

Profisee Customer Success: Australia Post

How Profisee helped AusPost achieve their Insight Driven Enterprise.

INDUSTRY
LOGISTICS
TRANSPORTATION

MDM DOMAIN
CUSTOMER



Australia's first postal service organization, commencing in 1809.



US\$5 BILLION

FY16 GLOBAL REVENUE



36,000

EMPLOYEES



4,429

RETAIL OUTLETS



Challenges

Master Data for Single View of Customer

- Inability to attribute multiple products (from one or more operational systems) to the same customer
- Inconsistent method to link and search customer records to derive a combined view of a customer's interactions with AP
- Inability to readily provide accurate customer information for viewing, reports, statistics, and analytics



Strategy

Improve Customer Growth and Retention

- Better **personalize content** and market to the known consumer base (individuals and businesses)
- **Integrated view** with access to product holdings, preferences, relationships, contact details attributed to the same customer
- **Identify** product associations for cross-sell and upsell
- **Understand patterns and behaviors** (e.g., indicators of churn)



Technologies



Connect anything. Master everything.

