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CHALLENGE THINKING. LEAD CHANGE.



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Customer-obsessed companies are built around their customers' moments of need

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Customers want **what** they want,
where and **when** they want it.

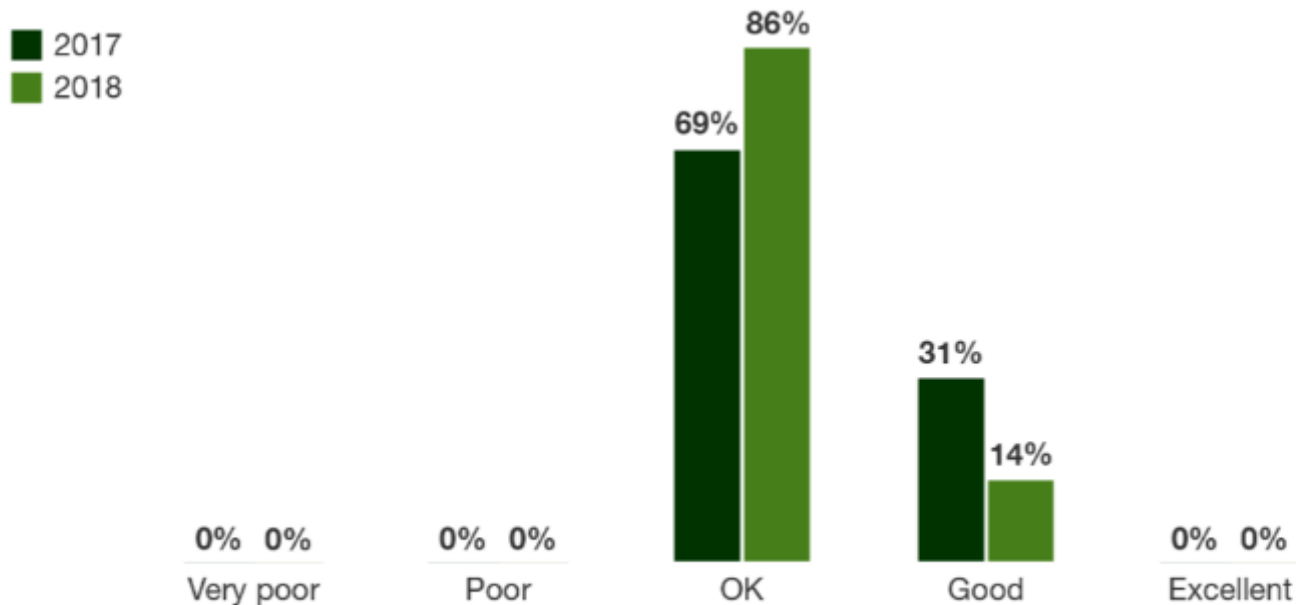


WARNING

**Your most empowered
customers are highly
sensitive to CX**

The Distribution Of Scores In Forrester's UK CX Index, 2017 And 2018

The UK Customer Experience Index, 2018



Base: 9,033 UK online consumers (16+) who interacted with a specific brand within the past 12 months

Source: Forrester Analytics Customer Experience Index Online Survey, UK Consumers 2018



A background image of a river with several stacks of smooth, dark stones balanced on top of each other in the water. The water is flowing, creating a blurred effect. The surrounding area is filled with more stones and some bare trees in the background.

Het is een delicate balans ...

75% van de Britse consumenten verwacht personalisatie op een website

22% van de Britse consumenten vindt dat retailers meer moeite moeten doen om aanbiedingen te personaliseren

49% van de Britse consumenten is bezorgd dat bedrijven teveel over hen weten





CUSTOMER OBSESSION

Companies that understand customers' needs and wants, and design products, services, and experiences to match, are truly customer-obsessed.

Customer-obsessed operating principles

FROM

TO

Customer aware

Customer led

Data rich

Insights driven

Perfect

Fast

Siloed

Connected

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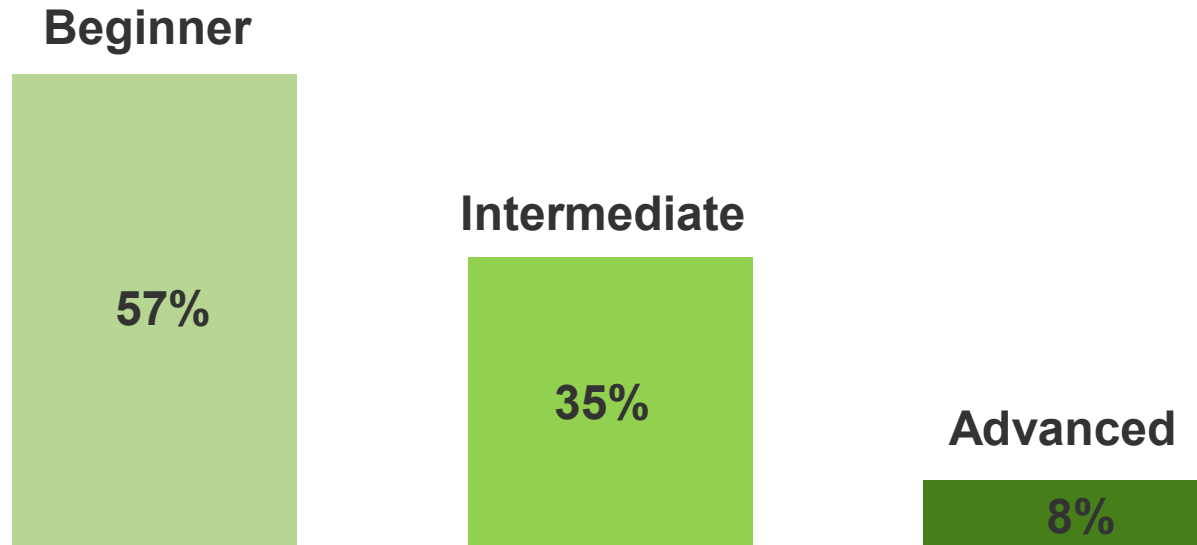
Siloed

Connected




Insights-driven companies
use data to **create insights**
to optimize the customer
experiences that matter
most to **business outcomes**

Slechts 8% van de bedrijven is echt insights-driven



Base: 2,573 data and analytics decision makers; Source: Forrester Analytics Global Business Technographics® Data And Analytics Survey, 2018

A large, 3D yellow number '1' stands on a dark pedestal. The number is illuminated from below, creating a bright glow and casting a shadow. The background is a dark blue gradient with light rays emanating from behind the number.

**Waarom is het zo moeilijk om een
“insights-driven” cultuur te creëren?**



Forrester's 'One Word' Challenge voor het creëren van een insights-driven cultuur

- › Accuracy
- › ROI
- › Communication
- › Data integration
- › Data investment
- › Getting people to care
- › Actionable
- › Inconsistency
- › Proving value
- › Finding people to do the work
- › Benchmarking
- › Cause and effect
- › Trust (in the data/analytics)
- › Lagging

Source: Forrester qualitative research with clients, 2018



Er zijn goede intenties . . .

89% data en analytics besluitvormers
zijn van plan om hun organisatie beter en
meer gebruik te maken van data bij het
nemen van beslissingen

Base = 3,378 data and analytics decision-makers.

Source: Forrester Data Global Business Technographics® Data And Analytics Survey, 2017

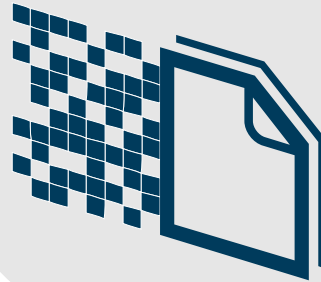
Maar investeringen en goede intenties hebben niet altijd het gewenste resultaat

In 2017 en 2018, werd

45%

van de bedrijfsbeslissingen gemaakt op basis van data en analytics, de rest op basis van “buikgevoel”, eigen ervaring, of gezond verstand

All possible data



All possible actions



Base: 2,106 (2017) and 2,879 (2018) business and technology decision-makers
Source: Forrester Data Global Business Technographics® Data And Analytics Survey, 2017, 2018



Culture Eats Everything Else For Breakfast

Are you playing?





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Thank you

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