- An executive summary detailing your data management landscape and maturity levels.
- A list of prioritised, actionable recommendations for immediate improvement.
- A detailed analysis of your capabilities across 12 key data management areas.

## Our Approach

The Return on Customer Data Assessment is structured around three or four workshops, run in-person or virtually, at times that are convenient to you.

# 1

WORKSHOP

### Strategic Use of Customer Data

**A 1 hour session with all groups, covering**

- **Topic 1:** Value and Return on Customer Data
- **Topic 2:** Analytics, AI and Automation

# 2

WORKSHOP

### Customer Data Governance & Design

**An optional 1.5 hour session with data management team, covering**

- **Topic 3:** Data Governance
- **Topic 4:** Data Architecture
- **Topic 5:** Data Modeling & Design

# 3

WORKSHOP

### Customer Data Quality and Completeness

**A 1.5 hour session with data and customer experience teams, covering**

- **Topic 6:** Data Quality
- **Topic 7:** Documents & Unstructured Content
- **Topic 8:** Reference & Master Data
- **Topic 9:** Metadata

# 4

WORKSHOP

### Operational Excellence in Customer Data

**A 1.5 hour session with IT and data management teams, covering**

- **Topic 10:** Data Storage & Operations
- **Topic 11:** Data Integration & Interoperability
- **Topic 12:** Data Security



## Who Would be Involved?

Workshops should involve stakeholders from different areas for a comprehensive and well-rounded view. Key personnel include:

- **Executives** and senior decision-makers such as CDO, CIO or CMO.
- **Customer Experience and Marketing Professionals** responsible for delivering exceptional customer experiences and targeted marketing messages.
- **Data Analysts and Scientists** who use customer data to provide insights for business strategies.
- **Data Management Professionals** overseeing the quality, integrity, and security of data.
- **IT Professionals** involved in the delivery and maintenance of data management systems.


## Transform Your Data Management


The Return on Customer Data Assessment is more than just an analysis—it's a roadmap for leveraging your customer data to its fullest potential. With our expert recommendations, you can streamline your data management processes, enhance customer engagement, and drive significant business growth.

Don't miss this opportunity to reshape your data strategy and unlock new avenues for success.

Contact Wes Wilkins to arrange your assessment

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