



# Making Campers Happier:

Camping World Personalizes the Customer Experience for Outdoor Enthusiasts



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**Terry Britt**  
Manager Enterprise Data Team  
Camping World

## Goals

Deliver seamless, holistic customer experiences by creating a single view of each customer across three major lines of business (LOBs) and several secondary ones

Empower sales, marketing, and service teams with timely and accurate customer information and assign sales leads faster

Keep customer data quality high to support new data-driven business initiatives

## Solution

Use Informatica Customer 360 to deduplicate 29 million customer records and create a single golden record for each customer

Integrate Oracle EBS, Salesforce and other source systems with MDM to automatically update customer information in real time

Use Informatica to add search capabilities and build a strong hierarchy of customer identifiers

## Results

Improves customer experiences and customer satisfaction (CSAT) scores by capturing all customer interactions in real time to provide all LOBs a complete perspective on all customers

Helps sales, marketing and service teams be more effective when communicating with customers

Enables future business initiatives such as personalized marketing and customer consent management for compliance



## About Camping World

Since 1966, Camping World has offered specialized products and accessories, expert advice, and professional service to recreational vehicle owners and campers. With more than 168 Camping World and Gander RV & Outdoor SuperCenters nationwide and thousands of quality products for RVs, camping, towing, and outdoor living, Camping World is a one-stop-shop for everything camping related.



## Informatica Success Story: Camping World

Camping World is one of the largest U.S. retailers of recreational vehicles (RVs), offering a full selection of new and used RVs, and tens of thousands of outdoor-related products—from snowboarding and boating to hunting and fishing.

With more than 10 million customers, Camping World needs to know them to provide the best possible RV and camping experiences. It offers Good Sam memberships to new RV buyers, as well as exclusive savings and members-only specials. This makes it crucial to understand every customer's journey through Camping World, from memberships to retail and service interactions.

Until recently, understanding the customer journey could be a challenge for Camping World. With siloed applications across different lines of business, it was tedious to verify data accuracy, gain reliable customer insights, and respond quickly to market opportunities. It was difficult for Camping World to identify a unique customer among millions of duplicate records, creating potential delays to access to services and impacting the customer experience. Customer information could be a week old before it was available to all systems, and any change to a customer's physical or email address created duplicate entries that preserved outdated information.

As a result, Camping World's contact databases contained duplicate and stale contacts, which drove inefficiencies. The data silos within each LOB didn't share customer information with the other LOBs fast enough. For example, if a customer became eligible for a Good Sam membership due to an RV purchase, that was then entered into the RV system. If that same customer then bought a retail item, she might get a duplicate promotion for Good Sam at the point of sale, creating confusion about membership status. Sometimes the customer registered twice, creating two membership records – a record through the retail system and through the RV system.

Concerned about the potential impact on sales, marketing, and service, as well as its ability to undertake new data-driven business initiatives, Camping World embarked on creating a single view of each customer to be accessible in real time across all its lines of business.

"When a customer buys an RV, that represents a 10-year relationship and continued opportunities for repeat sales and service," says Terry Britt, Manager Enterprise Data Team at Camping World. "To help ensure that we can build and nurture those relationships, we have a vision to create an enterprise-wide customer master that is accurate, secure, and easily accessible."

## Creating a Golden Record to Consolidate Customer Data Across LOBs

To create a single record for every customer that all lines of business could reference and utilize, Camping World used Informatica Customer 360 to match and merge 29 million customer records into unique customer identities. The remaining records are kept current by integrating Oracle EBS and LOB-specific source systems with Salesforce Sales, Marketing, and Service clouds, automatically updating customer





### Inside The Solution:

- Informatica MDM - Customer 360
- Salesforce

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*That helps us expand our relationships with our customers, who are usually outdoor enthusiasts in more than one area.”*

#### **Terry Britt**

Manager Enterprise Data Team

Camping World



information on a daily basis and allowing Camping World to improve customer communications and interactions. Capabilities in Informatica prevent new duplicate records from being created.

“Using Informatica Customer 360, we can capture customer interactions with any line of business in near real time, giving us a single view of the customer that’s always current,” says Britt. “That helps us expand our relationships with our customers, who are usually outdoor enthusiasts in more than one area.”

### Personalizing Customer Interactions with Up-to-Date Information

Unique customer records have become increasingly valuable as more people hit the road on vacation or use RVs as a safer alternative to the office during the COVID-19 pandemic.

With up-to-date information about each customer, different lines of business can provide appropriate offers to customers, increasing customer confidence and loyalty. Now, when a customer buys an RV and becomes eligible for a Good Sam membership, Camping World’s retail operations have immediate visibility into new RV purchases, allowing them to offer customers the right accessories.

“Informatica Customer 360 helps us fulfill our customer experience vision, improve marketing precision, and increase overall customer satisfaction,” says Britt. “Our CSAT scores are improving, and the business now trusts the information in Salesforce to be timely and accurate.”

### Paving the Road for Data-Driven Initiatives

Using Informatica to build a strong hierarchy of customer identifiers, Camping World is setting out on a data-driven road trip. Soon it plans to master customer consent data using Informatica Customer 360, allowing it to confidently use customer data for more tailored marketing while remaining compliant with new privacy legislation such as the California Consumer Protection Act (CCPA).

“With Informatica Customer 360, we can really get to know our customers and create new tailored marketing campaigns that target fishermen or boaters, for example, and connect the whole outdoor experience for them,” says Britt. “It will enable new business models and help make our marketing campaigns even more effective.”

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