Summer 7-1-2020

ADVERTISING, MARKETING AND COMMERCE

Sarthak Pattnaik

Student name: Sarthak Pattnaik
Registration number: 160911258
Guide's name: Swathi B.P

Customer Experience Management (CEM or CEX) is a marketing strategy used by brands in order to interact with their customers and marketing their product. In the competitive marketplace that exists today where each brand has a unique and a highly well developed product, a customers marketing experience with brands becomes the deciding factor of the brands success. Customer Experience Management goes beyond just having knowledge of customers marketing history and statistics, it helps in making customer interactions highly personal and interactive to deliver the right details at the right time to each customer thereby gaining the customer's loyalty and trust. The objective through this project is to design and develop a platform which would allow brands to integrate their products in order for them to leverage the benefits of this marketing strategy and have a lot of success with their customers. The customer data Platform is a data integration platform where data from various 1st, 2nd and 3rd party data sources are collected and stored. The Customer Data Platform generates a unique record for every customer which would give those particular customers unique identity for all their subsequent transactions. The omni-channel marketing strategy is used to synchronize all the touchpoints of each customer so that the interactions are broadcasted and the customers receive a 360 degrees personalized experience across each touchpoint. The customer Data Platform is designed using Talend ETL which a data integration tool, after customer record file is injected to the Talend workflow it goes through three stages of file transformation and data standardization. For the backend operations involved in the project PostgreSQL is used and in order to deploy the project via containers docker images are used to make the project to run in any OS environment.

The result obtained after the customer file went through the process of field standardization and cass field generation consists of a primary key which consists of two columns, the combination of the two makes every customer unique. These records are referred to as 'golden records'. Based on these golden records, the customer details are either inserted (if the record doesn't exist in the customer database) or updated (if the record is already present) in the update profile subjob.