Honda Unifies Customer Data Across Six Business Lines

Honda gains a deeper understanding of the customer journey with Treasure Data CDP

HONDA
The Power of Dreams

Executive Summary

Honda Cars India Ltd (HCIL) is an automobile manufacturer in India owned by Honda Motor Co. Ltd. The automaker had challenges identifying the same customer within and across six different business lines.

By implementing Treasure Data CDP in partnership with Merkle Sokrati, and creating a single view of audiences and customers across all verticals and lines of business (LOBs), Honda was able to:

Bring 25+ unique attributes into a single canonical ID for its sales consultants

Correctly attribute what led to conversions

Reduce extract, transform, and load (ETL) operation hours for reporting and single-view dashboarding by 10–20%

Challenges

- Multiple data sources from different LOBs
- Difficulty identifying the same customer across LOBs
- Inability to understand the entire customer journey

Use Cases

- Upsell/cross-sell
- Conversion optimization
- Customer growth and engagement

Business Impact

- Data gathered from all sources across the brand's customer cycle is used to create a single, live, trusted source of truth
- Using a single customer view, segmentations and activations were improved
- Able to perform more effective marketing and media analysis for further optimizations

A CDP to unite cross-CRM customer profiles

Honda collects customer data from multiple sources in several different areas of the business, including marketing, service, sales (dealers), mobile app (I-BAP), customer insight, and the contact center. It wanted to improve its view of the entire customer journey but was having challenges identifying the same customer across business lines.

By implementing Treasure Data CDP in partnership with Merkle Sokrati, Honda brought together customer data from all sources, unifying all pre- and post-sales data into a canonical ID.

Activities performed on a routine basis to ensure data quality include periodic re-segmentation and segmenting new customers based on limited data that exists.

A deeper understanding of the customer journey

With 360-degree customer profiles, Honda gained a deeper understanding of the customer's journey.

With omnichannel customer data, it can confirm that multiple interactions were from the same person and then correctly attribute what led to the conversion. It can also deploy more relevant follow-ups to continue the relationship.

"This use case use is conceptualized, built, and deployed by the Merkle team, enabled by joint support from the brand (HCIL) and Treasure Data team."

—Merkle Sokrati

The Results

10–20%

reduction in ETL operation hours for reporting and single-view dashboarding

25+ unique attributes

based on a single canonical ID of a customer accessible to sales consultants

Segmentation and activations

based on a canonical ID drives marketing and media strategies and effective analysis for further optimizations

TREASURE DATA

Treasure Data empowers the world's largest and most innovative companies to drive connected customer experiences that increase revenue and reduce costs. Built on a big data foundation of trust and scale, Treasure Data is a customer data platform (CDP) pioneer and continues to reinvent the CDP by putting AI and real-time experiences at the center of the customer journey. Our CDP gives customer-centric teams across Fortune 500 and Global 2000 companies – marketing, sales, service, and more – the power to turn customer data into their greatest treasure. Visit www.treasuredata.com to learn more. Join Treasure Data's global CDP community at CDP World, its annual summit for marketing and data leaders.