From a House to a Home:

De Mandemakers Group Leverages Product Data to Build a Superior Customer Experience

" *"Informatica plays a strategic role in our digital transformation, helping us manage a more comprehensive home fittings and furnishings business while redoubling on Ben Mandemakers' vision to create a better customer experience than anyone else."*

Frans Bouwmeester
Head of Business Operations, De Mandemakers Group

Goals	Solution	Results
Deliver superior customer service while managing a comprehensive line of kitchen and bath fittings, and home furnishings	Informatica MDM – Product 360 creates a single data platform for home fittings and furnishings	Enhances customer satisfaction through clearer communication of home products offered and more personalized service
Create a single source of truth for disparate home products	Onboard valuable kitchen, bathroom and home furnishings product data from suppliers	Increases revenue opportunities by boosting customer conversion and decreasing product returns and errors
Enrich supplemental product data with accompanying employee knowledge	Educate departments to share data strategically to enhance the customer experience	Creates efficiencies across departments that improve processes and decrease costs

Business Requirements:

- Place kitchen and bathroom fittings and home furnishings product data at the heart of digital transformation

- Create a unified customer experience with information from internal and external sources

- Share information among internal departments to help enhance efficiency and drive positive customer experiences

About De Mandemakers Group (DMG)

DMG is one of the largest retailers of kitchen and bathroom ware, and home furnishings, in the Netherlands, Belgium, and Germany. With over 5,000 employees, the company differentiates through exceptional customer service.

When Ben Mandemakers established De Mandemakers Group (DMG) in 1978, his goal was to set a new standard for customer service. Since then, customer-centricity has remained a core value of the Waalwijk, Netherlands-based kitchen, bathroom, and home furnishing retailer.

Growing consumer demand has led to a wider range of DMG products than ever before, while shorter product lifecycles have been introduced to better reflect trends and shifting consumer tastes. For DMG, the increased scale and changing nature of its products presents both an opportunity and a challenge.
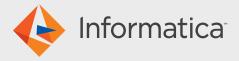
"With so many options, our customers can easily get confused or overwhelmed as they browse," says Frans Bouwmeester, Head of Business Operations, DMG. "The home products we sell today have a quicker time to market and phase out faster than in the past, and this impacts our logistics, service, sales, and marketing. Communicating our offerings clearly is vital to customer satisfaction, but that can be difficult with so many product changes."

Managing commercial complexity

Managing corporate and product data was a complex and time-consuming task for DMG's IT team. Data in the company's ERP system was routinely supplemented by information from suppliers in formats ranging from PDFs and spreadsheets, to Word documents and flat data files. This information was stored in a number of databases, each used for different publishing channels. Duplicate and outdated records were rife, and different file formats and data systems made it difficult for DMG to obtain a single source of product truth, and get a clear view of corporate data across the enterprise.

To address these challenges, DMG implemented Informatica Master Data Management (MDM) – Product 360 as part of a wider effort to digitalize the customer journey. Informatica was recommended by DMG's integration partner, Osudio. Osudio deployed the system, while Squadra Group provided project management support.

"Product data is vital for our commercial success," says Bouwmeester. "The bottom line was, we needed structured product data across the business to grow our revenues. Informatica was the solution."

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Creating new efficiencies

Informatica MDM — Product 360 was used to consolidate DMG's data systems onto a central information platform connected to the company's commercial and operational channels. This gave DMG a single source of product truth for the first time. Publishing data to DMG's e-commerce site was the first step, followed by publication to print, the creation of a supplier portal, and a company-wide initiative to increase data quality.

"Thanks to Informatica, we consolidated to one database, with one golden record per product," says Bouwmeester. "With a single click, we can update our e-commerce site with more and better product data than ever before. We've also improved data quality through standardized checks and the elimination of duplicate and outdated records."

Today, data is the currency of DMG's business, whether it's customer-friendly product information, height and weight data for the logistics team, parts data for warehousing staff, or assembly data for technicians. The ability to acquire, manage and publish accurate product information to all channels allows sales representatives to provide helpful, responsive support and recommendations. Meanwhile, online customers benefit from a richer, more tailored experience, and can now quickly and easily check their order details and delivery status.

"With Informatica, company-wide efficiency has increased," notes Bouwmeester. "There are fewer product returns, which has resulted in lower costs. Customers receive offers, order confirmations, and updates with detailed product information. These improvements have led to a better customer experience and have helped us to increase revenues."

Adding value across the business

Informatica's work continues with the creation of a new DMG supplier portal. Ten kitchen suppliers have now been connected, with an additional 100 expected to onboard over the next two years. Collectively, DMG suppliers have uploaded 40,000 product records to date, providing a rich stream of data.

An additional project facilitated by Informatica is focused on the enrichment of product data. Bouwmeester explains: "Our employees have a lot of valuable knowledge. Some know how to fill a truck more efficiently than anyone else, while others know how to assemble products faster at a customer's home. Capturing and sharing these insights within the Informatica solution are critical to providing unparalleled customer service, and help set us apart from the competition."

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Attaining cultural acceptance

An element of Informatica's deployment success can be attributed to its cultural acceptance among DMG stakeholders. Almost every department is affected by Informatica MDM – Product 360: procurement, marketing, merchandizing, product management, inside sales, e-commerce, IT, and logistics. Using every internal communications channel possible—including steering committees, newsletters, internal presentations, and workshops—DMG encouraged stakeholders to learn, use, and exchange ideas on Informatica. The approach worked.

"Informatica is there for everyone," says Bouwmeester. "Every employee needs to think about the application and benefits of MDM for his or her own situation, take responsibility for it, and use it to improve the customer journey."

He concludes: "Informatica plays a strategic role in our digital transformation, helping us manage a more comprehensive home fittings and furnishings business while redoubling on Ben Mandemakers' vision to create a better customer experience than anyone else."

Inside The Solution:

• Informatica MDM – Product 360

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