Category

Enterprise Transformation

Customer Data Platform & Personalization Infrastructure Transformation Playbook

Building one genuine customer view that personalization can actually be built on

- Practitioner
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for building customer data platform infrastructure that creates a genuine unified customer view — resolving identity and consolidating behavioral and transactional data across systems — as the actual foundation personalization and customer experience initiatives need, rather than each initiative building its own fragmented, partial customer data view.

Don't we already have customer data across our CRM, e-commerce

platform, and marketing tools? Usually yes, but fragmented across systems with inconsistent identity resolution — the same customer often exists as multiple disconnected records across these systems, which undermines any personalization or experience initiative trying to build a coherent customer understanding on top of fragmented data.

Is a customer data platform primarily a marketing technology

investment? It's often initiated by marketing teams, but a genuine unified customer view has value well beyond marketing personalization — customer service, product, and sales functions typically benefit from the same foundational infrastructure.

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