

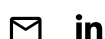
# Your Enterprise Data Platform is Your Unsung AI Hero

The AI Boom Isn't Making CDPs Obsolete - It's Making Them Indispensable.



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Data, when left untapped, is just clutter. And as the artificial intelligence (AI) revolution ramps up, you'll need to get your data ready by organizing, centralizing and refining it so it's ready for action. So, how can you make sure that the data is AI-ready?

That's where [Customer Data Platforms \(CDPs\)](#) come in. Sure, there's nothing new about the idea of CDPs--they've been helping businesses collect, organize, and unify data for years now. But just because they aren't new doesn't mean they're outdated. Instead, the AI revolution has made sure that CDPs are more relevant now than they've ever been. In the AI era, CDPs are poised to not just transform but revolutionize how businesses operate, turning data from digital clutter into a powerful tool to deliver personalized, improved products, services and experiences.

What does this mean for you? It means organizing and managing your CDP effectively as the foundation for a realistic, impactful AI strategy.

## **An enterprise customer data platform transforms a customer dataset into insights you can act on**

Over the last several years, “Companies made a lot of technology purchases, especially during COVID,” says Craig Hooper, director of customer data solutions at Publicis Sapient. The result? Unwieldy tech stacks that are expensive to maintain, lacking in interoperability and often siloed.

Kyle Becker, director of customer data solutions at Publicis Sapient, adds, “It’s almost like businesses have gotten over the initial hype that was around for the past couple of years, and they’re sort of wising up a little bit to what CDPs can really do and what they should really be used for.”

So, what can they do?

Originally, CDPs were the prized tool of marketing teams, who used them to craft personalized campaigns. Yet, they are no longer the reserve of marketing and have become impactful assets for other business units too—such as sales and customer service—as companies are pivoting toward results-oriented strategies.

And as more and more business units leverage CDPs, the case for them becomes stronger and stronger: They become centralized repositories that standardize insights across teams. CDPs act like a director in a theater production, ensuring that every department is in harmony. They provide a holistic view of the customer journey, beyond mere transactional data, incorporating customer interactions into a strategic, multi-faceted snapshot. This comprehensive perspective empowers decision-makers to offer tailored experiences, adapting quickly to shifts in both customer behavior and market dynamics.

How does this work in practice? Think of a life sciences business—let’s call it BioPharm Innovations. The company’s sales team can use a CDP to transform how it interacts with potential clients, such as a hospital chain shopping around for a new immunotherapy product. The sales reps can use BioPharm Innovations’ centralized CDP to access a complete history of the hospital’s previous interactions with the company. They notice the hospital’s interest in clinical trial

results and cost efficiency. Armed with these insights, the reps craft a presentation focusing on these areas of interest, which ultimately helps them build trust with the hospital. This personalized approach turns prospects into long-term partners and shows how CDPs can break down silos and create meaningful connections.



## **AI only expands the benefits of a CDP**

Now CDPs fulfill another function: serving as the backbone of AI-readiness across organizations. In this new era, they do not simply store data; they transform it into an enterprise's most strategic asset. As Hooper put it, CDPs are "part of larger enterprise change, a stepping stone for leveraging data more holistically for AI use cases."

By breaking down silos, CDPs serve as a central hub for customer information, giving AI systems a complete and unified view of each person. This comprehensive perspective is the key to making AI work effectively. Without a strong data foundation, AI systems can't perform at their best, and you risk missing insights that could shape critical business decisions.

What's more, CDPs make AI a practical tool for business users across the organization. They are evolving to facilitate natural language processing and intuitive interfaces, eliminating complexities in data interaction.

As Becker observes, "AI is making it simpler and easier for marketers to create use cases and enable them within a CDP." Previously, marketing teams would have had to manually create personas and audience segments, for example. But AI-powered CDPs can automate this process, and the team can interact with it like a chatbot to fine-tune what those personas and segments look like.

CDPs empowered by AI can also enhance automated processes. And with the rise in agentic AI, CDPS can actually help agents act as diligent interns helping out your team. They can automatically sort and analyze customer data, update records in real time and even suggest tailored marketing strategies. This means your team can spend less time on repetitive work and more time creating innovative campaigns and engaging directly with customers to grow those relationships.

In essence, CDPs in the AI age redefine the way businesses interact with data. They are not just about surviving in a data-saturated world; they're about thriving, navigating complexities with confidence and clarity and ultimately enabling innovation and growth. They provide the structure and data that you need to realize the value of AI use cases across marketing, sales and service functions. By acting as the bridge between raw data and actionable insights, they empower organizations to tap into AI's full potential, paving the way for a future enriched by intelligent decision-making, personalized engagement and strategic foresight.

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At Publicis Sapient, we've positioned ourselves not just as collaborators but as pioneers in customer data platform

consulting. With 185 CDP-centric projects since 2020 under our belt, we partner with our clients to craft strategies and implementations in the AI era. One partnership was with a quick-service restaurant that feeds millions of global customers on a daily basis. With such a large customer base, it had a lot of data that wasn't always accessible to different teams throughout the organization. And without a foundational data layer, they didn't always know what message to send to specific customers, which channels to activate or even how to maintain an efficient supply chain. We helped them re-build and enhance their enterprise CDP to act as the heart of their technological transformation. Through their CDP, they can synchronize marketing and operations efforts globally to resonate with localized audiences. Ultimately, they've been able to act on data-driven insights, make better decisions, strengthen customer relationships and see to it that their operations are running efficiently.



**Kyle Becker**

Director, Customer Data Solutions

## **Architecting a customer data platform—and getting the most out of it—is easier than you think**

Optimizing your B2C or B2B customer data platform to take advantage of the AI revolution might sound overwhelming, but it doesn't have to be. For successful

CDP implementation, you need to focus on people, processes and capabilities by taking the following steps:

- 1. Keep your data safe by having a solid governance plan in place:** Start by building a foundation of data governance practices. This ensures that your CDP operates smoothly and adheres to compliance standards wherever you're operating. A tailored governance framework serves as the scaffolding that keeps your data stable and secure, preventing misuse and ensuring valuable insights are not left untapped. Develop a comprehensive data strategy that identifies which data is most valuable to your business objectives, keeping your CDP aligned with evolving insights and regulatory changes.
- 2. Get everyone in your organization on the same page:** Use your CDP to bring together marketing, sales and support, ensuring everyone is aligned so that you can bring your key AI use cases to life--and you should do this from the very beginning. By removing barriers and improving communication between departments upfront, you can create a unified view of the customer journey and strengthen your overall strategy. Involving all stakeholders when setting up the CDP maximizes its benefits, allowing data to flow smoothly across functions and ultimately enhancing customer interactions and achieving strategic goals.
- 3. Streamline how your team works:** Harness AI within your CDP to automate repetitive tasks, freeing up human resources to focus on strategic initiatives. By aligning AI with your broader data strategy, and ensuring it complies with ethical standards, you can get more out of your data. This integration allows AI to act responsively within your CDP, optimizing data quality and operational efficiency, while driving innovation across the organization. Your CDP can also clean up your data house so that you're agent-ready.
- 4. Evolve with the times:** Maintain a focus on continuous improvement by regularly assessing how effective and adaptable your CDP is. Conduct regular audits to test data quality and refine your processes as necessary. Keep your organizational goals in line with CDP objectives to maximize ROI and adapt swiftly to changes in the regulatory landscape. By treating optimization as an ongoing process, not a one-time destination, you can position your CDP to support sustainable growth, agility and a competitive advantage.

By following these critical steps, you can transform your CDPs into strategic assets that propel you to new heights of innovation and efficiency in the AI era.

## Your CDP transformation starts today

Staying agile and adaptable is no longer a luxury – it's a necessity. As AI advances, it brings new opportunities for you and your customers. But this transformative power is only as strong as the data foundation on which it stands.

Your CDP is a dynamic asset that should evolve with AI. By implementing strong data governance practices, fostering collaboration across departments and integrating AI to streamline operations, your CDP becomes a crucial partner in your organization's growth journey. Embrace this evolution, and let your CDP help you not only navigate the AI revolution but harness its full power.

Publicis Sapient can help you craft a future-proof CDP strategy that connects your tech layers, evolves with the times and positions you at the forefront of the AI-driven future. Reach out today and learn how we can help you keep pace with the dynamic landscape.

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