Achieve a Unified Customer Experience with Semarchy MDM

Businesses that invest in customer experience grow 1.7 times faster.[1] You can be one of them with Customer 360.

The Importance of Knowing Your Customers

It's a tough time to do business. Customers have more choice than ever, and turbulent market forces make thriving hard. There's never been a more important time to know your customers.

By understanding customer behaviors and preferences, you can create personalized experiences, offers, and journeys that drive growth and build loyalty.

Your data is the key to reaching customers in this way. The problem is customer data comes from multiple sources and ends up siloed across disparate systems. When data is fragmented like this, it becomes duplicated, inconsistent, and unreliable.

Customer 360 solves your data challenges by consolidating your customer information into a single source of truth. You get high-quality, accessible data that you can use to reach, keep, and delight buyers at every touchpoint.

The Value of Customer 360

By centralizing your data onto a unified hub, you get an accurate profile of each customer. You can use these profiles to inform marketing, pricing, and service.

You benefit from:

- **Personalized Customer Interactions:** Drive revenue with targeted marketing and sales campaigns based on a unified customer profile.
- **Improved Customer Journeys:** Delight customers with a seamless experience across touchpoints.
- **Data-Driven Decision Making:** Gain deeper insights and use them to improve marketing ROI and product development.
- **Greater Customer Loyalty:** Build brand loyalty through tailored experiences and better customer service.

Get Started ▶

How Semarchy MDM Enables Customer 360

MDM is the technological bedrock of Customer 360. Semarchy's MDM solution gives you a 360-degree view of everyone who interacts with your business:

- **Master Data Consolidation and Cleansing:** Unify customer data from various sources and ensure data accuracy and quality.
- **Customer Identity Management:** Resolve duplicate records and establish a single view of every customer.
- **Pre-Built Connectors:** Seamlessly integrate Semarchy with the CRM and marketing platforms you use in your business.
- **Advanced Analytics and Reporting:** Get actionable insights thanks to user-friendly dashboards and visualization tools. The AI-powered platform lets you sift vast amounts of data quickly.

Semarchy: Your Trusted MDM Partner

Organizations worldwide use Semarchy to extract maximum value from their data. For example, Red Wing Shoes achieved a Customer 360 view by unifying and cleansing over 9 million records:

> "With Semarchy, we solved our data quality and Master Data Management issues with one system. Now our customer data contains a single golden record for everyone, making it easy for marketing, sales, and customer service to see data in real-time."
>
> **Jay Wardle,** *Director of Enterprise Data*, **Red Wing Shoes**

Semarchy was recognized as a Customers' Choice in the 2024 Gartner® Peer Insights™ "Voice of the Customer Report." 97% of Semarchy customers would recommend the platform to others.

You benefit from:

- **Rapid Time-to-Value:** Your Customer 360 platform could be up and running next quarter. 80% of users measure ROI within 12 weeks.
- **Business-Driven Interface:** The intuitive platform gets your team onboard quickly.
- **Low Total Cost of Ownership:** Deploy and manage your data without extensive technical resourcing or extra training.
- **Implementation Support:** Rapidly generate data management apps to achieve business outcomes. 100% of Semarchy users met their implementation goal.

Consolidate Your Data. Know Your Customers. Drive Growth.
Contact Semarchy to Request a Personalized Demo.

Sources

[1]*Forrester, The Business Impact of Investing in Experience: How Experience-Driven Businesses Survive and Thrive in Uncertain Business Environments, 2021*