



How One Of The World's Largest Consumer Electronics Companies Got Closer To Its Chinese Customers

Understanding What Customers Want Means Bringing All The Information Together

A completed integrated system allowed the customer to bring together records from sales, service, and support systems into a unified view.

CLIENT COMPANY OVERVIEW:

One of the world's top 10 consumer electronics companies with hundreds of models and versions, needed to find a way to stay close to its customers in order to drive marketing programs, business analytics, and new product development. With hundreds of millions of units sold worldwide since the company was founded, it was difficult to link all the information about a customer to create a useful picture of what a single individual owned.

CHALLENGE:

As the company further expanded its business in the People's Republic of China, it needed to understand its customers better and to improve response times when interacting with customers. They searched for a partner with deep understanding of international markets and China, in particular.

The challenge was to input addresses written entirely in Chinese and then both standardize and cleanse the data so that records belonging to the same customer could be brought together.



SOLUTION:

The customer selected Global-Z to build custom hygiene and matching rules to match their marketing and analytics systems that were originally developed for markets outside of the China. A new service delivering name standardization and gender append, named gdqName was specifically built to meet their needs.

In addition, an attribute segmented processing system was created to reduce risk and improve response times with both on-premises solutions and cloud-based processing services.

RESULTS:

A completed integrated system allowed the customer to bring together records from sales, service, and support systems into a unified view. With the new capabilities, response times increased 20% and the Chinese customer data was integrated into the global business analytics system for worldwide modeling and forecasting. In 2017, more than 2-billion records from China were processed by Global-Z for this customer. This customer has been with Global-Z for 15 years and business continues to grow today.



Global-Z v2/18