

# Starting Your Customer Data Platform Journey

*How to Plot Your Path to Business Growth with a CDP*

## Step #1: Construct a 'Steering Committee' of Key Stakeholders

Form a group that features one representative from each part of the business involved with your CDP investment, implementation, and utilization. This committee should include members of the C-suite, IT, and the leaders from marketing, CX, analytics, and other growth-focused teams.

## Step #2: Determine Your Data Access, Utility, & Confidence Levels

Take BlueConic's CDP Readiness Assessment to evaluate your organization's data confidence, access, and utility levels. Your results will help right-size the approach to your company's customer data platform implementation and beyond.

## Step #3: Research Prospective Customer Data Platform Vendors

Once you know your CDP readiness, research platforms on the market and use BlueConic's RPF Toolkit to find the one that can help you carry out for desired growth initiatives (e.g., customer lifecycle orchestration, analytics and data science democratization, DTC diversification).

## Step #4: Invest in the Best CDP for Your Particular Business

After narrowing down your options and speaking with prospective vendors, it's time for your steering committee to reconvene and decide on the ideal CDP for your organization based on your unique business goals, use cases, timing, and expected outcomes.

## Step #5: Define the 'Minimum Viable Data' for Your Use Cases

You've invested in your platform of choice. Now, you must determine the exact types of customer data (e.g., engagement, interest, purchase, and/or behavioral data) your growth-focused teams need access to in order to execute their initial set of CDP use cases.

## Step #6: Manage Organizational Change

A CDP fundamentally changes how teams can and should work. Executive teams and departmental leaders must ensure every business user understands the new processes regarding data utilization and how your customer data platform fits into your technology stack.

## Step #7: Track Use-Case Progress & Adjust CDP Roadmap as Needed

All stakeholders who 'own' the CDP and execute use cases must regularly evaluate the results of those use cases and ensure they have access to the high-quality data they need to realize their desired value-based outcomes: from smarter customer engagement to increased agility and flexibility.

See what BlueConic can do for you.

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