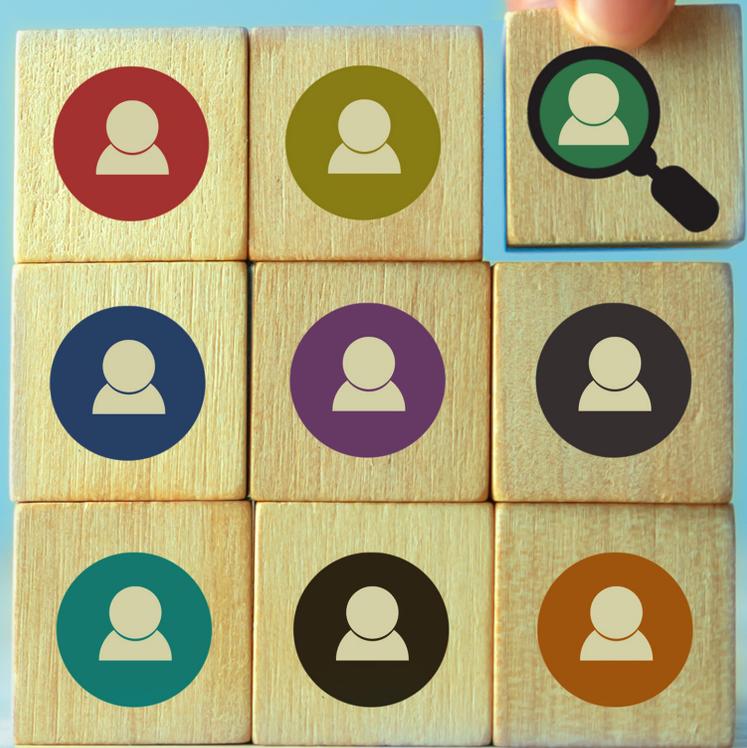




Case Study

Smart MDM-based Universal Customer Profile - Built 4 Months Ahead of Time, Processed 90 Mn+ Records



Overview

Mastech InfoTrellis assisted a leading money transfer company in evaluating its existing architecture and defining UCP (Universal Customer Profile) roadmap based on Smart MDM methodology. The client wanted us to create a customer-centric landscape to promote a homogenous data view and improve customer engagement by utilizing the collected consumer preference data. Our team of experts implemented the foundational MDM, which helped update the existing module and create new customer profiles.

At a Glance

Client:	A Leading Global Money Transfer Company
Geography:	United States
Industry:	Banking
Offering:	IBM MDM, UCP (Universal Customer Profile)

The Challenge

- With 500K daily transactions, the client's application landscape for profile information was heterogeneous, becoming an obstacle for all marketing and business initiatives
- The client wanted to transform its transaction-based landscape to a customer-oriented one by establishing UCP (Universal Customer Profile) as a single source of truth for profile data
- The 24/7 high-volume transactions were a huge concern in terms of performance and high availability



The Solution



Mastech InfoTrellis played a pivotal role in aligning various solution teams and stakeholders, evaluated the client's existing architecture, and defined the UCP (Universal Customer Profile) roadmap



We assisted several client teams in aligning with the MDM program and scheduling the tasks



We provided support in tuning and testing the MDM application for performance

The Outcome

- While other delivery teams commissioned by Moneygram were yet to complete their tasks, Mastech InfoTrellis implemented the core MDM 3-4 months ahead of the actual deadline and awaited deliveries from the other teams
- Marketers were able to track users across all platforms through a universal data layer, enabling them to create a single customer view by integrating user behaviors
- The solution facilitated a deeper level of audience insight and understanding
- The client got a first-hand overview of the untapped market potential and identified major market penetrations that helped improve response rates
- The solution effectively increased customer engagement with the consumer preference data using UCP

Highlights

Overall program go-live support for roughly about 6 months, post completing the MDM implementation

Prompt testing of hundreds of QA cases using our readymade QA Accelerators helped meet the tight project schedule

Smooth MDM implementation led to a single unified view across source systems and improved targeted marketing

90 million+ customer records and transactions were processed in 3 phases, with zero downtime