

Profisee Customer Success: AMA

How Profisee helped AMA achieve their Insight Driven Enterprise.

INDUSTRY
MEMBER
ASSOCIATION

MDM DOMAIN
CUSTOMER



The Alberta Motor Association (AMA) is among the largest membership organizations in Alberta. As a leading advocate for traffic safety, travel and consumer protection and crime prevention, AMA represents the interests of its members to industry and all levels of government and helps protect the things they care about the most.



980,000
ACTIVE MEMBERS



12 MILLION
RECORDS MANAGED



3.2 MILLION
CLEANSED RECORDS

“As one of the largest membership organizations in Alberta, AMA helps our members protect the things they care about the most. As such, we want our members to have a great experience when they do business with AMA. Our data management strategy including the Profisee Platform is the key to achieving a single view of members and how we can best meet their ongoing needs.”

Collin Moody

Chief Information Officer



Challenges

Need a Complete View of Customers/Members

- Customer data is captured across multiple lines of business including Membership, Travel, Insurance, Registry, Driver's Education, and Online Account running as custom web applications and on Microsoft Dynamics CRM and AX platforms. Lots of data, lots of different places.
- Wanted to roll out a corporate strategy for Omnichannel Marketing where AMA can effectively cross sell and upsell the various product offerings to their customer base.
- Be sure to use good data integrated from all the sources using an existing BPM tool to be sure to drive effective campaigns/offers to their customers.
- Where to Leverage internal IT talent on the most effective piece of development, and where to use off the shelf software for the most efficient IT spend.



Strategy

Create Single View of Customer

- Find **cost effective MDM solution that works with the Microsoft stack** including Dynamics
- Select a tool – **that fits into AMA Data Architecture and complements the existing BPM (business process management) processing and Event Streaming framework.**
- Create Customer Golden Records by matching and de-duping existing records. **Set up process for ongoing daily data harmonization so every LOB operates from a single accurate view of Customer.**
- Design an ongoing Data Governance strategy for data as an asset



Outcomes

- Consolidated 12M total customer records into a 3M golden customer records. Cleansed, de-duped trusted data now.
- Setup a **new foundation for BI analysis, reporting, and machine learning initiatives** by bringing together all the disconnected customer transactional data.
- Created a “customer lookup before create” web service that is starting to get utilized by our business applications to improve the data quality and data consistency of our newly created customer records.

Connect anything. Master everything.

