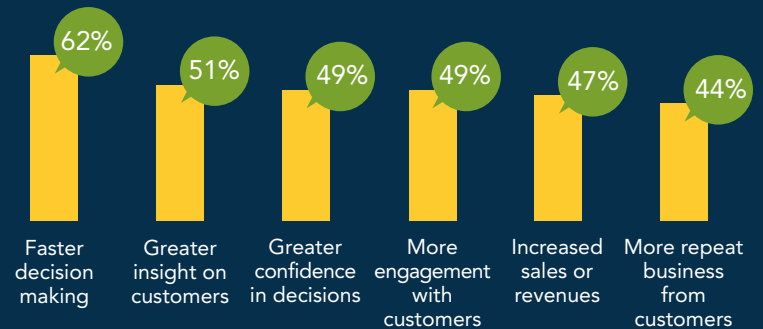# How Data Elevates the Customer Experience

WHAT MAKES FOR A POSITIVE AND POWERFUL CUSTOMER EXPERIENCE (CX)?

1 Companies have a clear understanding of what their customers want

2 Customers and companies engage in two-way conversation

3 Customers are excited about what companies have to offer

Data makes the difference in CX:

62%	51%	49%	49%	47%	44%
Faster decision making	Greater insight on customers	Greater confidence in decisions	More engagement with customers	Increased sales or revenues	More repeat business from customers

THERE ARE THREE KINDS OF ORGANIZATIONS WHEN IT COMES TO APPLYING DATA TO CX:

52% ARE LEADERS and have a well-developed enterprise data analytics effort that enables them to deliver a superior CX

34% ARE EXPLORERS and are rapidly developing data analytics capabilities to improve their CX

14% ARE LAGGARDS and are in the early stages, with either some analytics in place or none at all

53% of Leaders have highly integrated data across channels, versus 19% of Explorers and 16% of Laggards

75% of Leaders have created databases and data warehouses for data integration, versus 46% of Explorers and 43% of Laggards

33% of Leaders are able to see at least 75% of customer activity data, versus 21% of Explorers and 20% of Laggards

HOW DOES DATA HELP DELIVER COMPELLING CUSTOMER EXPERIENCES?

Through *Organization:*
Delivering a superior CX doesn't happen overnight—the organization has to be ready and engaged.

• 73% of Leaders understand the importance of enterprise-level data analytics to brand initiatives "extremely well," versus 43% of Explorers and 31% of Laggards

Through *Openness (of data):*
The openness (or integration) of data and solutions is the foundation for superior data-driven CX.

• 53% of Leaders report their CX data is highly integrated across channels, versus 19% of Explorers and 16% of Laggards

Through *Orchestration:*
Successful data-driven CX relies on the alignment of processes with front-end channels.

• 54% of Leaders report their back-end processes are integrated into their CX interfaces in real time, versus 20% of Explorers and 16% of Laggards