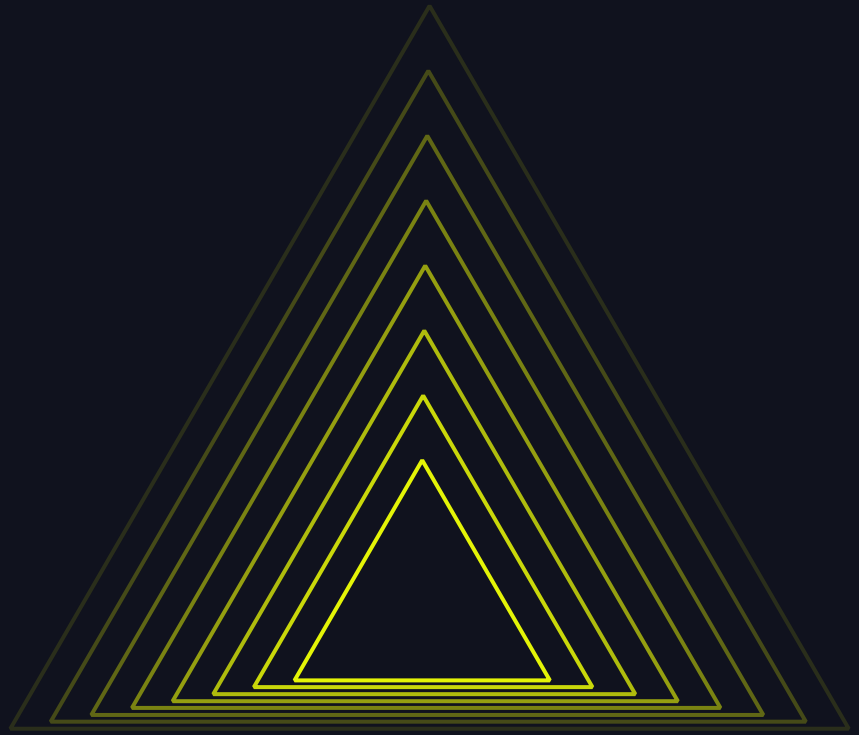
DATA+AI SUMMIT BY databricks

Elevating Customer Loyalty

How GM Amplifies their C360 with Amperity



General Motors x Amperity
June 2024

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THE GM EVOLUTION

As the automobile evolves,
the customer experience remains at the heart of GM's success

1908

1908 Buick Model 10 "available in various body styles, including a touring car, a roadster, and a limousine"

https://merrickautomuseum.com/buick-model-10/

2024

2024 Cadillac Fully Electric Lyriq, offering sport, luxury, and advanced tech trims

https://www.cadillac.com/electric/lyriq/

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MATURATION REQUIRES EVOLUTION

Long Term Growth Requires New Ways of Working

Evolving Expectations

Consumer expectations have been heightened by available technologies, software, and data tools

Transforming to Thrive

Traditional companies must grow toward digital driven to ensure continued success in today's innovation age

Customer Centric Focus

GM is building a future-focused, customer-centric experience which requires the right foundation and tools to transform the customer experience into an industry best-in-class

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THE GM DATA EVOLUTION

Exceeding Expectations in t he Data + AI Era

Centralized customer view:

- Defining our customer
- Holistic to encompass enterprise needs

Incorporating Customer Signals:

- 150+ disparate data sources
- Amperity key unlock
- Growing GM's data literacy

Insights and Advanced Analytics

- True customer identification
- Improved descriptive modeling (LTV, Churn & Retention, In Market, etc.)

Targeting & ML/AI

- GM native targeting solution
- Incorporation of GM owned, rich customer data

Activation

- Integration with centralized customer view
- Partnership across GM's Data, Marketing, and Brand teams
- Orchestration through Azure, Databricks, Amperity, Adobe

"My Definition of 'Innovation' is providing value to the customer."

- Mary Barra
Chair & CEO General Motors

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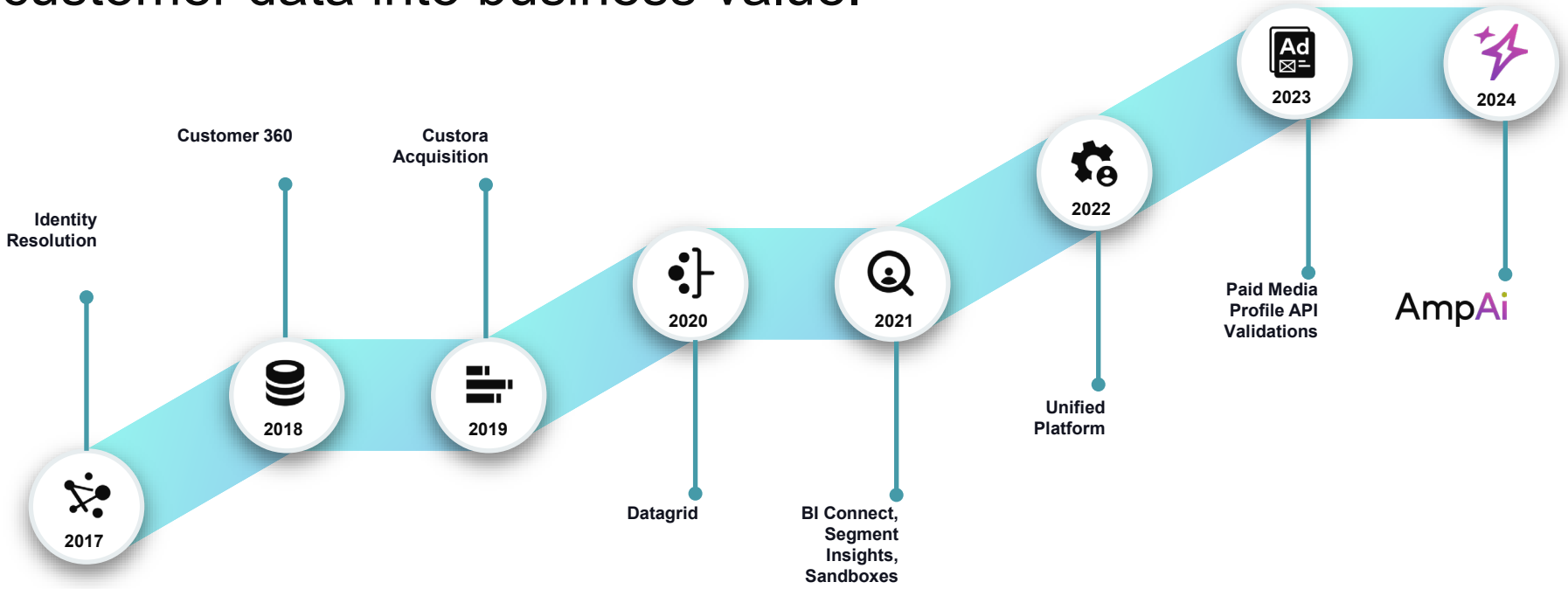
Our Mission

To help every brand turn complex customer data into business value.



Open Data Sharing is Critical to Fueling AI

Data Lakehouses unite data sources through open-sharing protocols that share live data

77%

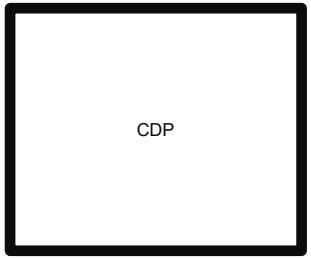
Analytic decision makers say that improving data sharing is a top priority

CDP Evolution

1

Packaged CDP

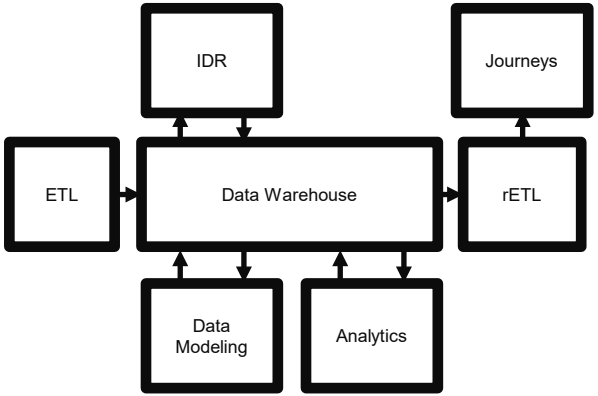
All-in-one CDP with a closed environment



2

Composable CDP

Composable CDP functionality centered on a Data Warehouse



3

A New Kind of CDP

Introducing the **Lakehouse CDP**

Seamless sharing. Enterprise performance. Completely composable.

AmpID™

Automate Identity resolution

Schema-free ingestion and profile unification

Amp360™

Build Data Assets Quickly

Out-of-the box, customizable data models

AmpIQ™

Sync Enriched Data to Any Tool

Reverse ETL data to any tool or destination

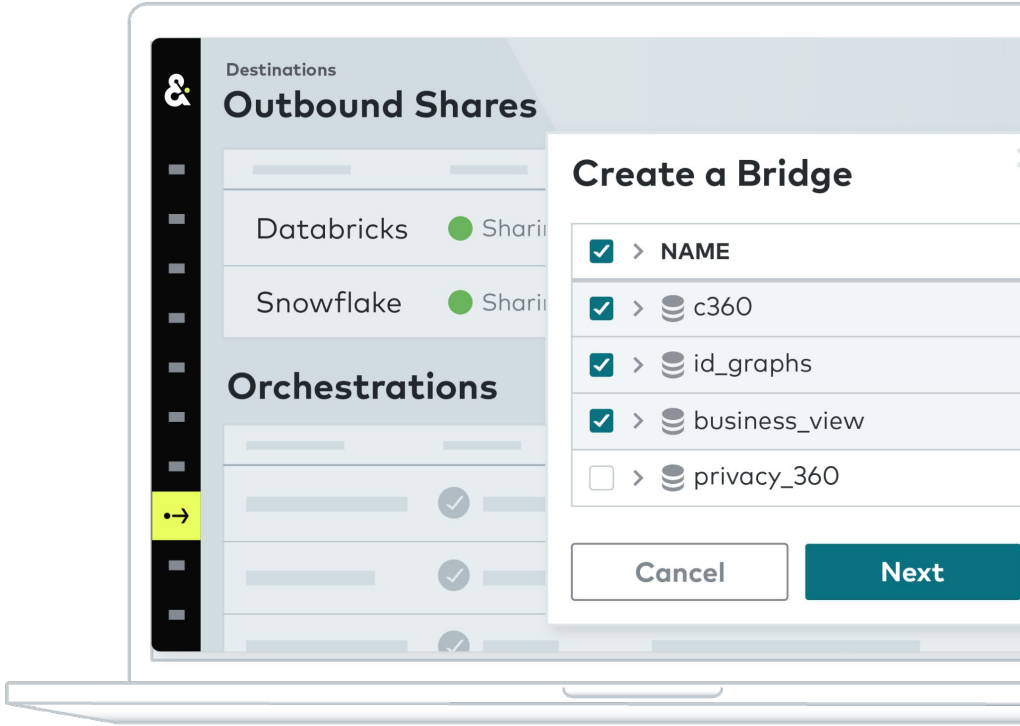
DataGrid™

Keep Data Secure and Flowing

Zero-copy data sharing with built-in governance

Enhanced by AmpAi

Stitch Assist Explore Predict

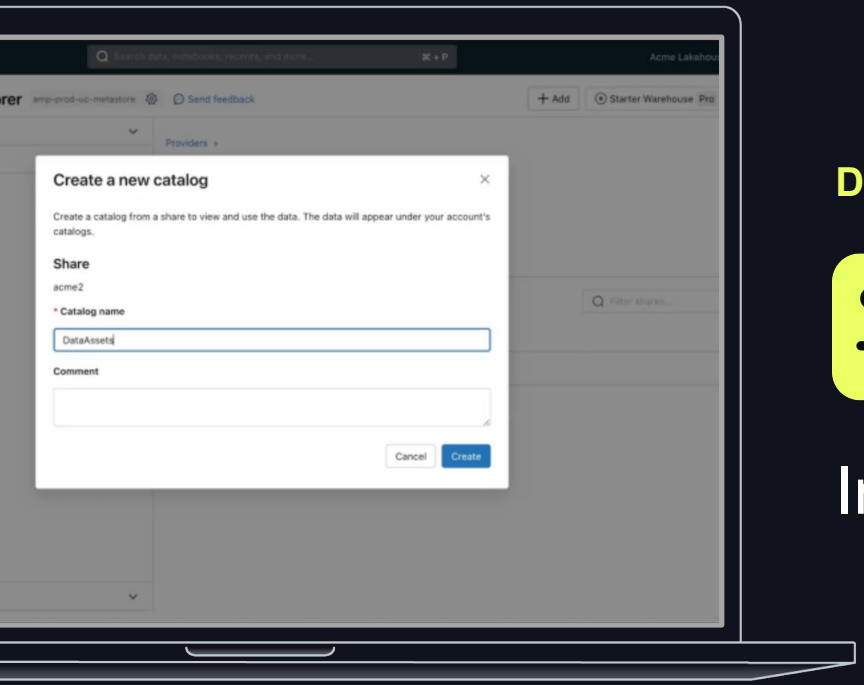


Stop Integrating, Start Sharing Data

Amperity
Bridge

Bi-directional data sharing across lakehouses

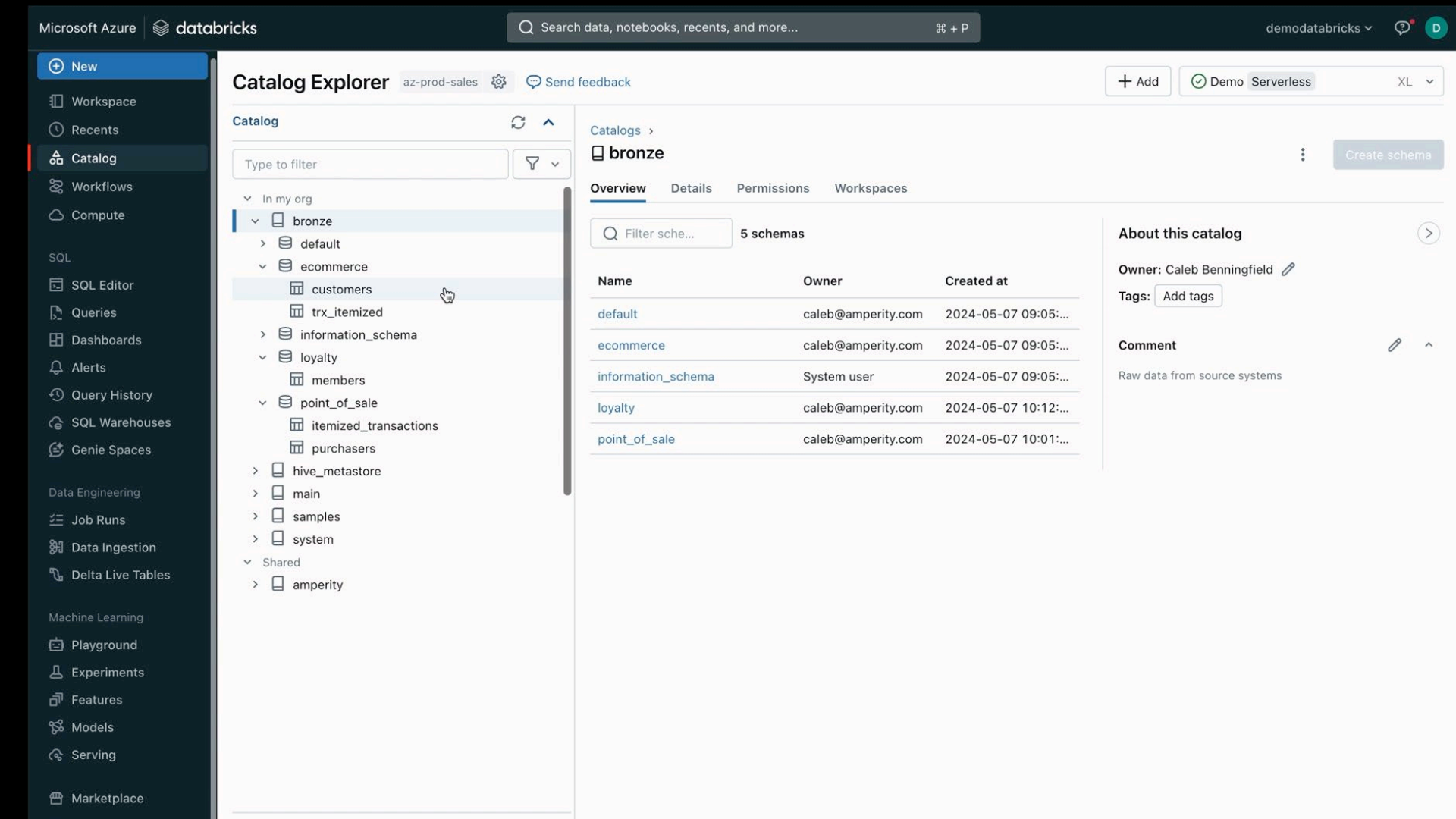
Fast Set-up | Zero Copy | Scalable | Live Data



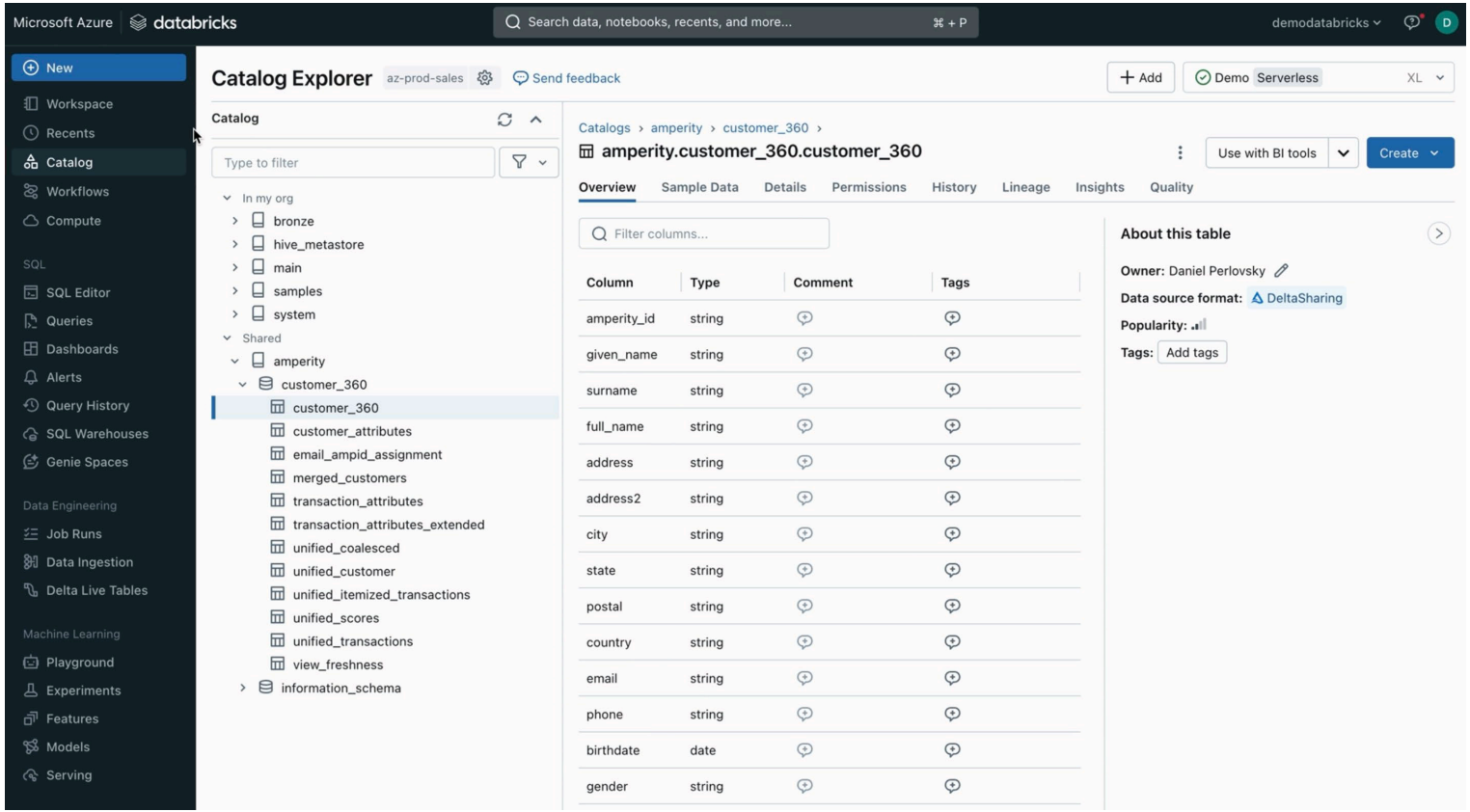
DEMO

Amperity
Bridge

Inbound & Outbound Sharing


Microsoft Azure
databricks
Search data, notebooks, recents, and more...
⌘ + P
demodatabricks
New
Workspace
Recents
Catalog
Workflows
Compute
SQL
SQL Editor
Queries
Dashboards
Alerts
Query History
SQL Warehouses
Genie Spaces
Data Engineering
Job Runs
Data Ingestion
Delta Live Tables
Machine Learning
Playground
Experiments
Features
Models
Serving
Marketplace
Catalog Explorer
az-prod-sales
Send feedback
Add
Demo
Serverless
XL
Catalog
Type to filter
In my org
bronze
default
ecommerce
customers
trx_itemized
information_schema
loyalty
members
point_of_sale
itemized_transactions
purchasers
hive_metastore
main
samples
system
Shared
amperity
Catalogs
bronze
Create schema
Overview
Details
Permissions
Workspaces
Filter sche...
5 schemas
Name
Owner
Created at
default
caleb@amperity.com
2024-05-07 09:05:...
ecommerce
caleb@amperity.com
2024-05-07 09:05:...
information_schema
System user
2024-05-07 09:05:...
loyalty
caleb@amperity.com
2024-05-07 10:12:...
point_of_sale
caleb@amperity.com
2024-05-07 10:01:...
About this catalog
Owner: Caleb Benningfield
Tags:
Add tags
Comment
Raw data from source systems

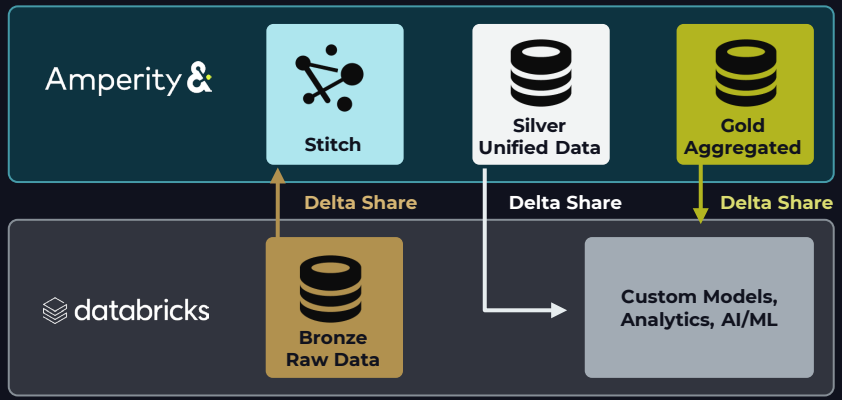
C360, Powered by **Open Data Sharing**



SIGN UP FOR AN EXCLUSIVE

Amperity + Databricks Pilot

See how **AI** can you can turn messy customer data in Databricks into clean unified assets ready to activate high-value use cases in weeks



Pilot Deliverables:

AI Identity Resolution delivers unified customer data assets via Delta Sharing

Customer analytics that are rich and accurate using notebooks in Databricks

Direct activation of marketing audiences to Paid Media channels

Requirement: Customer Data in Databricks

Email *databricks@amperity.com*
to learn more about a pilot

THE GM DATA EVOLUTION: MY GM REWARDS

Amperity and the Centralized Customer View

My GM Rewards

- **Free to join** and earn points on nearly every GM interaction
- Redeem points in any number of different ways such as towards a new car and access to special events like the Grand Prix
- **OnStar earns 3 points per $1** on most OnStar plans

Amperity Unlocks

- Identified **large portion of OnStar subscribers were not part of My GM Rewards**
- Identified mis-labeled customers such as business accounts
- Household identification reduced customer reach duplication

Continued Growth

- New holistic view enables **customized products** to better meet the needs of our customers
- Create personalized, relevant offers and communications
- **Continuous improvement** of the customer experience

Imagine what we can do next…

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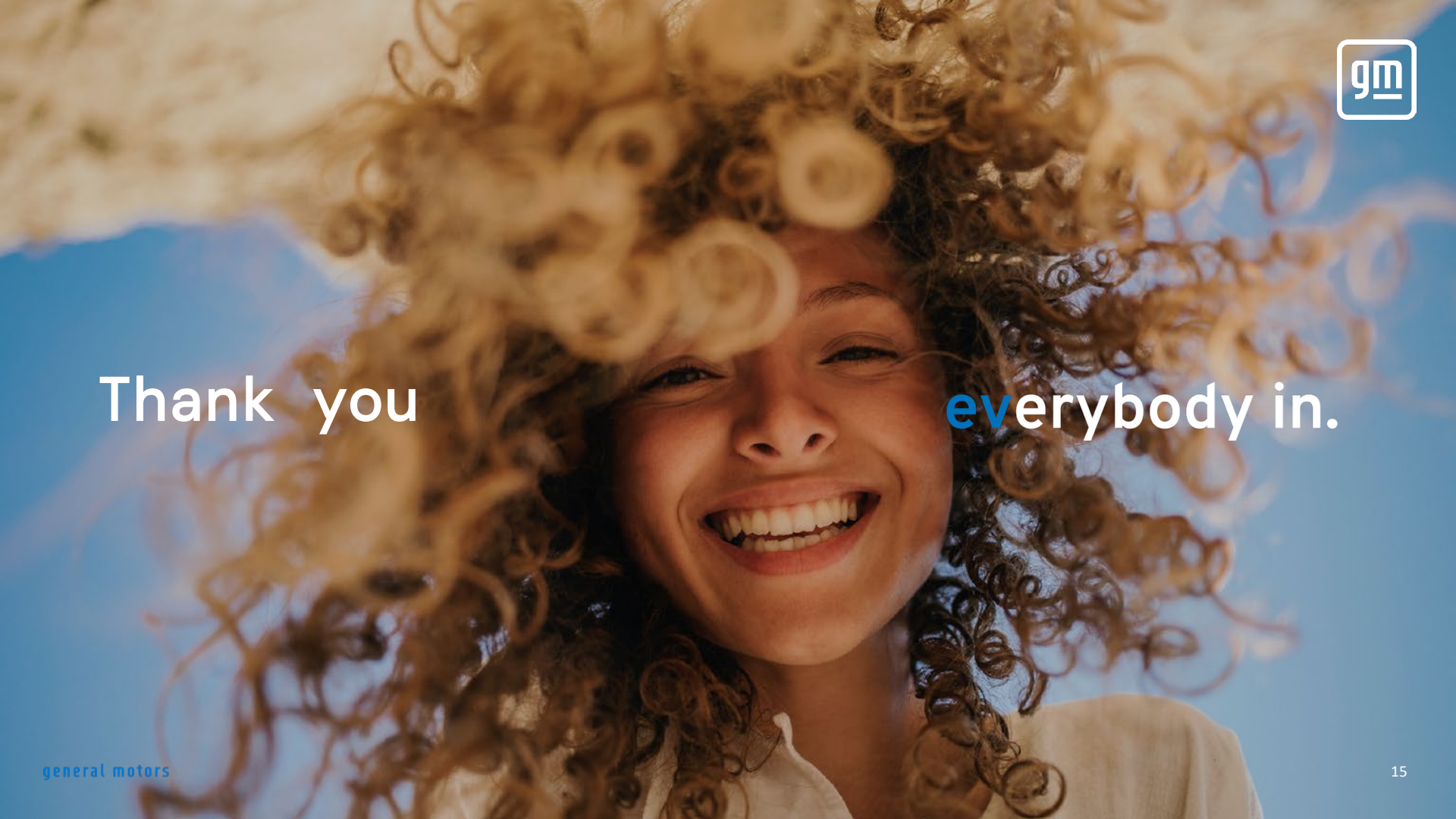
Thank you everybody in.

Previous Versions
everybody in.