



GoFETCh[®]

YOUR DATA HOUSE IN ORDER

Welcome to GoFETCh

INTRODUCING GoFETCh!



GoFETCh is a **Customer Data Platform** that enables your team to be more **efficient, automated and personalised** in the new economy.

We help you place customer data at the forefront of your business and translate your **operational, marketing and sales** efforts into revenue.

A HISTORY OF SUCCESSFUL PARTNERS & CLIENTS!

We are fortunate to have many great clients that hold customer data at the forefront of everything they do. We have listed some of them below.

They are pioneers in their industries and use GoFETCh to enable their existing technology, empower their teams and drive operational, marketing and sales efficiency.

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Torque



Massmart



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OUR OBJECTIVES

1. Consolidate your existing data from across all of your data sources and provide you with the **Version of Truth**.
2. **Clean and model** your customer data automatically and make it more usable.
3. Automatically **validate emails, mobile numbers and geo locations** to streamline your communication channels.
4. Make it easier for your sales team to search, add and update customers' data and **stay connected**.
5. Build rich profiles of your customers and segment them according to **relevance, value and loyalty**.
6. Integrate with your marketing system to **automate communication and target campaigns**.
7. Provide you with access to advanced features that allow you to **translate your customer data into revenue**.

HOW WILL WE ACHIEVE THIS?

OUR SUITE OF TOOLS & SERVICES

1. CONSOLIDATE YOUR DATA
2. MAKE YOUR DATA USABLE
3. BUILD RICH CUSTOMER PROFILES
4. INTEGRATE YOUR SYSTEMS
5. ACCESS ADVANCED FEATURES





1. CONSOLIDATE YOUR DATA

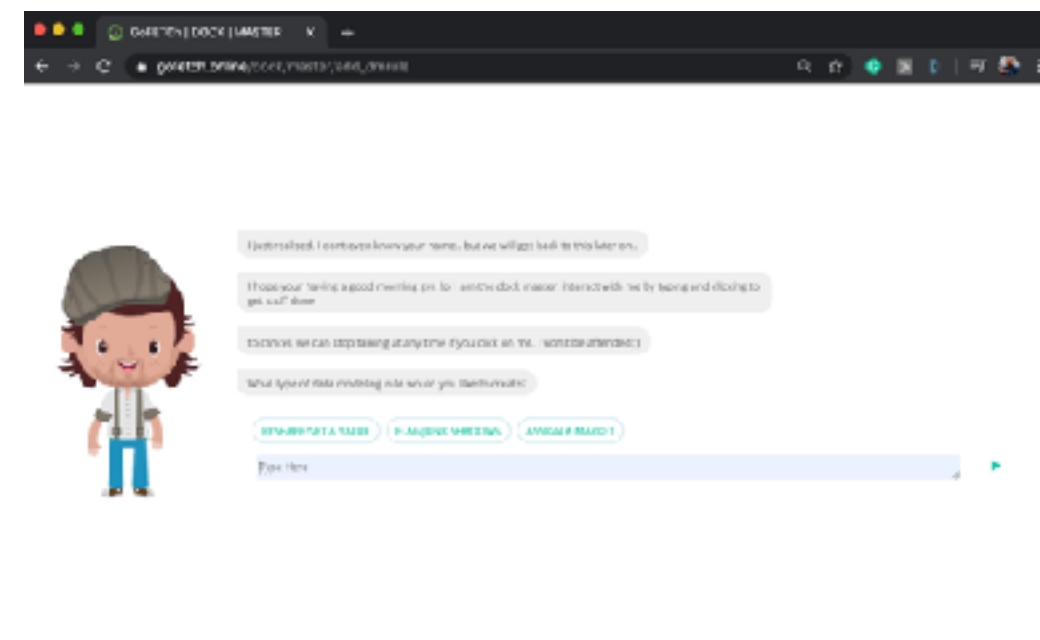
CREATE THE VERSION OF TRUTH

1. Collect customer data files from across your business and consolidate into your GoFETCh Customer Data Centre.
2. Automatically connect GoFETCh to all of your webforms, signups and social media call-to-actions.
3. Receive an automated feed from your Booking and Reservation Systems and keep your database up to date.
4. Receive an automated feed from your online review system and enrich your customer profiles.
5. Identify capturing issues and provide your team with an exception report to address areas for improvement.

2. DATA MODELLING TOOLS

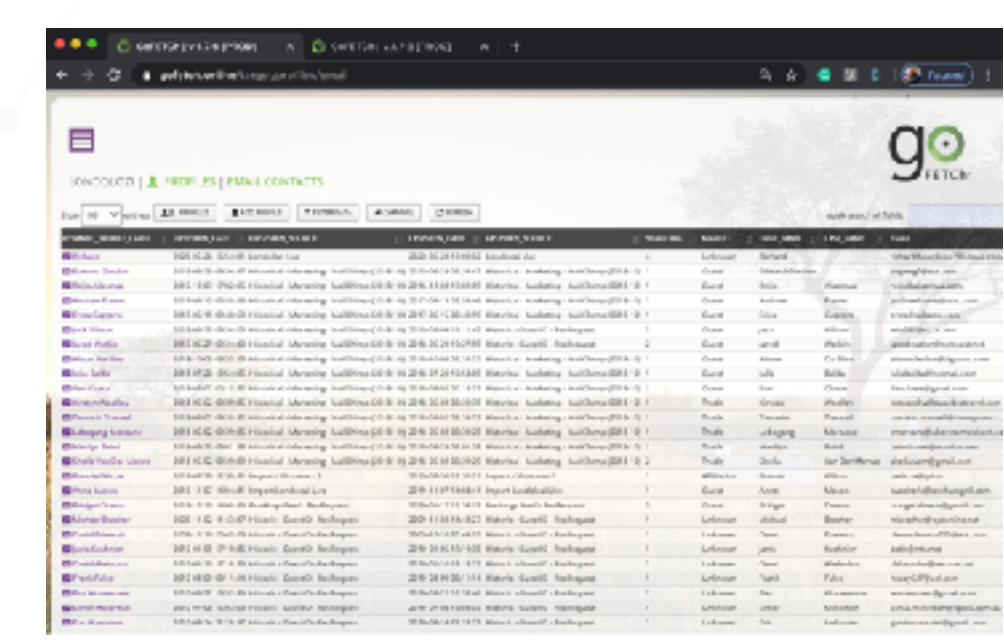
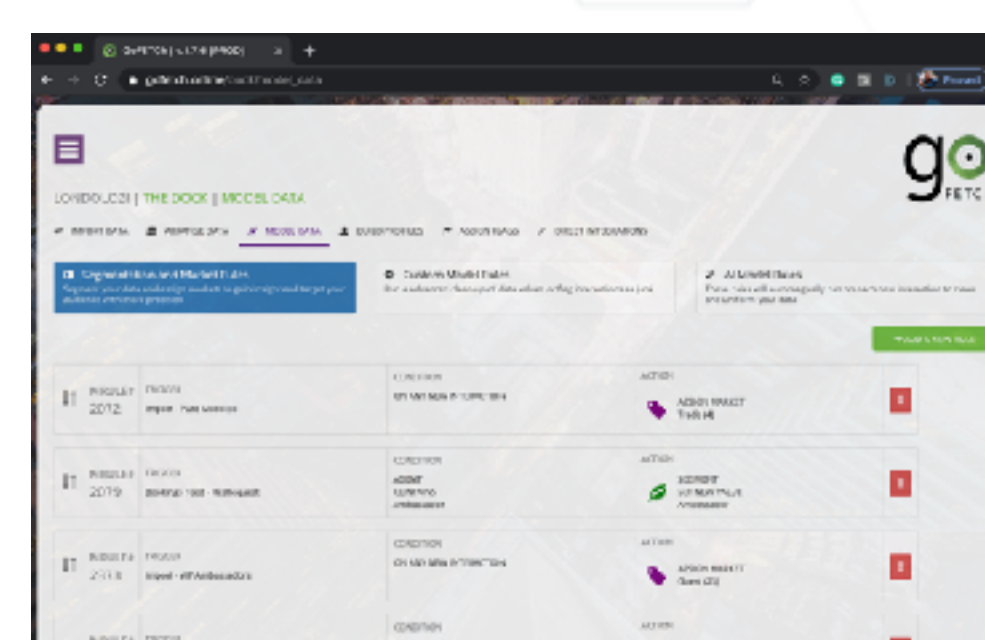
DATA CLEANSING

- Use the drag'n'drop feature to import new customer data files as and when needed.
- Automatically de-duplicate, de-concatenate, format and clean your file contents.
- Validate your email addresses, clean your mobile numbers and enrich your geolocation fields.



DATA MODELLING

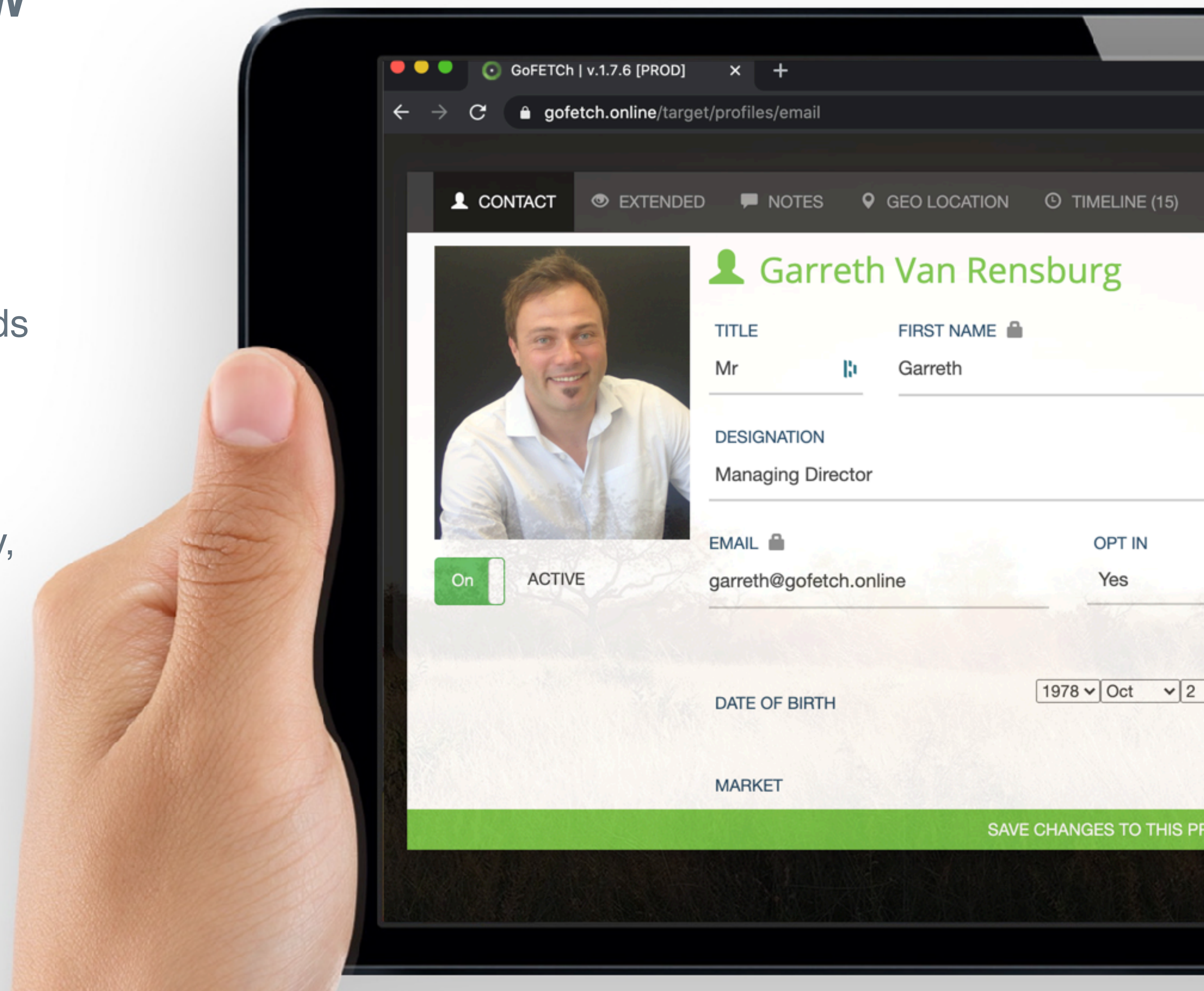
- Segment and standardise your data so that it is usable.
- Identify records of value and exclude junk.
- Build modelling rules to create tags, tiers or triggers to enable marketing automation.
- Your modelled data is used to build rich, comprehensive and up-to-date customer profiles.



3. CUSTOMER PROFILES

BUILD A SINGLE-CUSTOMER-VIEW

1. Build a comprehensive customer profiles (Single-Customer-View) of every customer.
2. Enable your team to search, add and update customer profiles.
3. Suggestive fields allow them to standardise the fields and values that they capture.
4. Geo location search ensures that addresses and places of interest are captured correctly.
5. Filter and export by segment, location, sales activity, loyalty tier and interests & preferences.
6. Access a timeline of every interaction with every customer.



4. SUPPORTED INTEGRATIONS

ENSURE A STEADY FLOW OF DATA

1. Use existing supported integration or activate new ones.
 2. Integrations ensure that new customer's and updates are automatically posted to your GoFETCh account.
 3. GoFETCh automatically cleans and models these records to ensure that they are usable.
 4. Automatically push clean and usable customer records to your marketing or 3rd party systems of choice.
 5. Supported Integrations ensure that you grow your database automatically.
 6. They also enable you to trigger automated emails based on customer activity in your 3rd party systems.
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Integrations

We have numerous methods for integrating with your data sources and systems. Here are a few of our existing integrations that are available for plug 'n play:



5.ADVANCED FEATURES

Once your data house is in order, you will have access to a range of advanced features to assist in translating your customer data into revenue. These include:

1. Build a successful loyalty programme and incentivise and reward customers based on activity and accurate customer data.
2. Identify influencers and target these via your social media and communication channels.
3. Empower your operational team with direct access to customer profiles to deliver a better experience on the ground.
4. Deliver clean and valid data to your Business Intelligence or Data Science engines to gather business intelligence insights and convert these into action.





IT'S TIME TO
Go FETCh