INNOVATE

DATA EDITION

23 August, 2022

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Customer 360 in retail with AWS

Pierre Semaan
Head of SMB Solutions, Asia Pacific and Japan
Amazon Web Services

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Agenda

- What is Customer 360
- Why Customer 360
- The challenge in Retail
- How to get to Customer 360
- Amazon AppFlow
- Summary and next steps

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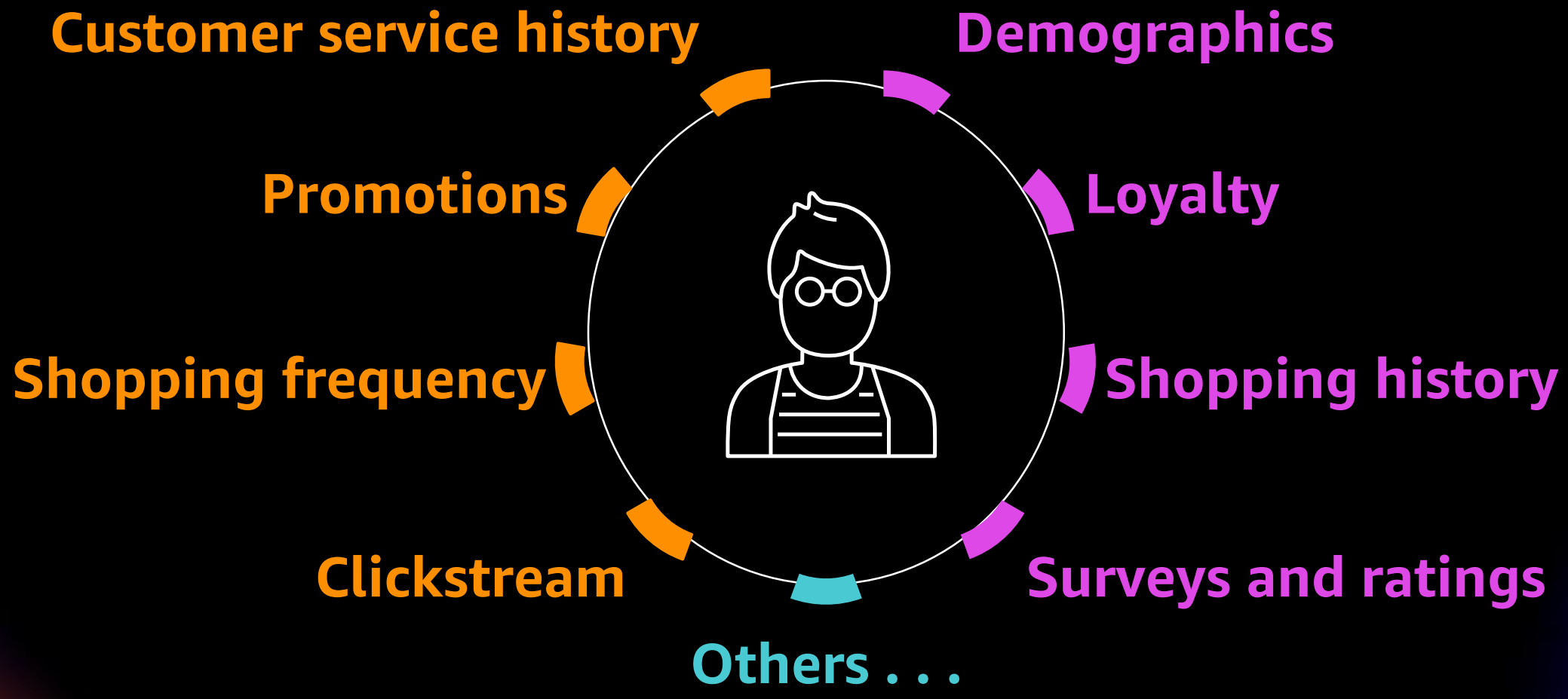
What is Customer 360



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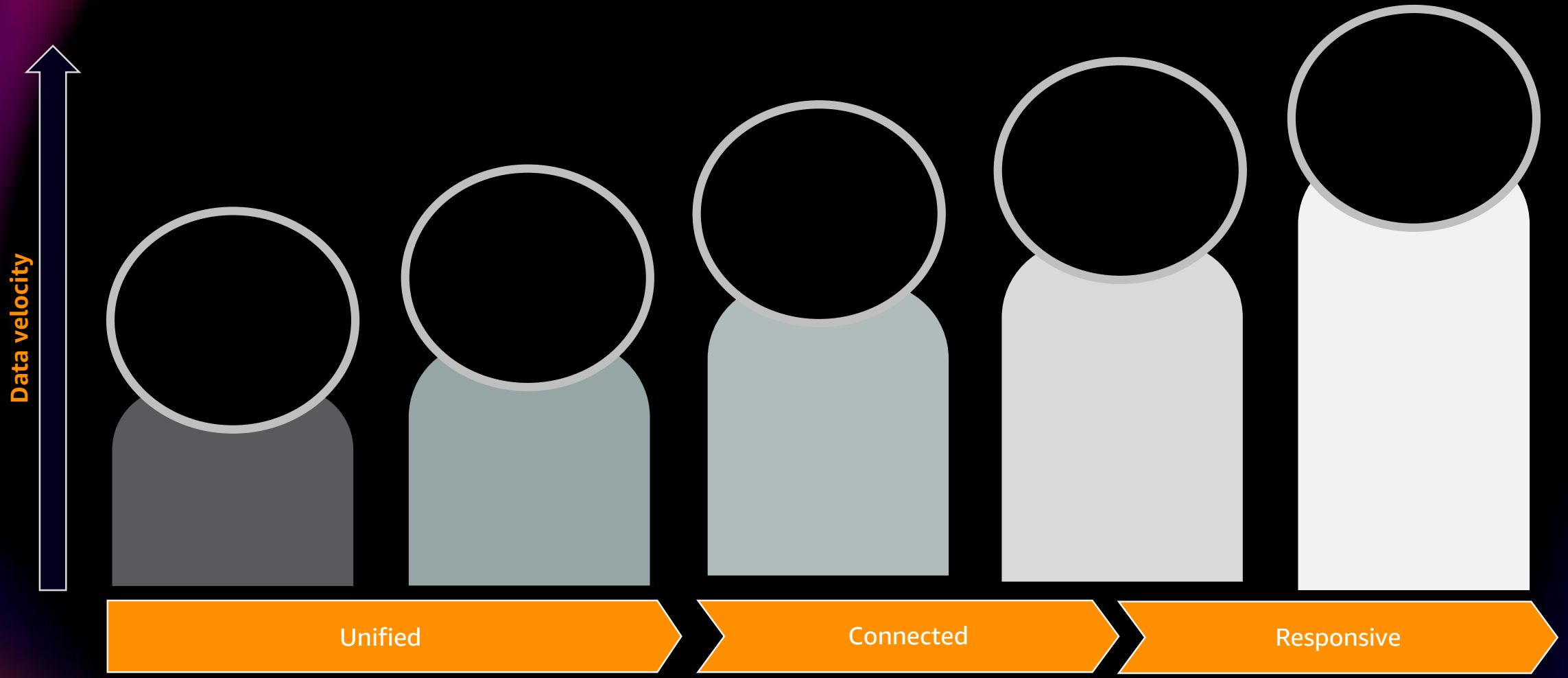
Maturity Curve of Customer 360



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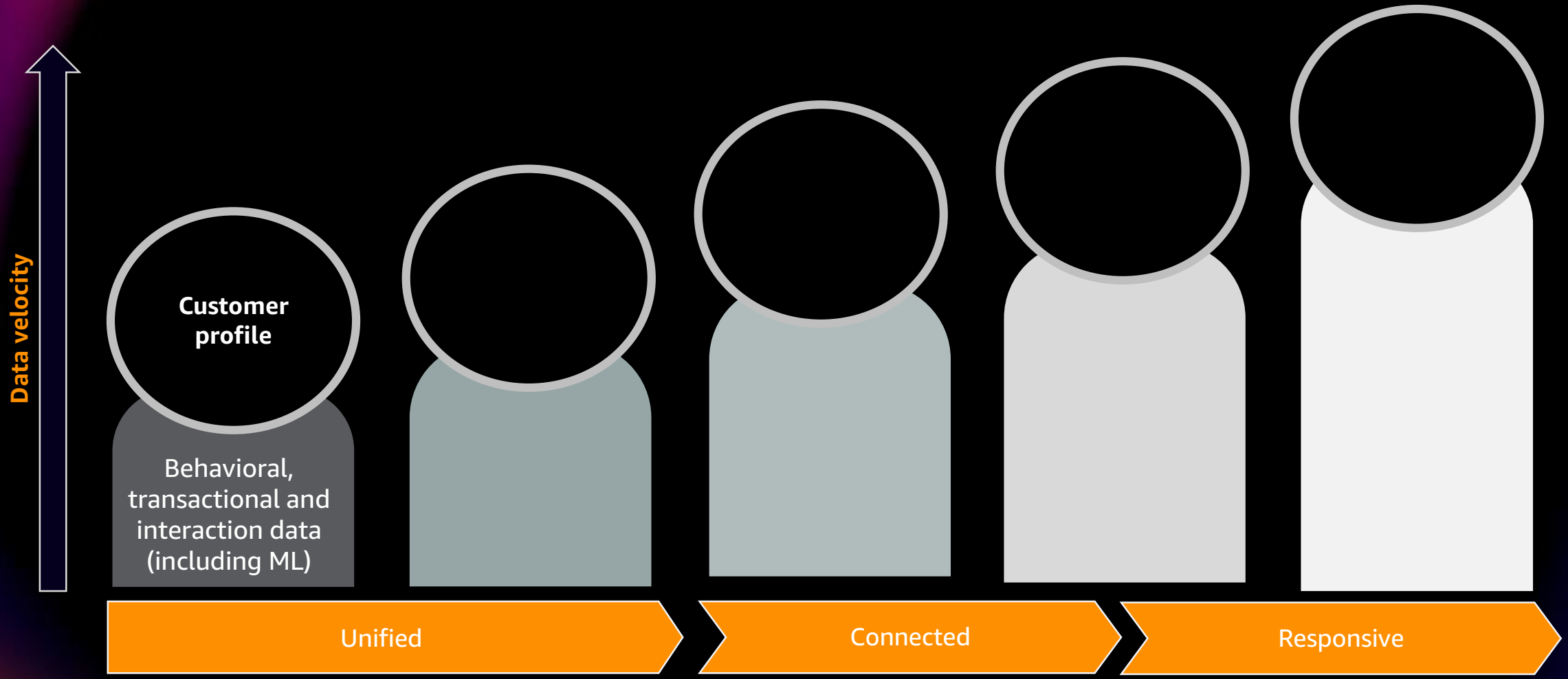

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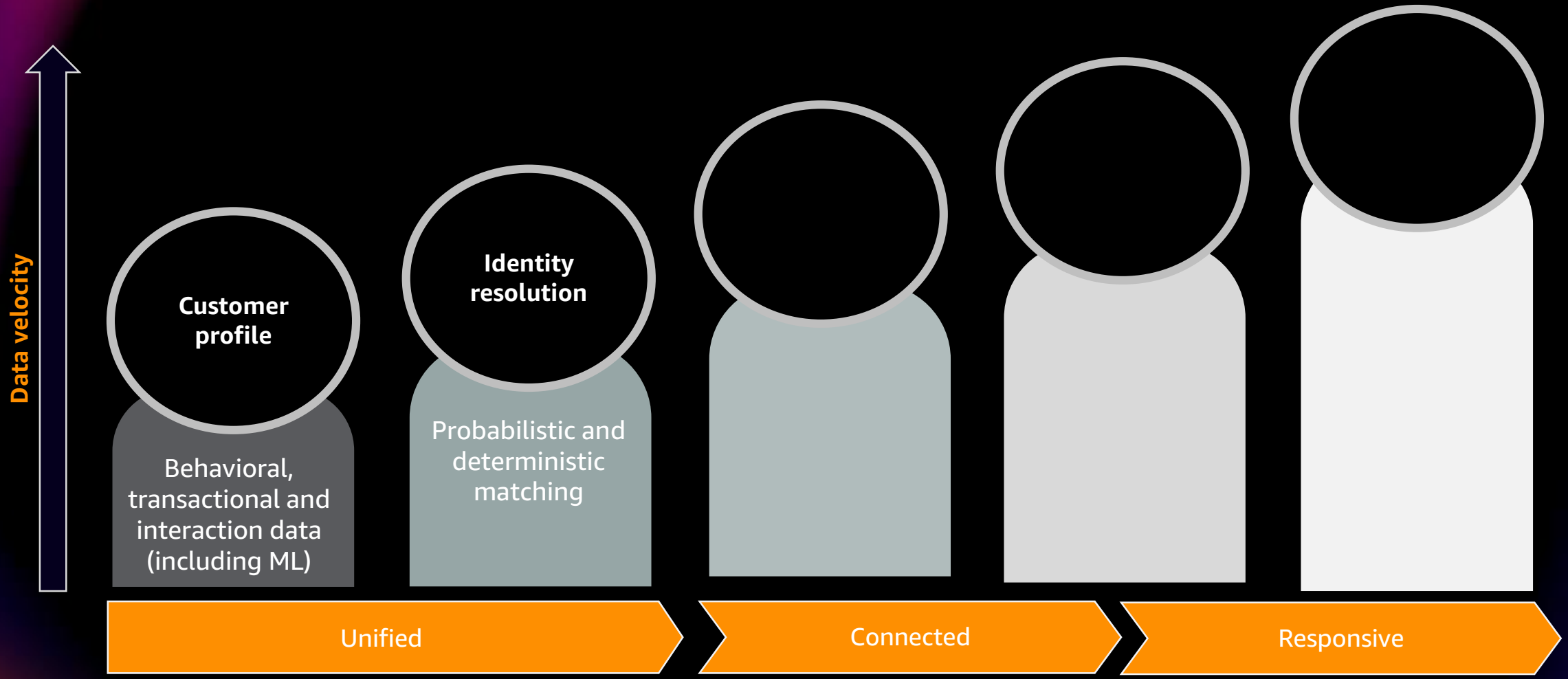

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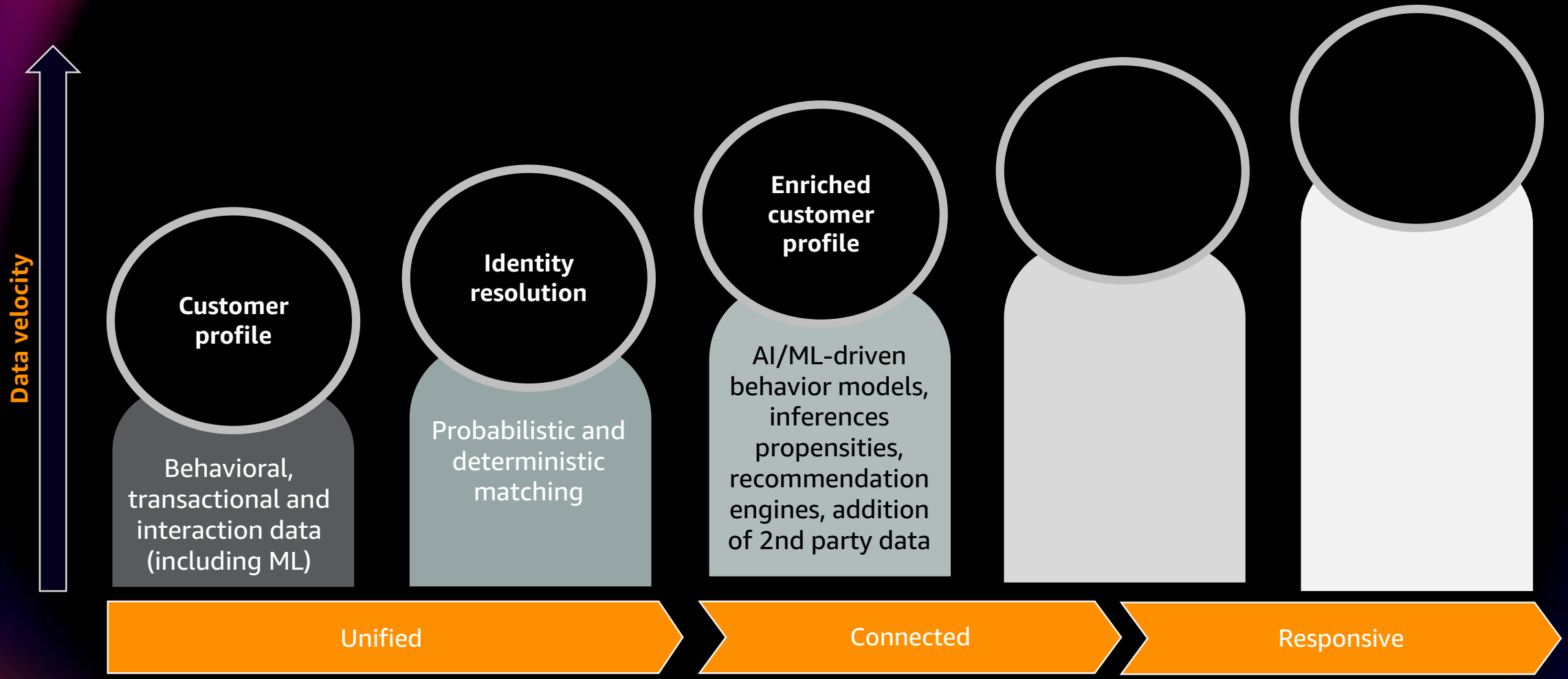

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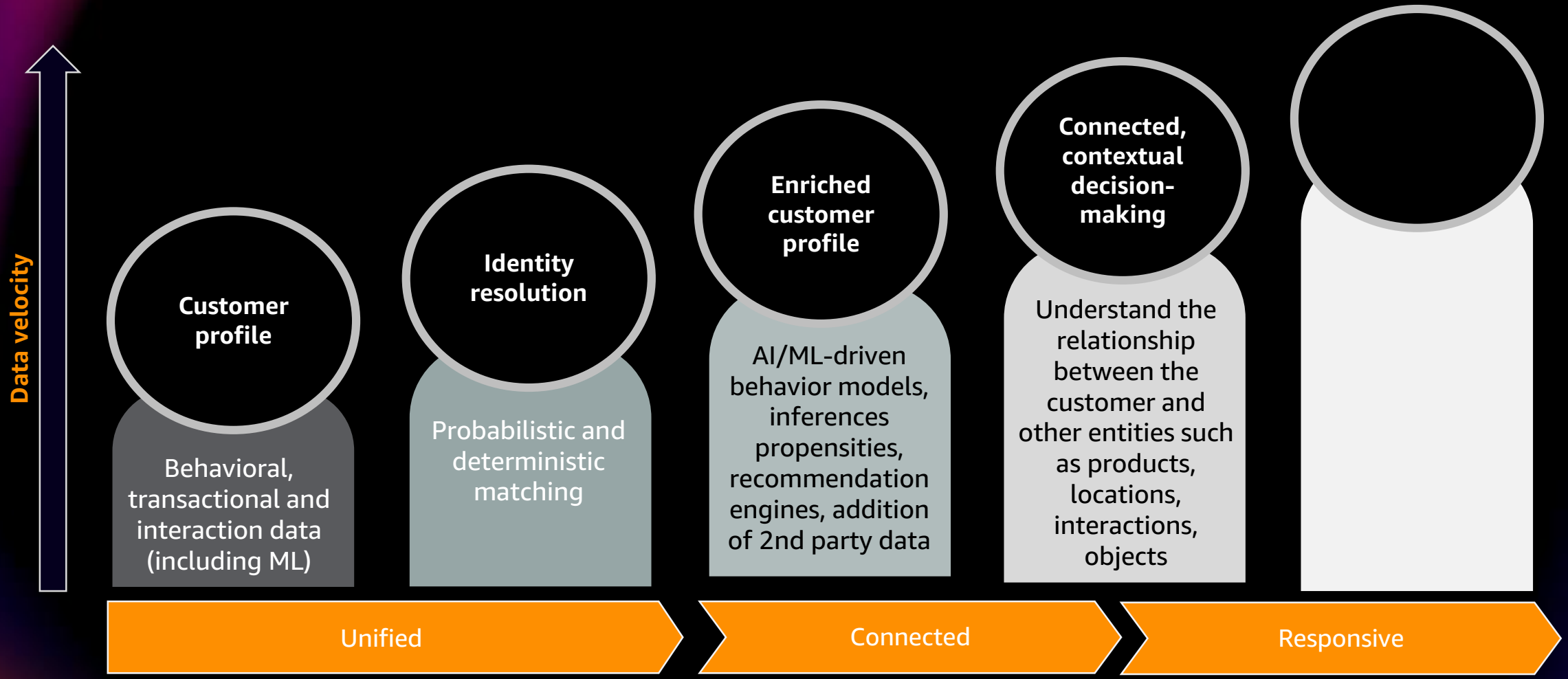

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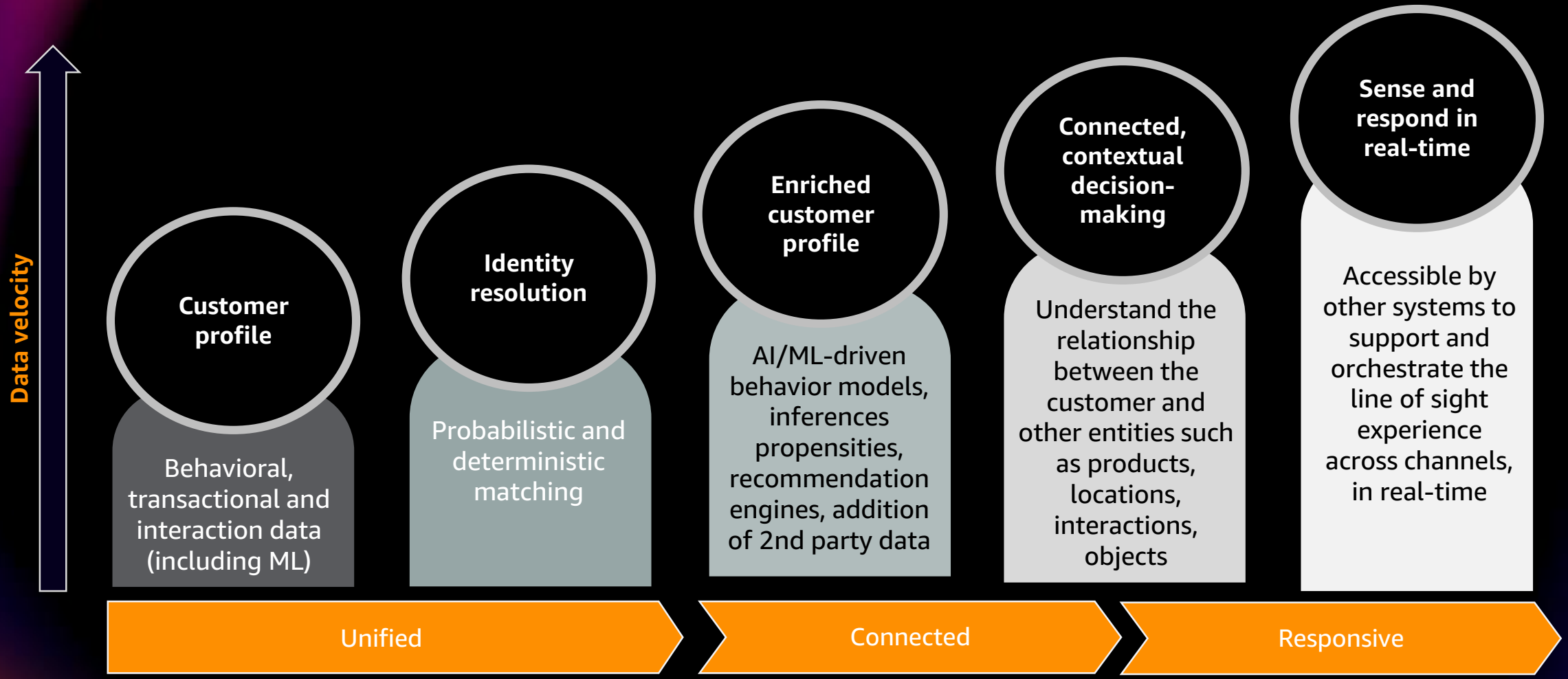

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WHY Customer 360 in Retail

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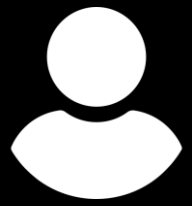
Key retail business drivers

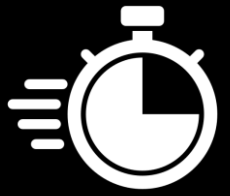
Do you have all the insights needed to drive your business?

The right product, price, and place



Increase customer Lifetime value

Lower costs to Increase margins



Innovate & accelerate outcomes

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Significant business value from Customer 360

Business performance

Reduction in cost to resolve request	Increase in customer lifetime value	Faster time to market	Improvement in NPS rating

Operational efficiency

Reduction in time spent on data preparation	Reduction in time to complete ad-hoc analysis	Reduction in time to deliver insights	Reduction in time to resolve customer cases

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The challenges

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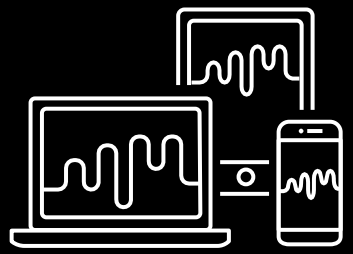
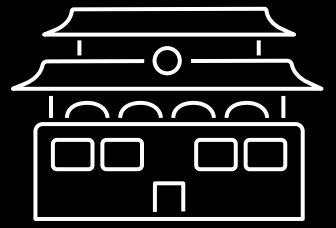
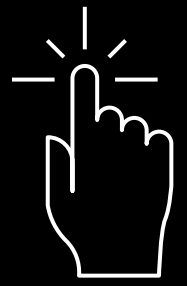
Four forces converging that make it harder to know your customer



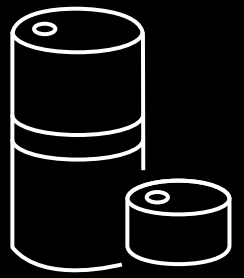
New online activities



Countries with general data protection laws



App tracking with Apples IDFA Tracking Transparency



Data sources containing customer insights and engagement

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How to create a golden primary record

Attribute
Firstname
Lastname
Email
Phone

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How to create a golden primary record

Attribute	Loyalty systems
Firstname	Shirley
Lastname	
Email	s.rodriguez@email.com
Phone	**555-0199**

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How to create a golden primary record

Attribute	Loyalty systems	E-Commerce systems
Firstname	Shirley	Shirl
Lastname	**Rodriguez**	**Rodriguez**
Email		s.rodriguez@email.com
Phone	**555-0199**	**555-0199**

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How to create a golden primary record

Attribute	Loyalty systems	E-Commerce systems	Survey systems
Firstname	Shirley	Shirl	
Lastname	**Rodriguez**	**Rodriguez**	**Rodriguez**
Email		s.rodriguez@ email.com	
Phone	**555-0199**	**555-0199**	**+1 555-0199**

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How to create a golden primary record

Attribute	Loyalty systems	E-Commerce systems	Survey systems	Customer service
Firstname	Shirley	Shirl		**Shirley**
Lastname	**Rodriguez**	**Rodriguez**	**Rodriguez**	**Rodriguez**
Email		s.rodriguez@email.com		rodriguez@email.com
Phone	**555-0199**	**555-0199**	**+1 555-0199**	

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How to create a golden primary record

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Firstname	Shirley	Shirl		**Shirley**	**Shirley**
Lastname	**Rodriguez**	**Rodriguez**	**Rodriguez**	**Rodriguez**	**Shirley**
Email		s.rodriguez@ email.com		rodriguez@ email.com	s.rodriguez@ email.com
Phone	**555-0199**	**555-0199**	**+1 555-0199**		**01 555-0199**

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HOW to get to Customer 360

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Design principles for Customer 360

Own Your Data

1P data + Partnerships + 3P Tech

Remove Black-Box Intelligence

Build out your Information Metabolism

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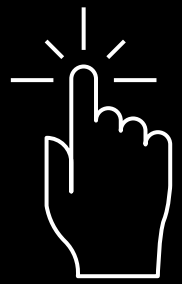
Customer 360 data platform on AWS

Outcome



CDP

MDM

DMP

Marketing automation

CRM

Call center

ERP

Mobile

Social

Sensors

POS

Chat/Call

Images

Video

Email

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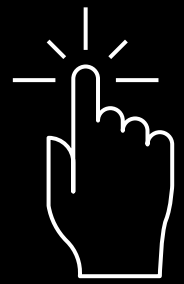
Customer 360 data platform on AWS

Accelerate issue resolution	Identify potential churn customers	Personalized offers	Proactive customer support	Anomaly detection	Personalized content



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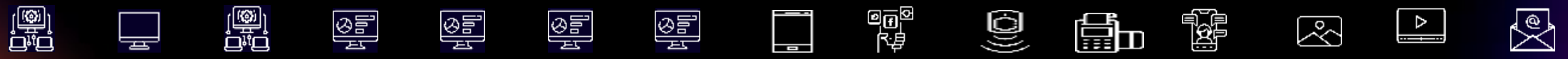
Integration at scale | **Personalization** | **Preference management**



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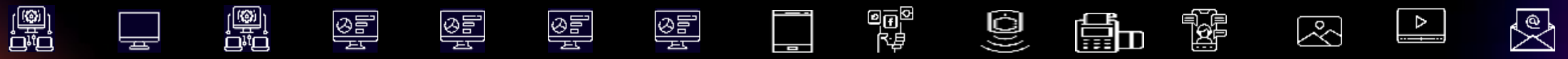
Customer 360 data platform on AWS

Accelerate issue resolution | Identify potential churn customers | Personalized offers | Proactive customer support | Anomaly detection | Personalized content

Integration at scale | **Personalization** | **Preference management**

Connected customer | **Enriched customer profile**



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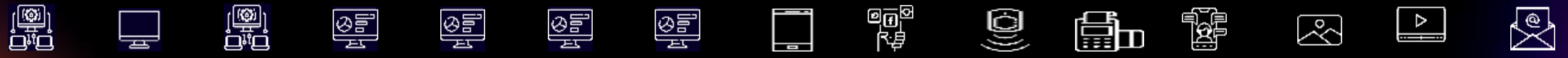
Unified customer profile



aws

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Unified customer profile

Data ingestion | **Identity resolution**

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Customer 360 data platform on AWS

Accelerate issue resolution | Identify potential churn customers | Personalized offers | Proactive customer support | Anomaly detection | Personalized content

Amazon EventBridge

Amazon API Gateway

AWS AppSync

AWS Step Functions

Personalization

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Amazon Personalize
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Amazon Comprehend

Amazon Simple Storage Service (Amazon S3)
AWS Lake Formation
AWS Step Functions
AWS Lambda
Amazon DynamoDB
Amazon Redshift
Amazon Athena
Amazon Kinesis Data Firehose

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Amazon Comprehend

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AWS Lake Formation

AWS Step Functions

AWS Lambda

Amazon DynamoDB

Amazon Redshift

Amazon Athena

Amazon Kinesis Data Firehose

Amazon AppFlow

Amazon Kinesis Data Streams

Amazon Managed Streaming for Apache Kafka

Amazon Timestream

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Amazon AppFlow

Amazon Kinesis Data Streams

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Amazon Timestream

AWS Transfer Family

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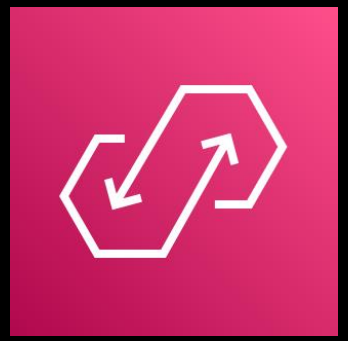

Amazon AppFlow

An AWS service that delivers secure bi-directional data flow between SaaS applications and AWS Services at an industrial scale - in minutes, without coding.

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Top SaaS and AWS services supported by Amazon AppFlow

Enabled for Private Flows

https://aws.amazon.com/appflow/integrations/

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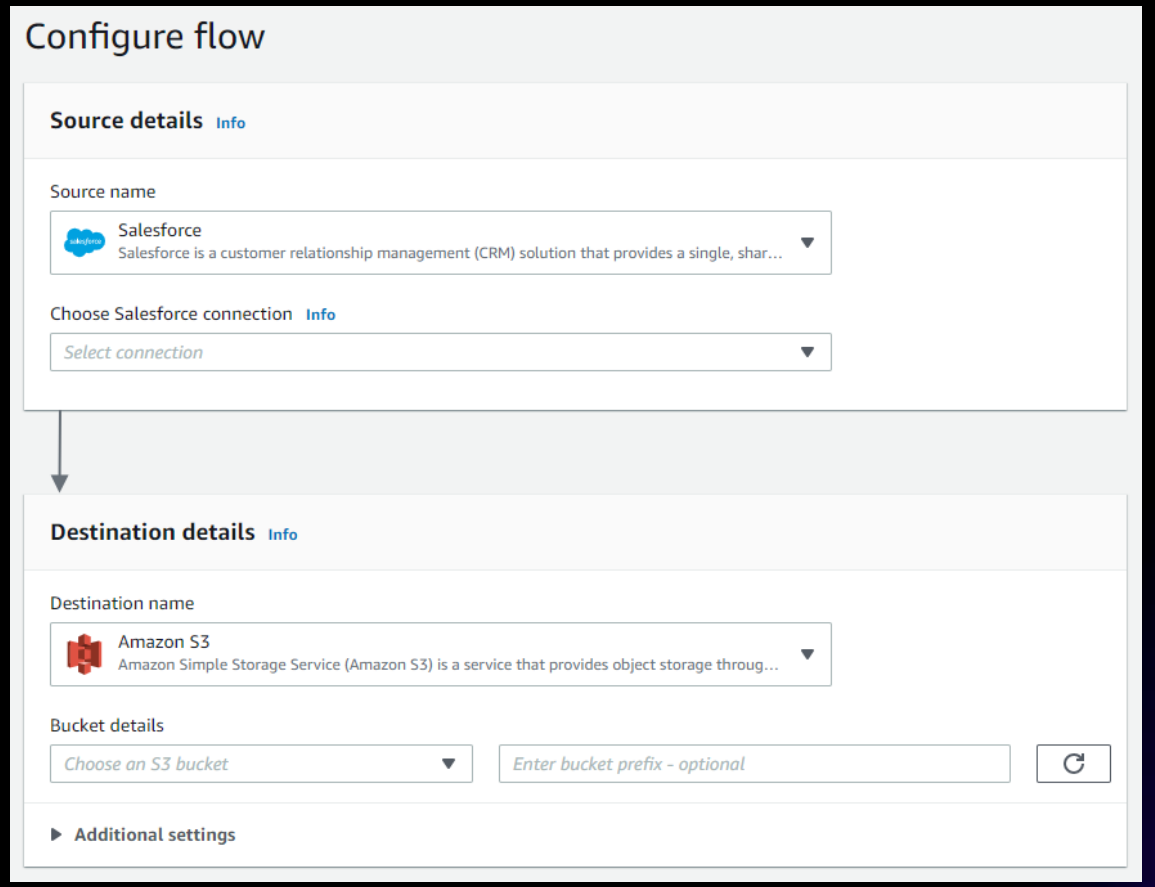
Amazon AppFlow in 5 easy steps

1. **Select source & destination; login**
2. Specify flow trigger
3. Map fields from source to destination
4. Add optional filters, validation, transformation
5. Activate flow or run it at the click of a button



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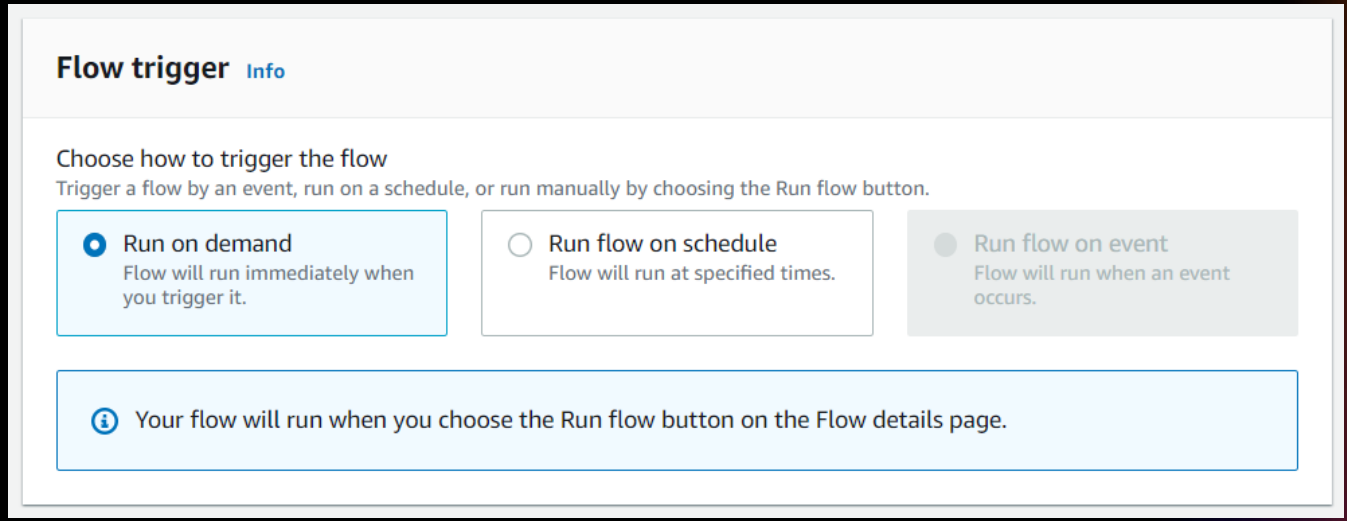

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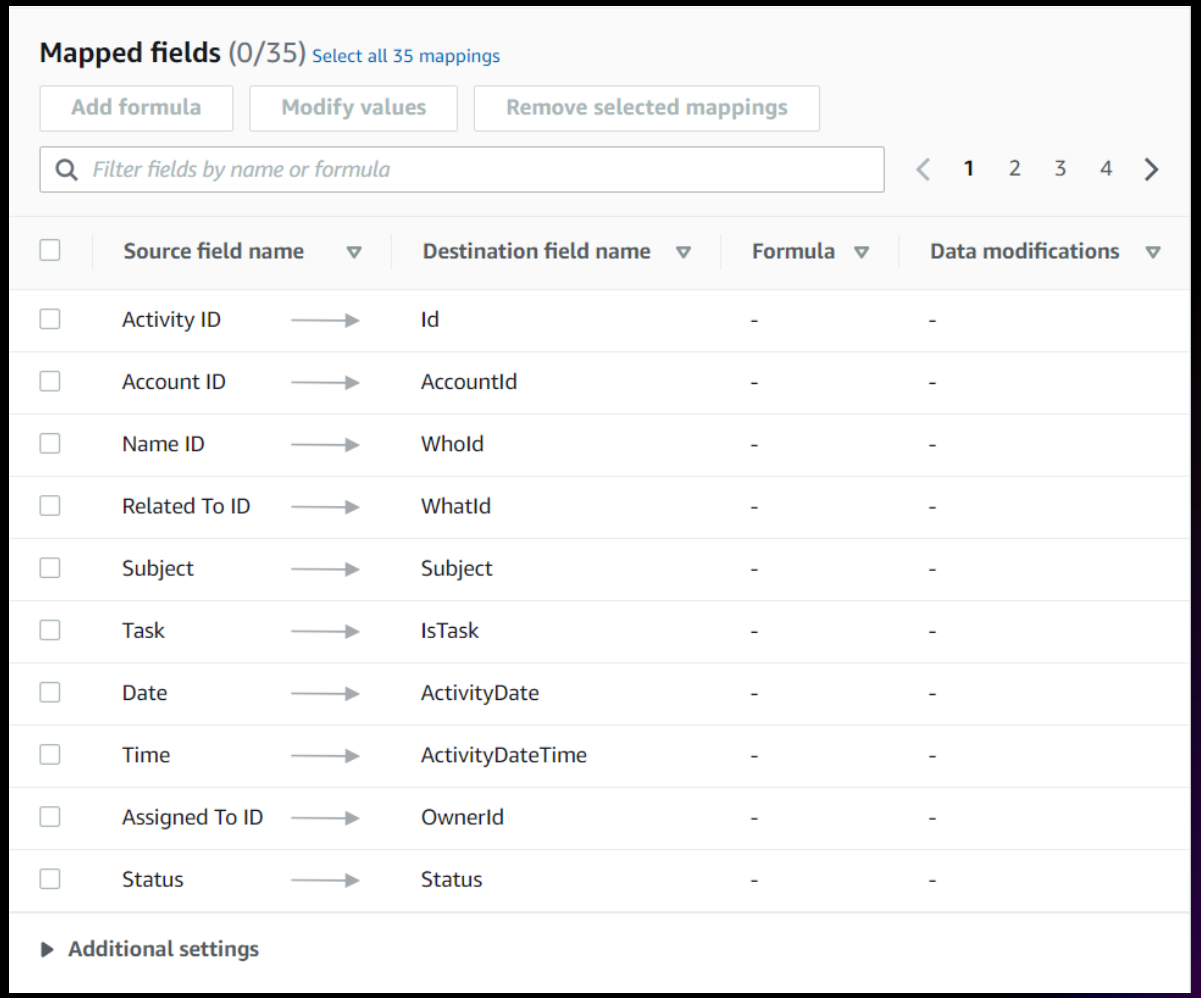

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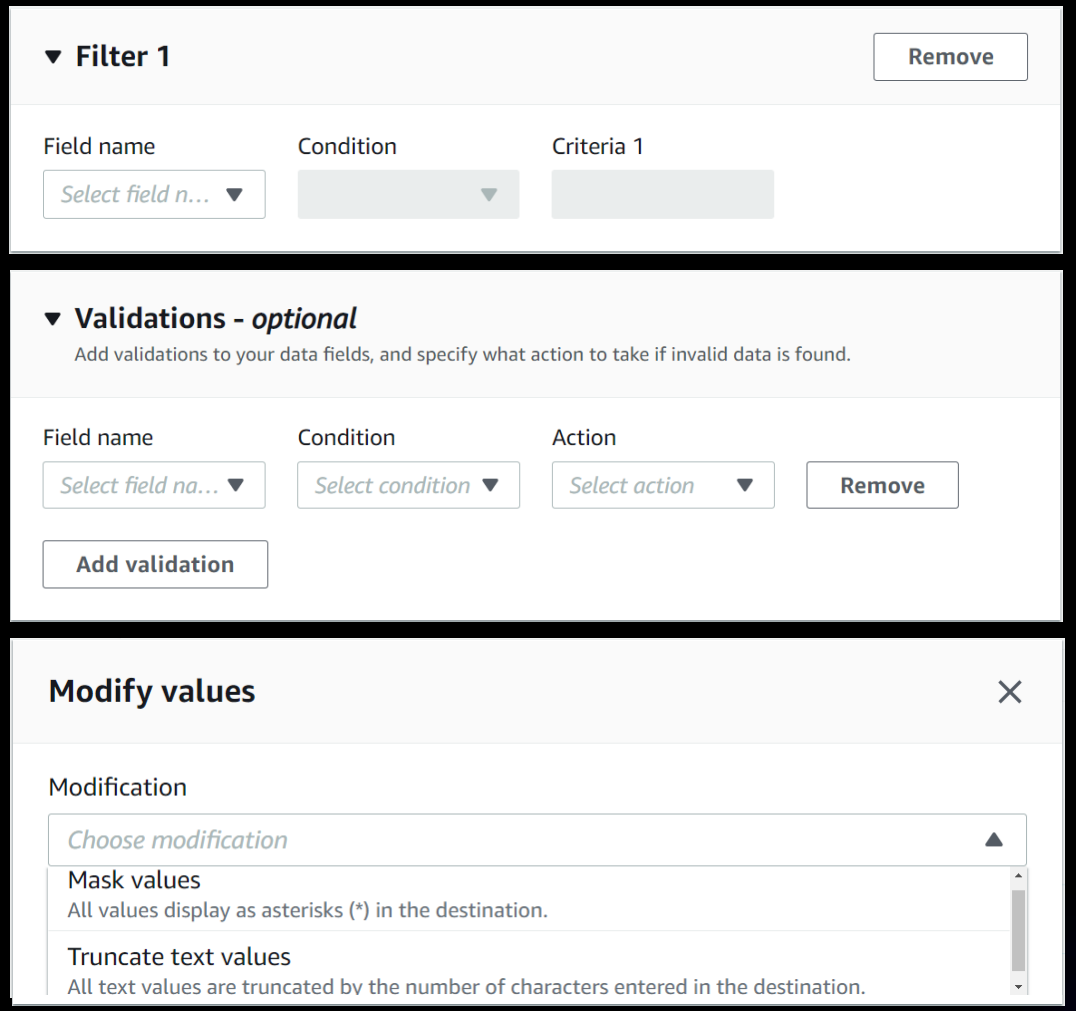

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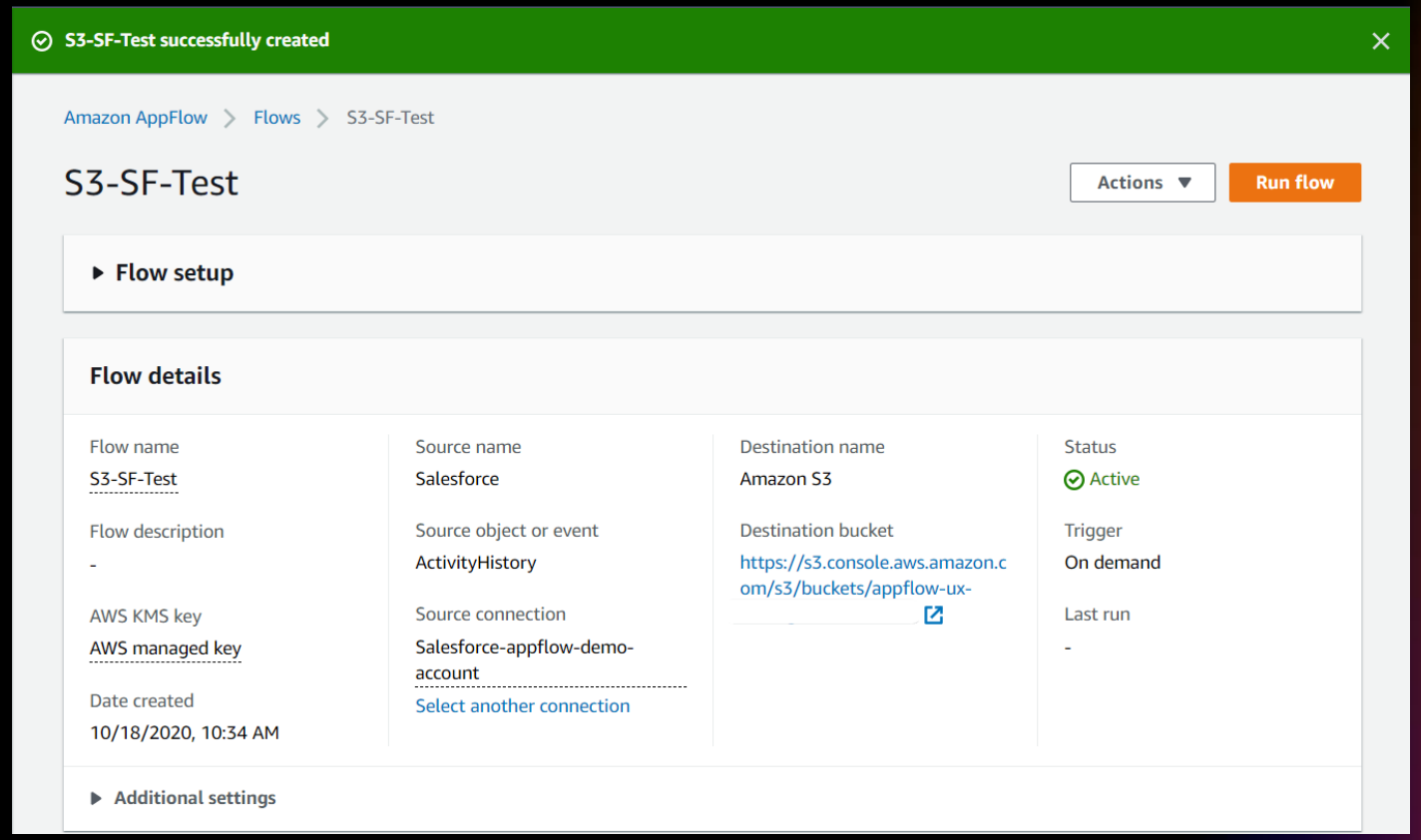

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Summary and next steps

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Summary and next steps

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- Why Customer 360
- The challenge in Retail
- How to get to Customer 360
  - Design principles
  - Architecture
  - Amazon AppFlow

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Visit the AWS Data resource hub

A modern data strategy can help you manage, act on, and react to your data so you can make better decisions, respond faster, and uncover new opportunities. Dive deeper with these resources today.

- Harness data to reinvent your organization
- In unpredictable times, a data strategy is key
- Make data a strategic asset
- Rewiring your culture to be data-driven
- Put your data to work with a modern analytics approach
- … and more!

https://tinyurl.com/data-hub-aws

Visit resource hub

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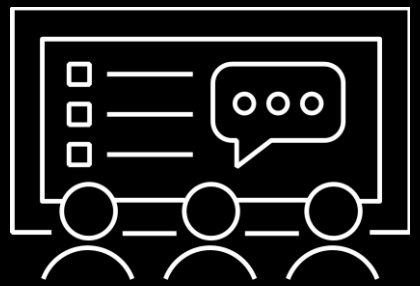
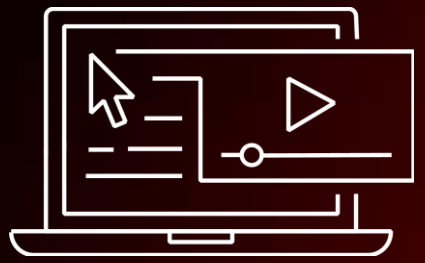
AWS Training and Certification for Data and Analytics



AWS Data & Analytics FREE Training Resources

Discover how to harness data, one of the world's most valuable resources, and innovate at scale.

https://bit.ly/3Ntlhy7



AWS Data Analytics Learning Plan

This learning plan expose you to the fastest way to get answers from all your data to all your users. It can also help prepare you for the AWS Certified Data Analytics - Specialty certification exam.

https://bit.ly/3wBVjD1

AWS Certified Data Analytics - Specialty

Earning AWS Certified Data Analytics – Specialty validates expertise in using AWS data lakes and analytics services.

https://go.aws/3lwF0RR

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Thank you for attending AWS Innovate – Data Edition

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