

dunnhumby

DATA CONSULTANCY

Leverage real value from your data assets

Many consumer facing companies are rich in data. They have operational systems and processes that are producing vast quantities of data that can unlock vital information about their business and, crucially, their customers.

We can help you to understand your customer data – so that you know where to invest and how to deliver more of what your customers want. We've developed a specific framework, the Data Strategy Healthcheck, to help you define and implement a robust data strategy.

Bespoke consulting can also be delivered that can be tailored to your specific business goals. Both services give you the competitive advantage of being a data driven organisation.

DATA STRATEGY HEALTHCHECK

The healthcheck helps to define a data strategy that will enable your business objectives. It identifies gaps and areas of strength to build upon, across five elements, increasing the value of your data.

How it works

Recommendations for action are based on the global best practice we have developed by delivering these data strategies for clients in many industry sectors around the world.

Through on-site interviews, workshops and ideally access to sample data, dunnhumby will provide a view of:

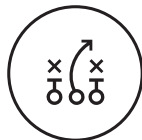
1. Your as-is capability, including a score against best practice, and
2. Actionable recommendations in the form of "Quick Wins" and guidance on long term investment to address the most significant gaps and build upon existing strengths



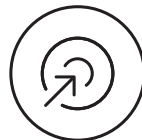
Create **universal customer identifiers** and mapping rules to ensure a consistent and comprehensive view of your customers across brands, banners, and companies



Streamline the number of technologies and third party vendors used to access and clean data, reducing costs and increasing consistency of data for end users



Create an **overall data strategy** for your business, aligned cross-functionally and with detailed plans to implement



Implement a **data governance framework** to reduce risk but also increase the visibility of new data assets across the business



Identify "quick wins" and hygiene factors that can be fixed quickly to improve quality of data

Through a series of interviews and working sessions, dunnhumby will score your organisation against these five data strategy elements, providing recommendations for improvements and investment.

DATA STRATEGY ELEMENTS



DATA DRIVEN BUSINESS

Align your business strategy and objectives with your data strategy, prioritise how data and technology enable a data driven business and better decision making.



CONNECTED CUSTOMER DATA

Define what customer data you need to be accessible, and integrated at every point of customer engagement, such as their needs, how they behave, how they pay, and what they say about you and your products across different channels.



DATA GOVERNANCE

Ensure policies and processes for handling and securing data, managing risk and compliance, and building customer trust are in place. Use these to educate your business on how to create value from trusted data assets.



DATA ARCHITECTURE

Optimise how data is collected, managed and accessed by choosing the right technologies and designing the right architecture based on your business objectives and use cases. Improve data recency, frequency and accessibility to all levels of users across the business.



TALENT, TEAM & WAYS OF WORKING

Identify major skills or expertise gaps and plan how to address these. Ensure accountability for data strategy is at the appropriate and most effective level and business unit. Improve collaboration around data usage and accessibility.

KEY BENEFITS

- 1 **Implement quick wins immediately with little investment**
- 2 **Uncover and fix errors that could be impacting business processes and crm**
- 3 **Implement key frameworks to safeguard your data such as data governance and chief data officer roles**
- 4 **Map your customer data against a model to identify gaps in understanding the “whole person” and plan how to fill those gaps through data creation, acquisition or partnership**

dunnhumby

THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail – one of the world's most competitive markets, with a deluge of multi-dimensional data – dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.



FIND OUT MORE

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