

•••••HOW TO TURN•••• DATAINTO ACTIONABLE INSIGHTS

One of the biggest obstacles for CX leaders is how to turn data into actionable insights. Respondents of CX Network's Big Book of Customer Insights, Data & Analytics 2017 report, reveal the biggest data challenges hampering CX success and provide top tips on overcoming these roadblocks.

THE BIGGEST CX DATA CHALLENGES



CX LEADERS TOP TIPS ON OVERCOMING DATA ROADBLOCKS





"Keep it simple and choose the most relevant indicators."





"Always collect data with the end in mind."









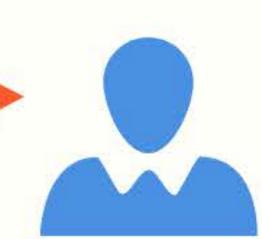
"Make sure there's an engagement from senior management to the top, as well as an integrated strategy of how, why and when customer insights are collected."





Data silos

"Start anywhere but start now. Don't wait for perfect data."



Survey respondents permitted to

choose up to three answers



Finding relevant insights in a sea of big data



"Get out of the office and meet your customers."

"Map the customer journey to ensure data accuracy and integrity exists within your infrastructure, prior to digital channel integration."



CX Network's Big Book of Customer Insights, Data & Analytics 2017 provides an in-depth insight into the customer data landscape and the trends and developments that impact customer experience.

Read the report in full

