

In Savant's fifth digital roundtable the conversation was about customer data. The participants representing major retailers and brands in the clothing, electronics, beauty, pharma and food industries shared insights into the challenges in organising, segmenting and storing customer data.

The participants dove into the discussion by sharing how data informs their companies strategies. A participant from a major electronics company shared how the insights they gain from their available data though valuable still leaves gaps in their information, especially in regards to the online-offline omnichannel view. The majority of participants use third party solutions for their data collection, but a several major companies have in house departments for that purpose.

The discussion turned towards the difference between analysing and utilising data. Most companies still leave a lot of potential behind in personally addressing customers due to inefficiencies and other circumstances. Data segmentation requires a lot of testing analysing and repeating since there is no blueprint for how to do it properly.

The decline of cookies in tracking was an important issue in the discussion. Alternatives and clicking behaviour will gain in importance but the participants agree that there is no standard yet for how tracking will evolve in GDPR compliance.

Finally a big challenge for all participants is recognising the sweet spot between what is good for the customer when they are overdoing it. Optimising the customer experience is the most important issue in data, but the strategy in getting there must be well informed, focused and strongly secured.

## ROUNDTABLE 5

# CUSTOMER DATA