

Why a Single Customer View Matters



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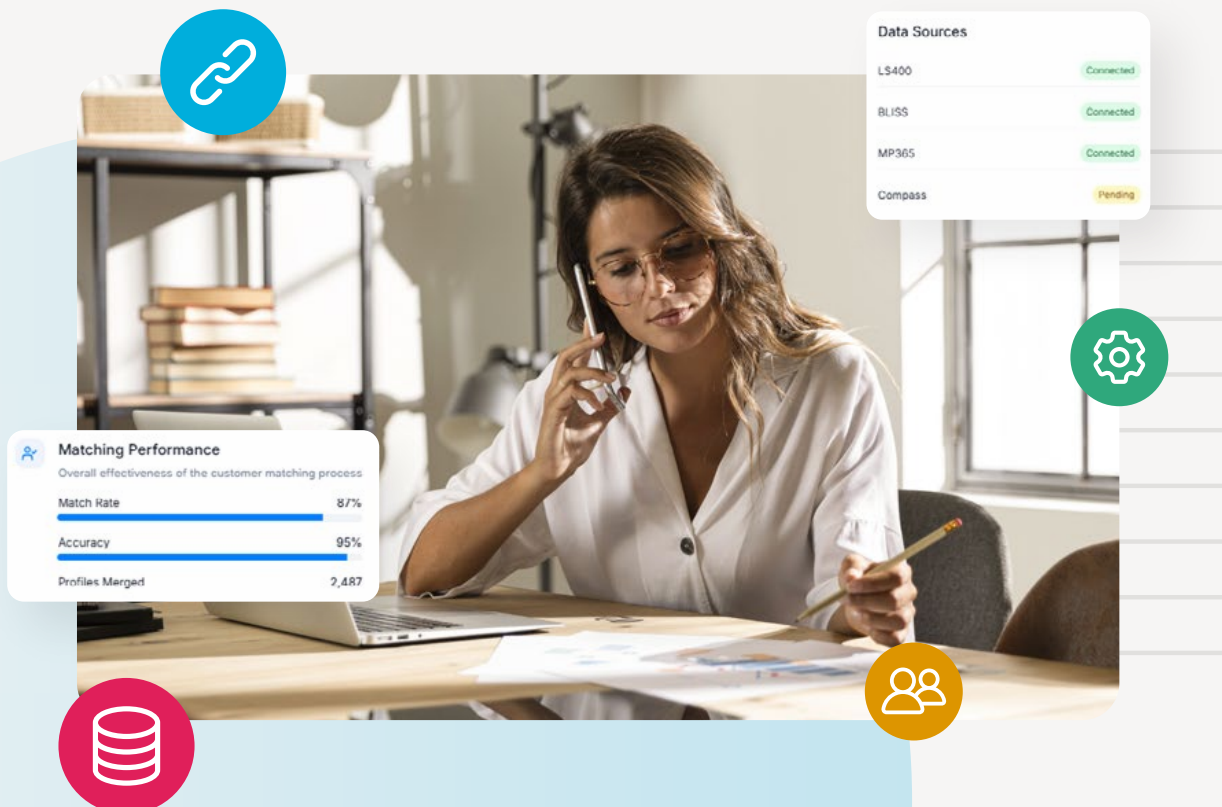
In today's omnichannel landscape, customers interact with your business across multiple platforms — digital, in-store, mobile, service desks and more. However, customer data is often spread across disconnected systems, leading to fragmented end-user experiences, inefficient operations and missed opportunities.

A single customer view (SCV) brings together all of your customer data into a single unified platform, enabling more relevant, timely and strategic interactions.

There's one problem, though. The traditional way to build a single customer view (the one favoured by consultancies) is slow, expensive and hard to scale.

**But here's the good news:
5Y offers a better way.**

In this short ebook, we'll show you what a single customer view should look like, where most SCV projects go wrong and how we fix this. You'll see an example of 5Y's solution and learn how you can assess your CSV readiness.



What is a single customer view (SCV)?

A single customer view is a consolidated, real-time view of every interaction and data point associated with a customer or prospect.

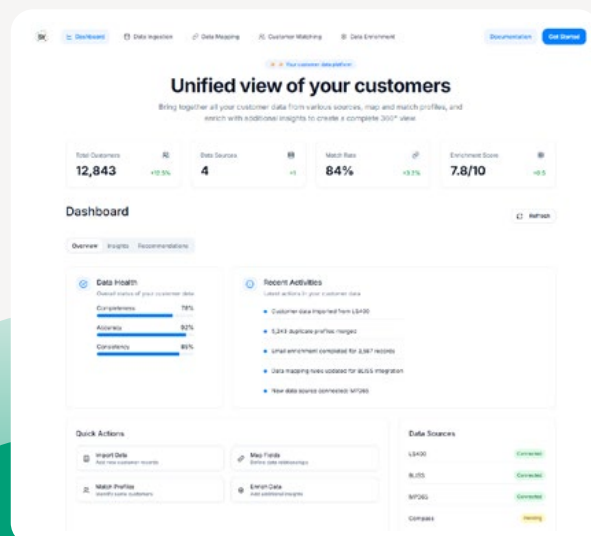
It centralises every piece of information you have about customers from every platform you use into a single dashboard. That might look like:

- Name and contact information from your CRM
- Purchase history from your CRM and eCommerce platform
- Browsing and interaction data from marketing analytics tools
- Customer support history from your help desk software
- Financial records from Dynamics 365 F&O

A single customer view lets organisations:

- Understand behaviour across all channels
- Personalise communications at scale
- Improve service and support interactions
- Enable predictive analytics and automation

It's sometimes referred to as a 360-degree view or a unified customer view. Whatever you call it, it's a much better way to manage your data.



Where most SCV projects go wrong

On the surface, the concept of a single customer view (SCV) feels refreshingly simple: bring all your customer data together so you can better understand and serve them. Sounds easy enough, right?

But the reality is far messier.

Behind every fragmented customer experience lies a tangled web of data systems — each built with different rules, structures and owners. Marketing runs campaigns from a platform that the sales team never logs into. Service reps use a CRM that doesn't talk to the finance system. Legacy databases still hold critical historical insights, but no one quite remembers how they were built.

And then there's the human layer. Departments prioritise different metrics, speak different data languages, and often compete for ownership of "the truth." IT wants structure. Marketing wants agility. Executives want answers.

This misalignment is where most SCV projects go wrong.

Traditional CSV solutions never worked to begin with

Traditional approaches often try to tackle this with bespoke integrations and expensive consultancy roadmaps. Months turn into years. Costs balloon. And just when you think you're almost done, another system is added, a regulation changes or your internal team moves on.

In the end, what was meant to be a unified view turns into a patchwork of point solutions and missed opportunities. A vision stuck in PowerPoint, not reality.

That's why the old way doesn't work anymore.

The real challenge isn't just pulling data together — it's doing it efficiently, incrementally and in a way that your internal teams can own and scale. You need a solution that works with what you already have, deploys quickly and flexes as your business evolves.

The 5Y approach: A smarter path to SCV

We solve complex data problems that stand in the way of transformation, fast.



We remove blockers by tackling the data complexity others avoid.



We release your data from rigid applications, making it easier to use, integrate and consolidate across systems.



We deliver a true single customer view, giving your teams the insight they need to act, in real time.



And we do all this without the drawn-out consulting engagements, internal disruption or endless custom development. You get a powerful, proven foundation in under 30 days.

No more reinventing the wheel. No more dependency on external teams. Just clean, connected data — ready to power the kind of customer experiences your business was built for.

Proven and pre-built data connectors

At 5Y, we believe:

80%

of data integration requirements are common

The remaining

20%

can be delivered incrementally, with the right support



Transformation should be part of your daily operations — not a massive project

We're able to deliver results so fast because our SCV tool, Customer360, comes with pre-built connectors to the most popular business tools.

It allows us to centralize the vast majority of your data immediately, so you get value immediately while we spend the rest of the time fine-tuning connections for your specific needs.

5Y vs a traditional approach to SCV

Rather than taking a consultancy-heavy, custom-first route, we deliver a proven, out-of-the-box SCV foundation that can be deployed in weeks, not months (or years).

Here's a comparison of how the two approaches stack up:

Customer360

- ✓ Rapid deployment in under 30 days
- ✓ Prebuilt, scalable models
- ✓ Industry-standard tools (e.g. Tableau)
- ✓ Cloud-agnostic deployment
- ✓ Lower total cost of ownership
- ✓ Built for incremental change

Traditional approach

- 12–18 month build times
- Bespoke, slow-to-change solutions
- Proprietary or overly complex tools
- Limited flexibility
- High upfront and ongoing costs
- Big-bang transformations

Case Study

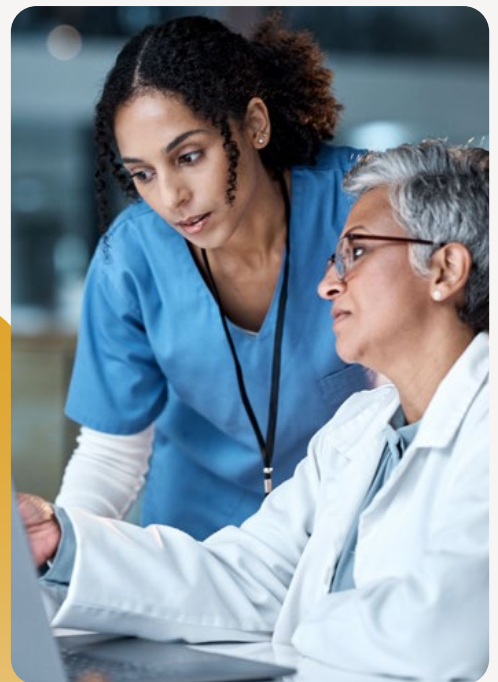
How 5Y helped a global healthcare provider unify data after a messy merger

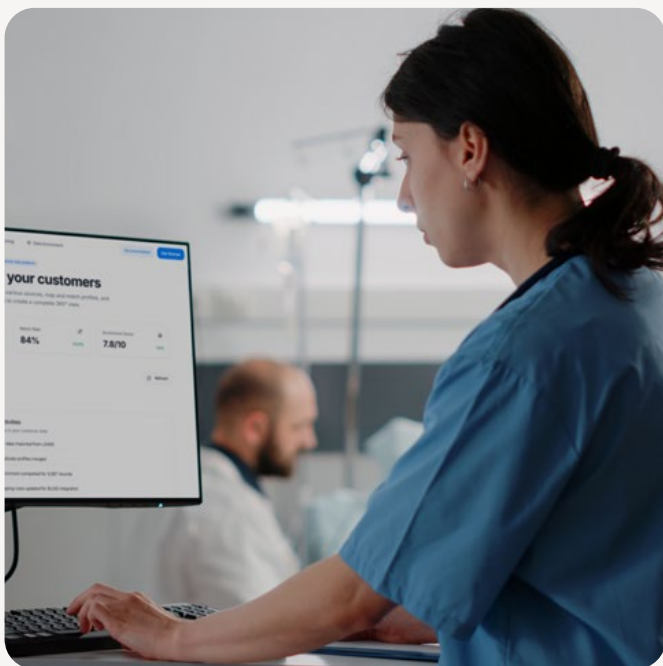
Below is a real-world example of how we quickly and cost-effectively helped a global healthcare provider consolidate fragmented data and create a single customer view after a complicated acquisition.

Challenge

A global healthcare provider undertook a significant acquisition, inheriting a range of systems and data structures from acquired businesses. These included customer relationship management (CRM) tools, patient management platforms and heavily customised ERP systems — all containing overlapping and inconsistent B2C data.

The challenge was immediate and complex: How do you consolidate private patient data across fragmented, unstable legacy systems into a single, trusted view, without disrupting ongoing operations or breaching regulatory compliance frameworks such as GDPR?





Solution

The answer was the deployment of 5Y Customer360, with the goal to unify and activate enterprise data with best-in-class mastering, data vault architecture and built-in observability.

Result

5Y gave the global healthcare provider a real-time single customer view while retaining full GDPR alignment, including field-level lineage and consent governance. But that's not all. Our client also saw:

70%

reduction in duplicate patient records.

85%+

match rate across all systems.

2x improvement

in campaign execution time and accuracy.

We transformed their marketing function, enabling live marketing and contact centre interactions, while laying the foundation for customer lifetime value modelling, churn analysis and journey analytics.

Getting started with SCV

Building a single customer view doesn't have to be an all-or-nothing, months-long overhaul. In fact, trying to do it that way is usually what slows everything down.

At 5Y, we believe in starting with what's common, delivering value fast and building momentum as you go. No huge consulting projects. No complex rebuilds. Just a clean, powerful foundation that gives your teams better visibility and control — within weeks, not months.

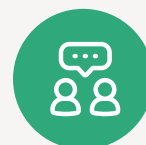
We've designed a simple path to help you move from fragmented data to actionable insights without disrupting your day-to-day operations. Whether you're looking to unify data across departments or entities, retire legacy systems or just finally see your customer journey end-to-end, we're ready to help.

Contact us to take the next step

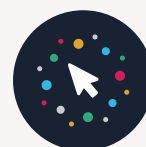
Here's three ways to get you started:



Download our SCV Readiness Checklist



Book a 20-Minute consultation with a 5Y expert



Arrange a demo to explore Customer360 in action

About 5Y Technology

Our platform, solutions and company are dedicated to disrupting the traditional technical landscape and powering change through data. We aim to be the catalyst for a world where data-driven operations and decision-making are the norm, enabling organisations to unlock their full potential and achieve sustainable success.

Learn more about us by visiting 5ytechnology.com
[Contact us online](#) or email hello@5ytechnology.com

*The "80% analytics-ready" figure applies specifically to engineering tasks such as data ingestion, integration, and preparation. The 50% faster implementation and 50% reduction in engineering costs are based on our observed averages across typical client projects. Actual results may vary depending on project scope, data quality, and unique business requirements.

