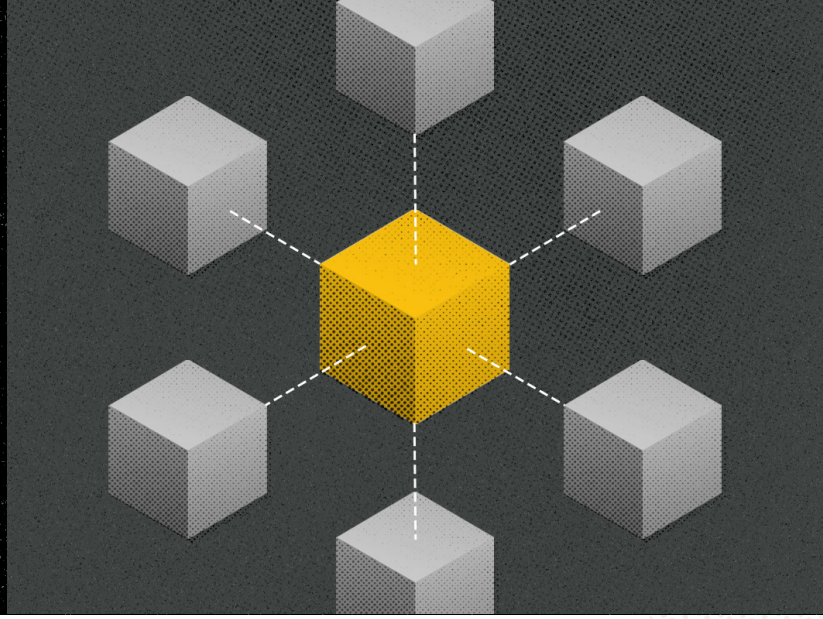
Data Unification & Enablement Strategy



A single source of truth for data driven business decisions

Fractured data environments are among the most complicated and misunderstood challenges organizations face today. With the breadth of data being gathered through marketing, customer acquisition, and customer servicing systems, organizations increasingly *possess* the data needed to achieve a 360-degree view of their customers.

However, because that data often lives in disparate, siloed systems with varying degrees of overlap managed by different stakeholders, many organizations lack a "single source of truth" needed to unlock the holistic, actionable view of customer data required to drive business decisions.

To harness the full business value of their customer data, organizations must implement data unification strategies to aggregate data from disparate sources, map them to critical business KPIs, and make them accessible in contextualized ways. Doing so empowers business decision makers to draw the insights needed to drive decisive action.

Services

- KPI prioritization
- Data strategy
- Data aggregation and normalization
- Data visualization

Outcomes

- Alignment around KPIs
- Richer data insights
- Better informed business decisions
- Clearer articulation of impact
- Reduced manual effort
- Reduced risk of error

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The Client

A large regional healthcare system comprising over 200 hospitals, clinics, research centers, and other healthcare facilities.

The Need

Our client was overwhelmed with a multitude of disparate customer and patient data inputs and all the possible metrics from which to draw insights critical to developing customer experience strategies. Organizational leaders needed relevant data to be easily accessible and digestible to draw insights.

Our client's data landscape consisted of 40+ disparate data sources, each of which had different owners, tracked distinct data points, and fed in from other systems, sometimes through an entirely manual process. Individually, each system offered some insight into customer interaction in a particular moment in the journey. But behind the scenes, the systems were completely disconnected, creating friction in the customer journey and risk of data inaccuracy and misinterpretation without the context of a macro-level data view.

With such fragmented data, organizational leaders didn't have easy access to the metrics that matter. Service line leaders needed data about client interaction and conversion to optimize customer experiences and increase visibility. Operational leaders were looking for data needed to enhance the people, processes, and systems that underpin service delivery to reduce friction and improve efficiency. And executive leaders were trying to evaluate and improve the end-to-end patient experience to improve patient acquisition, servicing, and retention and drive topline growth for the organization.

The Results

With sixteen interactive always-on dashboards powered by more than 1 billion rows of data (and counting!) from 40+ data sources in a single view, stakeholders have easy access to the data needed to make decisions and improve experiences.

1 Billion+
rows of data available for analysis

40+
disparate data sources combined into a single source of truth

16
customized dashboards featuring accessible visualizations, streamlining relevant complex data

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Our Approach

To meet fractured data environment challenges, we start by aligning on and confirming critical KPIs. From there, we develop custom automation processes to consolidate data sources into a single trusted aggregation platform and push this data into customized dashboard visualizations appropriate for each subset of stakeholders. This enables data efficiency to drive more significant insights into user interactions across the network.

Stage 1: Envision

Our engagements start with working sessions and direct collaboration with all stakeholders to fully determine the needs and requirements of each end-user. Together, we identify, prioritize, and align on KPIs at the ecosystem level.

Stage 2: Plan

Data identification, mapping, and mining require extensive research into the available systems. We document all data sources, owners, and existing limitations related to the defined goals, illuminating any roles and functions that interacted with the data streams in question, the nature of those interactions, and any gaps and/or redundancies that may exist.

Stage 3: Build

Using Tallwave's proprietary data platform, Riptide, we design and develop a data architecture to extract, cleanse, and aggregate data out of all systems and into a centralized data warehouse. We custom-build data streams based on platform capabilities, whether that requires extracting data via API connections, SFTP drops, automated emails, or other sources. Riptide functions as a hub, integrating the various data streams and establishing relationships between them. It serves as a primary connection point for downstream reporting.

Stage 4: Execute & Optimize

We then create customized dashboards from all the disparate data sources. Dashboards are tailored to the specific needs of each end-user and are rolled out based on previously established priorities. An agile approach allows continual adjustment as needed.

Email us today at innovate@tallwave.com to learn how our data unification and enablement strategy can benefit your business.

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