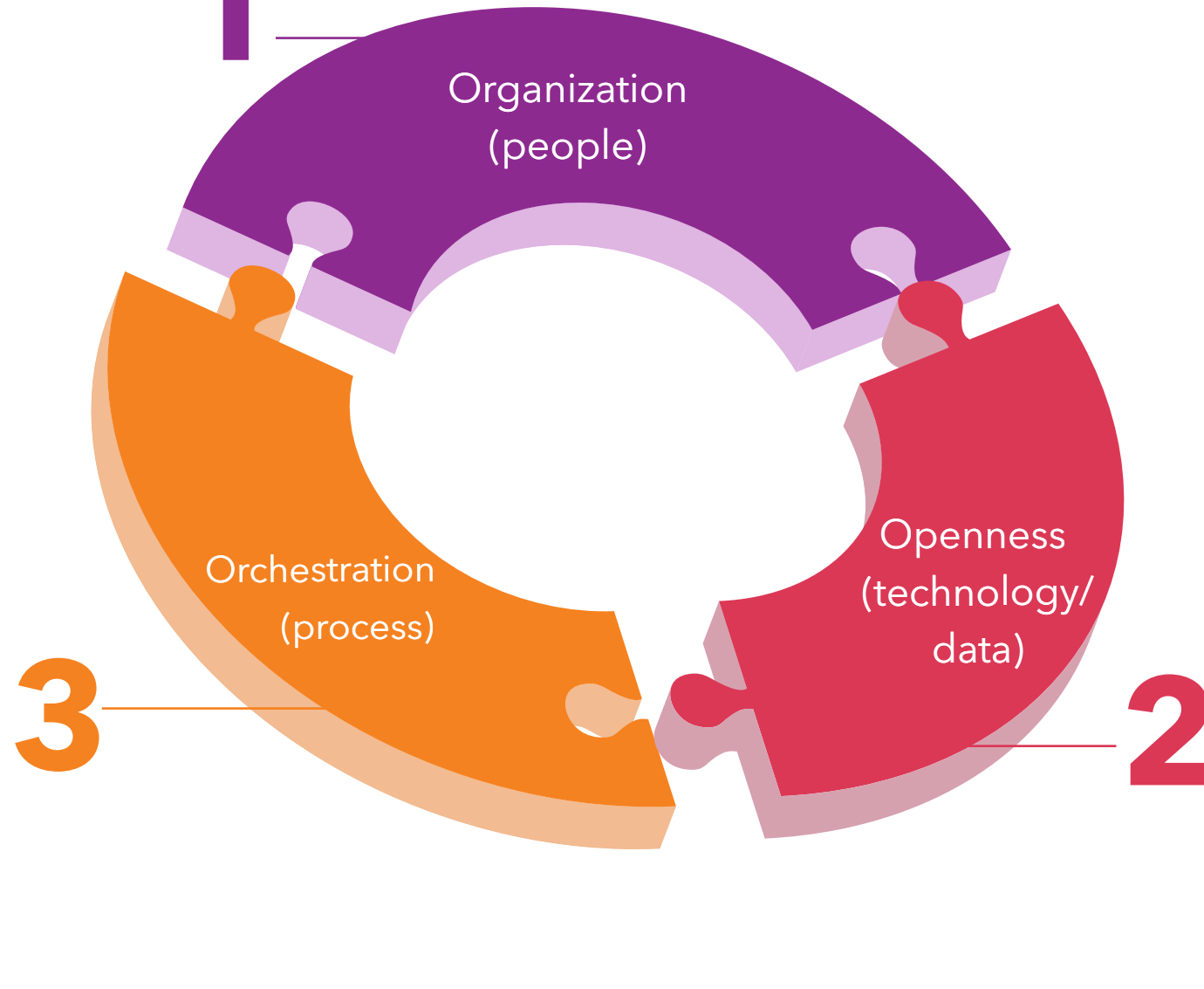


Data-driven marketing leads to better customer experience

Is your company a leader, an explorer or a laggard?

A Forbes survey highlights that alignment across the organization is essential



ORGANIZATION

50%

of companies notice benefits

in 4 key areas:

- Faster decision-making
- More confidence in decisions
- Better insights and total customer view
- Greater customer engagement

3 out of 10

enterprises have improved customer experiences by utilizing data

58%

of enterprises measure CX success

"If you're not measuring, you're not marketing"

OPENNESS

1 in 3

companies have real-time integration across all customer channels

2 in 5

executives agree that sharing data with customers is beneficial 'in all cases'

6%

of enterprises are able to see and track the entire breadth of CX

ORCHESTRATION

<50%

of executives says that their enterprise data is easily accessible via a single presentation layer

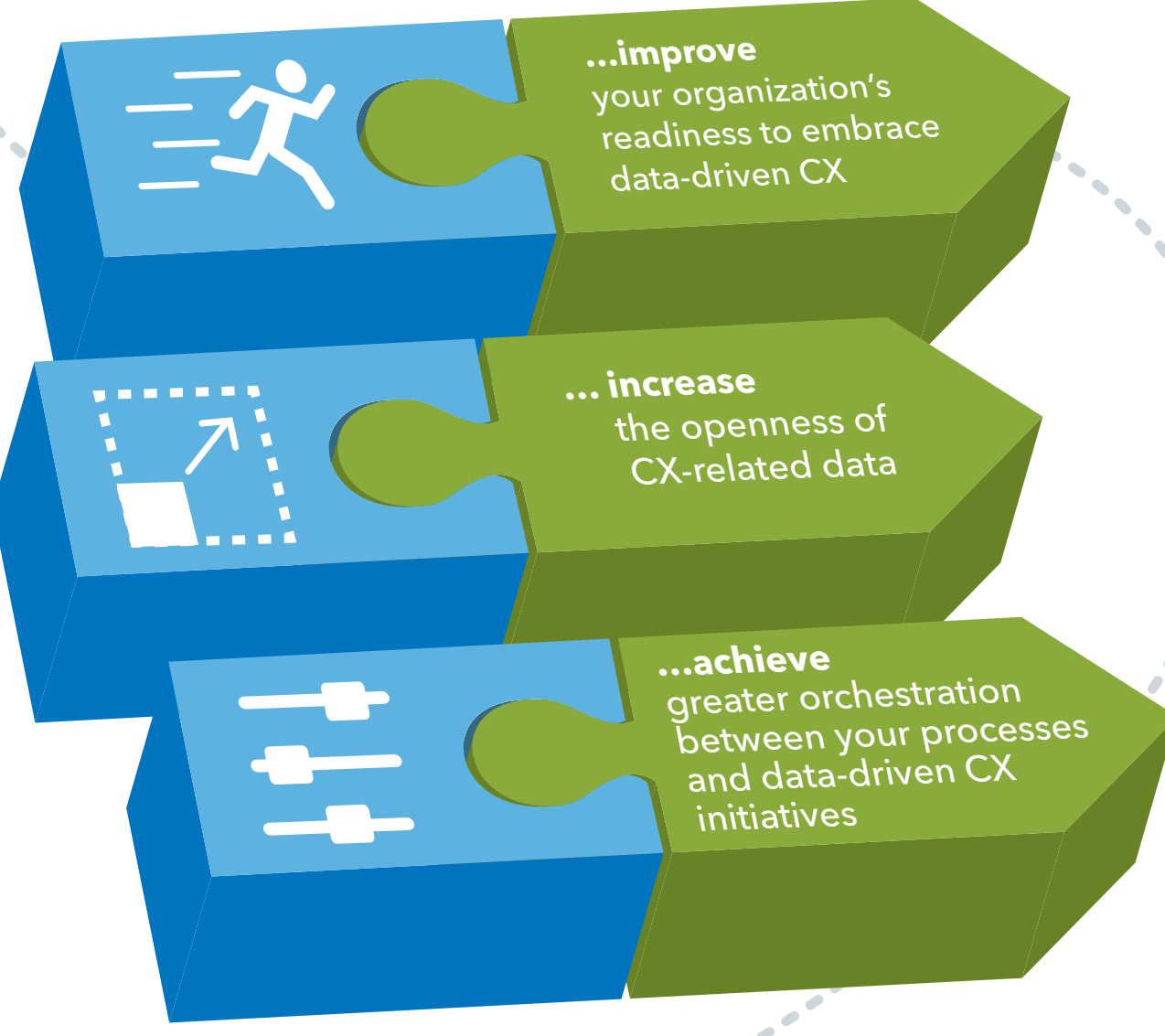
82%

of executives regard their analytical capabilities as 'highly advanced'

47%

of respondents are promoting more active data sharing

BENCHMARK YOURSELF AGAINST YOUR PEERS AND COMPETITORS AND LEARN HOW TO...



Once the pieces are in place, it's just a matter of moving forward!

Curious about how data-driven customer experiences can help you achieve better customer insights?

Check out the report

"Data elevates the customer experience"



Find out more about data-driven customer experiences at www.sas.com and on our blog site.

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