

From Scattered to Complete

Architecting a Real-World Customer 360 Use Case

pwc

Sofigate

Capgemini

cloudity
by Hardis Group

craftware

enxoo

ForVendi

nextview...

REPLY
ARLANIS

SurveyVista
by Ardira

TITAN

VONAGE

scoutz

Who are we?



Solution Architect & DevOps Lead

Sebastiano Schwarz



Principal Architect & Salesforce CTA

Eduard Kunoff



Agenda

- ❏ Pain Points in existing Service Process
- ❏ Customer 360 Concept for Service Agents
- ❏ Our DataCloud-driven Approach
- ❏ Service Cloud Integration Strategy
- ❏ Demo



Most critical Service KPI

"Resolution Time"



Pain Points in existing Service Process

"Imagine answering a customer call with 6 browser tabs across 4 systems – and still not having the full picture."



Pain Points in existing Service Process

"Imagine answering a customer call with 6 browser tabs across 4 systems – and still not having the full picture."

? No Single Customer View

Agent must query multiple systems to answer a single customer question. OEM, NSC, and Dealer data never converge.

⇒ Constant Context Switching

3–5 tabs across separate Salesforce instances. Every system = new login, new search, new context loss.

! Data Inconsistency

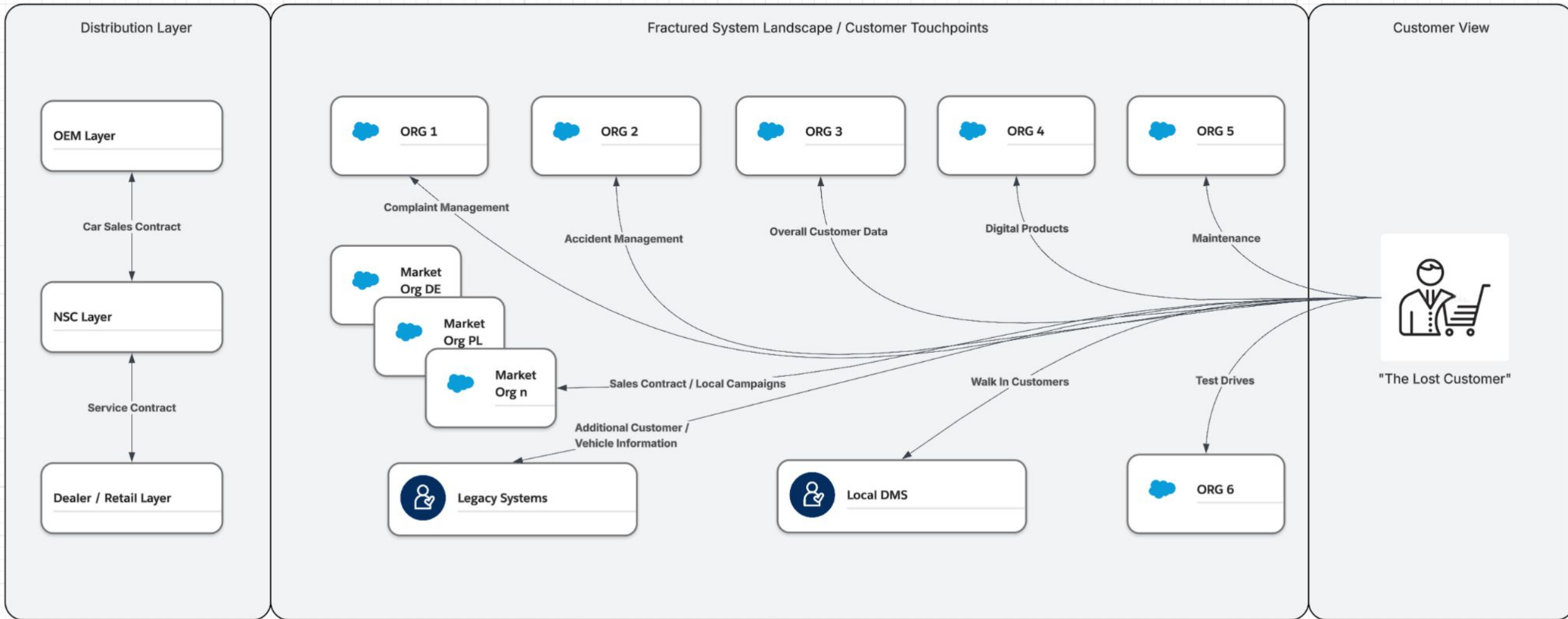
The same customer exists as different records in different orgs. Conflicting data leads to wrong service decisions.

× Missed Service Opportunities

Without a holistic view: open cases, vehicle status, or upsell signals are invisible to the service agent.



"The Lost Customer" - Vertical Complexity



"The Lost Customer" → Struggling Agents

The Challenge

Salesforce landscape grew organically:

- Multiple orgs serving different business units
- OEM, NSC, Dealer and Retail data living in separate silos
- Fragmented identity - same person, different records
- No unified view for the service agent answering the call

3-5 min

avg. lookup time per customer call

across 4-6 browser tabs



Status Quo: No single view on the customer



Fragmented
customer
view

OEM

Name: Martina Mustermann
Phone: (030)29337611
Mail: mann@example.com
Address: Baum Str. 1-4, Berlin

OEM MEV

Digital Service
Call Center

NSC

Name: M Mustermann
Phone:
Mail: mann@example.com
Address: Baum Str. 1-4

NSC MEV

Vehicle Call
Center

Dealer

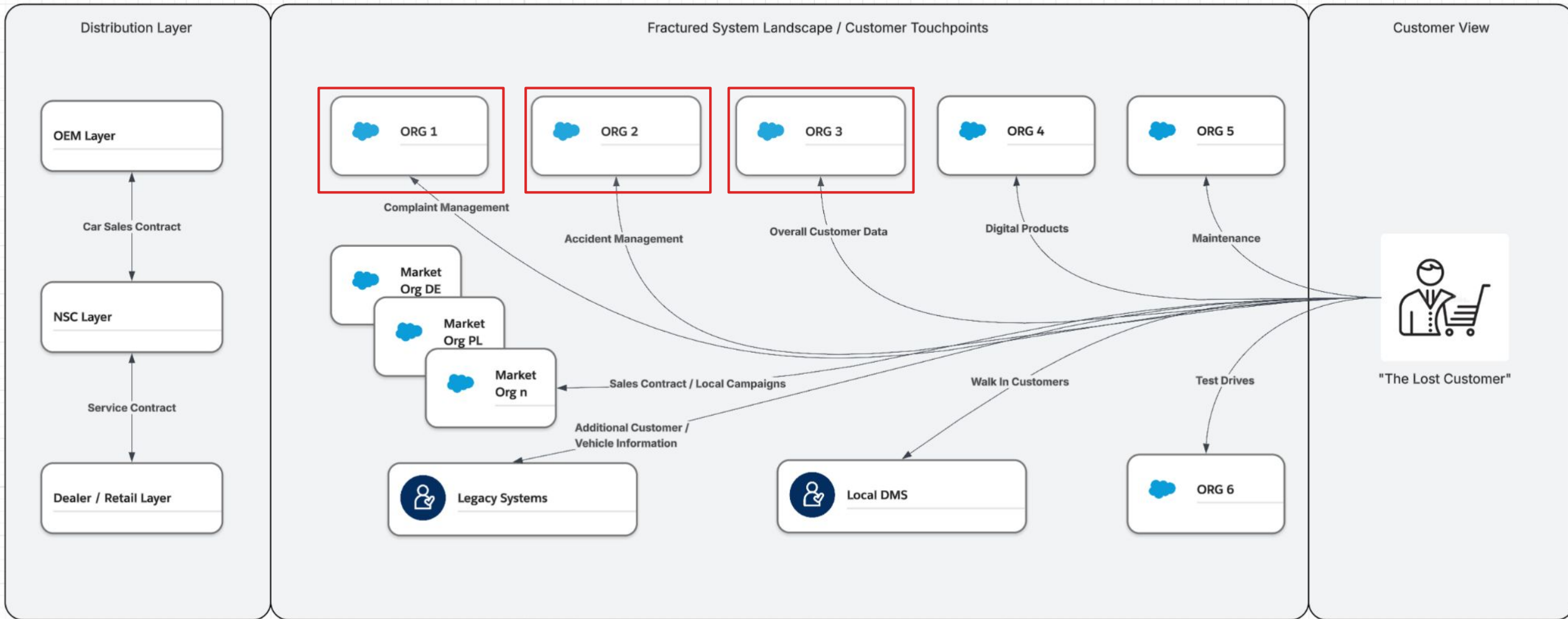
Name: Mustermann
Phone: 0176 45616788
Mail: mann@example.com
Address: -

Dealer MEV

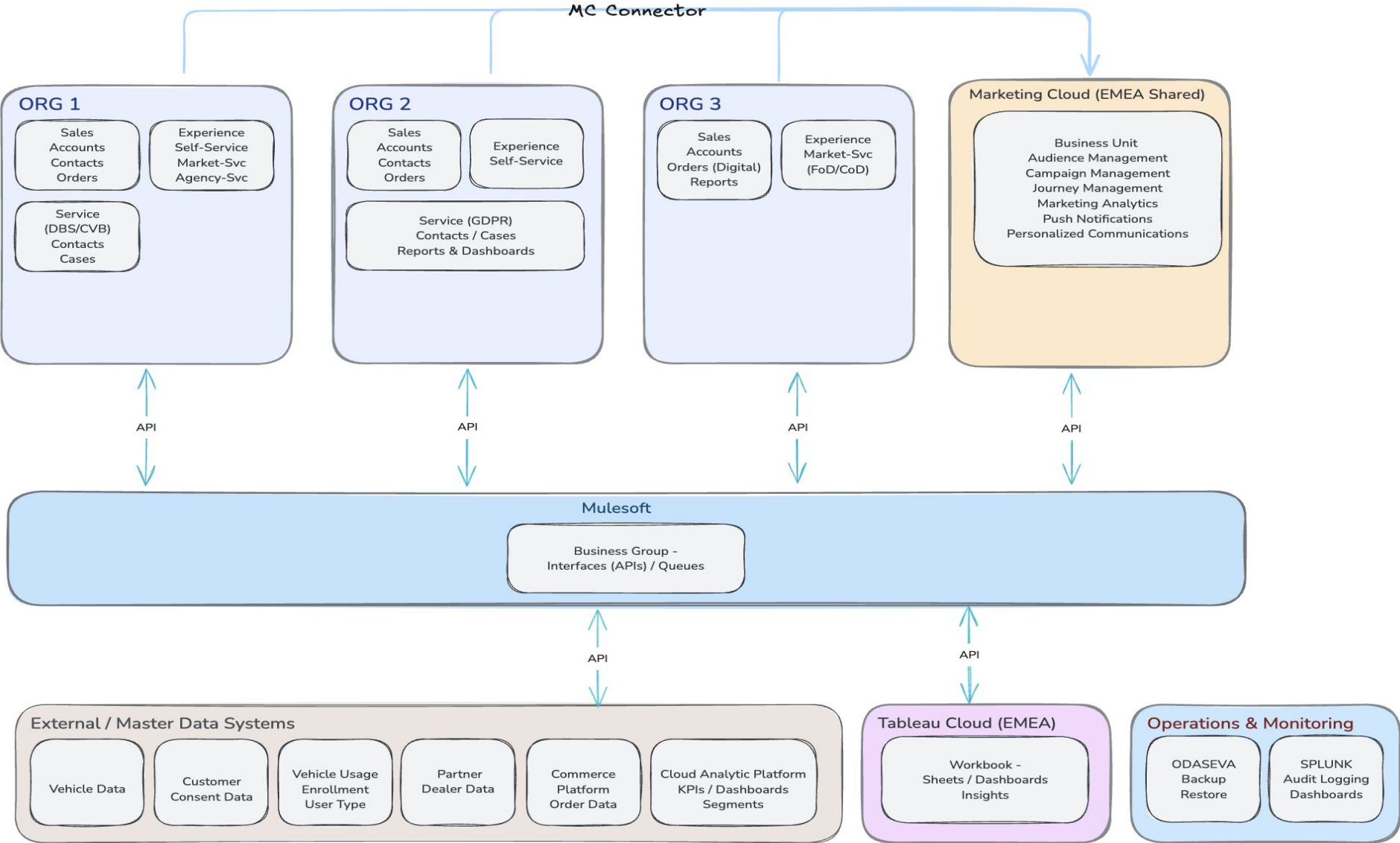
Dealer Service

- Different data silos through different sales levels
- Within a customer journey on different touchpoints customer data are created without connected relation

"The Lost Customer" - Vertical Complexity



Integration Architecture (Before Data360)



Aim for a Customer 360 Concept for Service Agents

Status Quo: No single view on the customer



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Dealer Service

- Different data silos through different sales levels
- Within a customer journey on different touchpoints customer data are created without connected relation

Target Picture: 360° customer view (schematic illustration)

Customer Data

- (030)29337611 payment
- **Martina Mustermann**
- Joachimthaler Str. 1-4, Berlin
- Mmuster<mann@example.com



Call Center Case History

- 20.06.2022 mail regarding terms for Frontlight replacement
- 01.04.2022 call regarding broken Frontlight



Consent Information

- IDK MEV VW 4.0: True for channel email
- IDK MEV VW 4.0: False for channel phone



Order History

- 01.05.2022 purchase of new Frontlights
- 20.03.2020 purchase of used Golf 8 1.5 TSI



Vehicle Data

- VIN + Vehicle Name: LJPCBLCX11000237 (Golf 8 1.5 TSI)
- Warranty: Expired in 2017.
- Service plan: Last check-up 20.03.2023
- Milage: 32.000 km

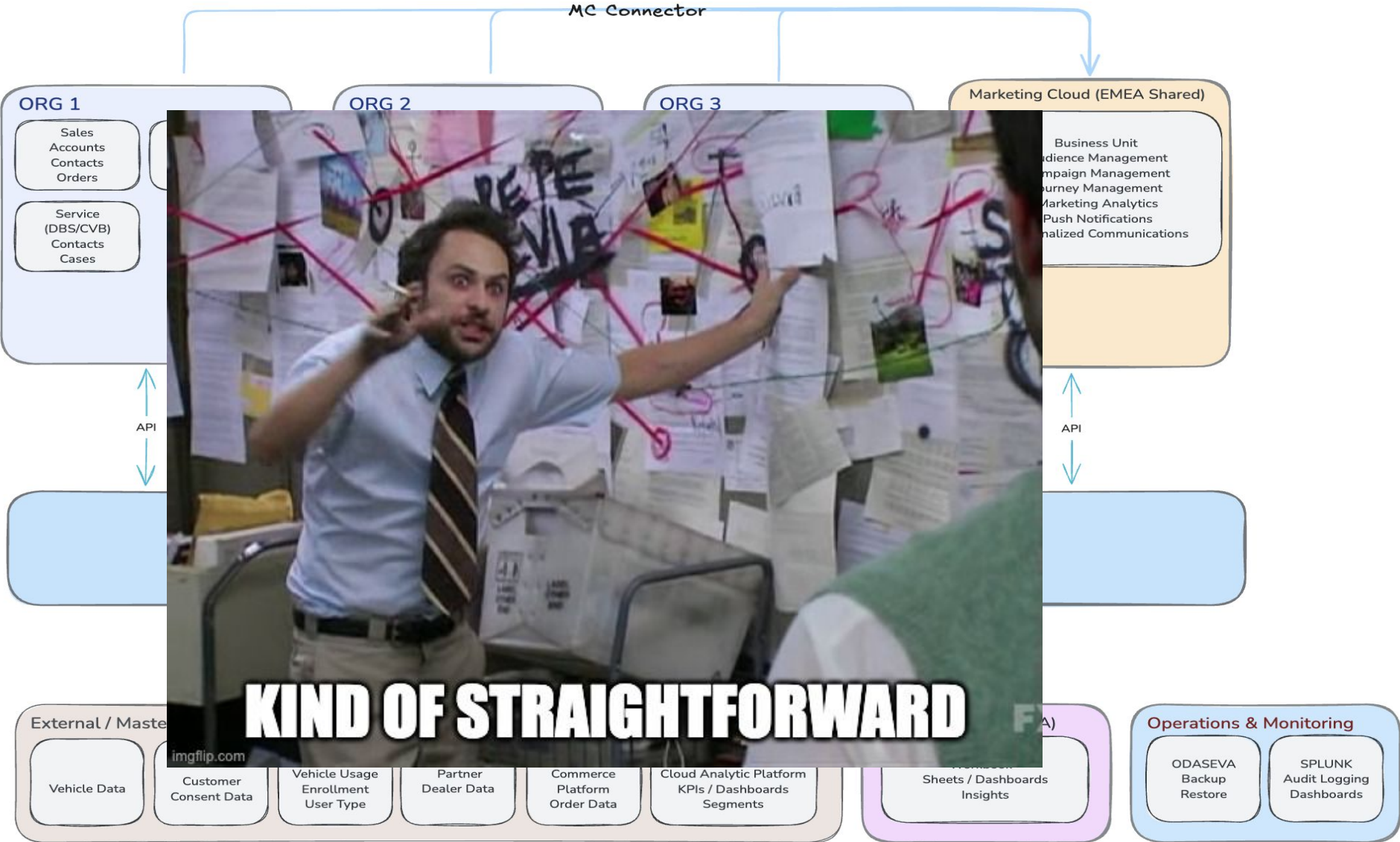


Future Potential

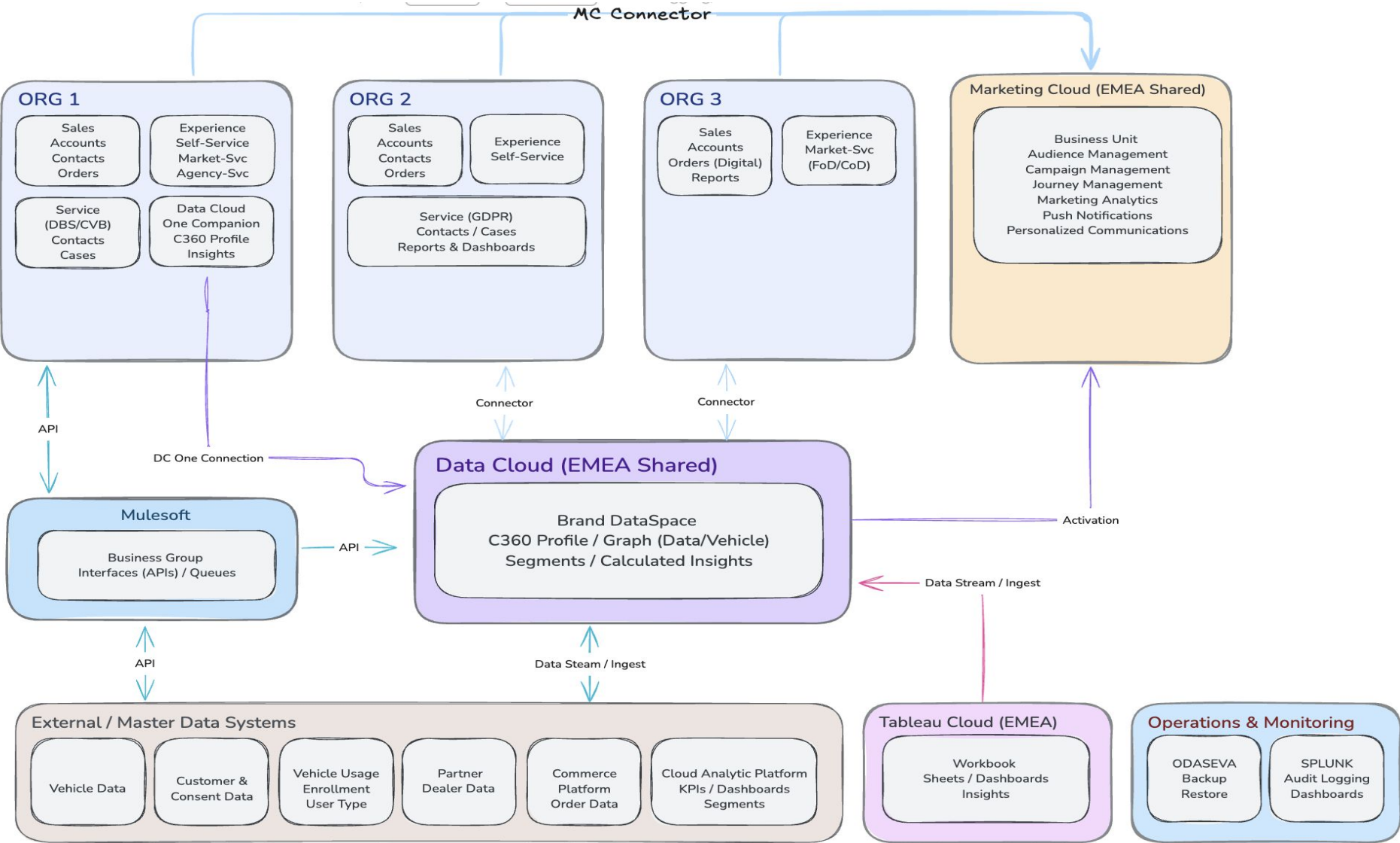
- Potential vehicle upgrade if wear continues to increase



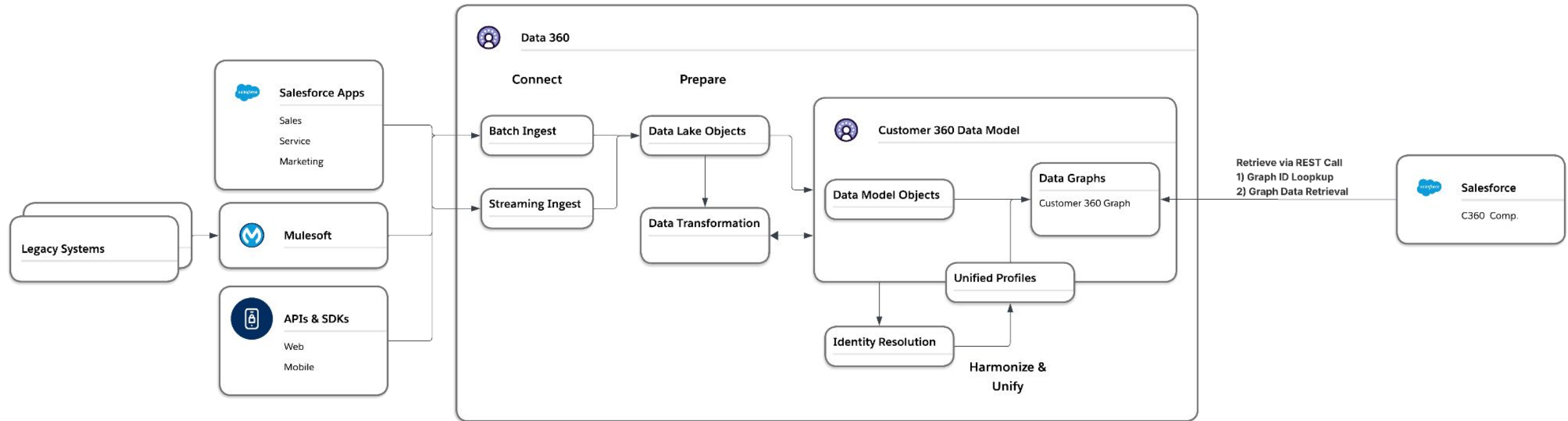
Integration Architecture (Before Data360)



Integration Architecture (New Target Architecture)



Scoped View - Target E2E Solution



Key Insight: We don't replace the source systems — we create a unified READ layer on top using Data 360.

POLISH
DREAMIN'

Data Graph
Audi_C360

View Properties
Preview

13/25 objects selected · 102/200 non-key fields selected

Data Model Objects
Fields
Filters

Data Model Objects	Fields	Filters
Unified Individual AUDI (Primary Data Model Object)	17/17	✓
Unified Link Individual AUDI	5/9	✓
Individual	2/20	✓
Account	4/28	✓
Asset	15/33	✓
Vehicle	14/18	✓
Case	23/33	✓
Account Contact	9/21	✓
Sales Order	8/40	✓
Sales Order Product	7/25	✓
Unified Indv Contact Point Email AUDI	11/18	✓
Unified Indv Contact Point Address AUDI	18/28	✓

Unified Individual AUDI
View in Data Model

Fields
Filters

Select one or more fields

17/17 Fields
☐ Show selected fields only

Field Label/Name ↑		Data Type
☒ Unified Individual Id	Primary Key	A _a Text
☒ Birth Date		📅 Date
☒ Country of Residence		A _a Text
☒ Created Date		📅 Date
☒ First Name		A _a Text
☒ Gender		A _a Text
☒ Gender Identity		A _a Text

JSON Preview

JSON schema preview for the data graph

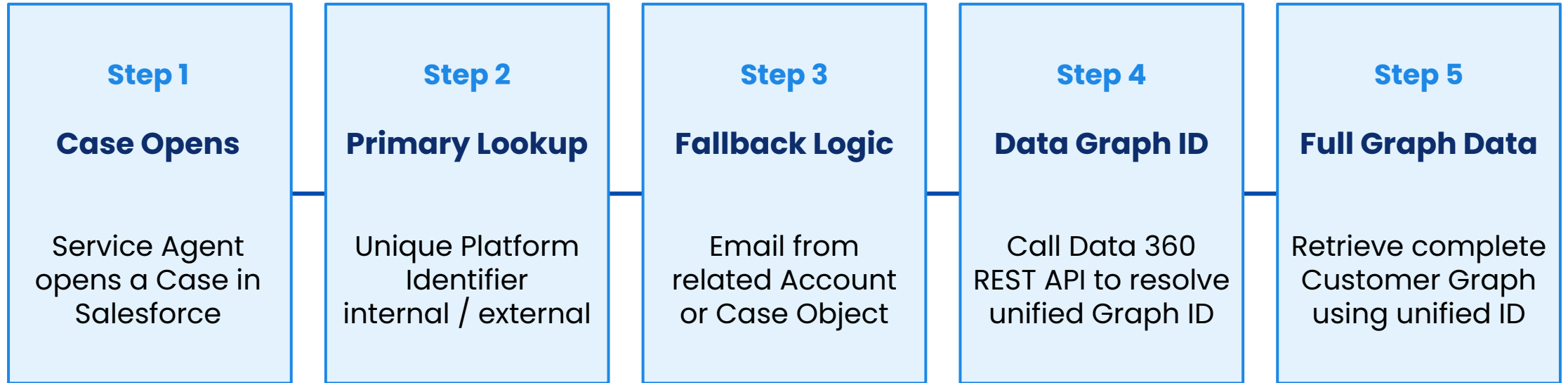
Copy

```

1 {
2   "BirthDate__c": <DATE>,
3   "CountryOfResidence__c": <TEXT>,
4   "CreatedDate__c": <DATE>,
5   "FirstName__c": <TEXT>,
6   "GenderId__c": <TEXT>,
7   "GenderIdentity__c": <TEXT>,
8   "InternalOrganizationId__c": <TEXT>,
9   "LastModifiedDate__c": <DATE>,
10  "LastName__c": <TEXT>,
11  "MiddleName__c": <TEXT>,
12  "PersonName__c": <TEXT>,
13  "PreferredDealer__c": <TEXT>,
14  "PrimaryLanguageId__c": <TEXT>,
15  "Pronoun__c": <TEXT>,
16  "Salutation__c": <TEXT>,
17  "TitleName__c": <TEXT>,
18  "Id__c": <TEXT>,
19  "AUD_UnifiedLinkIndividualAudi_dlm": [
20    {
21      "DataSourceId__c": <TEXT>,
22      "DataSourceObjectId__c": <TEXT>,
23      "SourceRecordId__c": <TEXT>,
24      "KQ_SourceRecordId__c": <TEXT>,
25      "UnifiedRecordId__c": <TEXT>,
26      "AUD_Individual_dlm": [

```

How do Agents get the Data? Identifiers & Lookup Strategy



→ Integration via two consecutive REST API Calls to Data 360

Call 1: Graph ID Lookup

Leverage Query API V2 endpoint
Resolves customer identifier → unified Graph ID
Used as key for subsequent data queries

Call 2: Graph Data Retrieval

Call Data Graph API with Lookup Keys
Fetches full customer graph by Graph ID
Returns personal info, vehicles, cases, orders



QUICK DEMO

Case Polish Dreamin

Case Number 00001014 Case Owner User User Status New Substatus Account Name Case Record Type AUDI CVB

Feed Details Category Search Vehicle Details C360

Salutation	Title
-	-
First Name	Middle Name
Eduard	-
Last Name	Country
Kunoff	DE
Language	Pronoun
DE	-
Birthdate	Gender Identity
*****	Undefined
Created Date	Last Modified
15.03.2024, 13:07	15.03.2026, 02:05
Preferred Dealer	
-	

Cases Vehicle User Relation

	VIN WAUZZZGB0TR023994	Role PRIMARY_USER	
Model Key:	A1 Sportback 1.0 R3 85/DS8DSG	Delivery Date:	15.01.2026
Interior Color:	Granite Gray-Granite Gray-Steel Gray/Black-Black/Black/Titanium Gray	Exterior Color:	District Green Metallic
Roof Color:	District Green Metallic	ZP8 Date:	22.10.2025
ZP7 Date:	22.10.2025		



Contact Point E-Mail

E-Mail Address	Is Verified	Is Active	For Business Use	For Personal Use
*****	-	-	☐	☒



Key Takeaways & Patterns to Apply Immediately

1. Take a look at the Data 360 REST API

Use Data Cloud's GraphAPI as the single retrieval point. Two API calls — ID lookup, then full graph — deliver everything service agents need, eliminating multi-system switching.

2. Start with focused scope, then expand

We began with one Brand Ecosystem Data Space. Proving value in a controlled scope builds the case for broader rollout and adoption.

3. Forget about replacing source systems

Unify the READ layer — keep the source of truth where it lives. Data 360 is the aggregation layer and not meant to be a replacement for all data sources.

4. Identity resolution is the hardest part

Shared identifiers across systems must be defined before you can start building the unified profile. Fallback identifier logic (platform ID → email) ensures data is retrieved even with incomplete records.



Thank You



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Your input matters!