Master customer data management to win on customer experience

Recent Forrester Consulting research, commissioned by Deloitte, showed the challenges of complex data systems and diverse data sources. It also illustrated ways that companies are bringing data management back in-house, with the goal of improving customer experiences and satisfaction.

**COMPLEX DATA STRUCTURES AFFECT CUSTOMER EXPERIENCE**

Faced with unconnected data from many sources, housed in tools that are often not connected, companies are challenged to understand their customers.

The complexities of collecting and connecting data are key challenges in improving customer experience—the top business priority across the board.

Both people and tools are hurdles for bringing data in-house:

- **55%** find it challenging to pool the necessary budget
- **43%** can’t find a single solution that meets their needs
- **41%** are challenged to create a unified data management strategy across teams

Companies cite the top consequences of these challenges as:

- Reaching the wrong customer
- Lower revenue
- Incomplete customer profiles
- Limiting analytics capabilities
- Offering irrelevant products or service
- Increased security risk due to more vendors with access to data

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Organizations’ customer business priorities for the next 12 months

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve customer satisfaction</td>
<td>85%</td>
</tr>
<tr>
<td>Win new customers</td>
<td>82%</td>
</tr>
<tr>
<td>Increase profitability per product/service</td>
<td>81%</td>
</tr>
<tr>
<td>Improve data management and activation capabilities</td>
<td>80%</td>
</tr>
</tbody>
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IN-HOUSE DATA MANAGEMENT CAN DELIVER VISIBILITY, CONTROL, AND ENHANCED CUSTOMER EXPERIENCE

In order to reclaim customer data, the companies surveyed are increasingly asserting more control by bringing data management capabilities in-house.

- In two years, in-house data management will increase 40% while outsourced management of data will fall 48%.

Companies expect that moving data management in-house and gaining more visibility and control over their data will bring:

- **57%** Higher quality, consistent, and accessible customer data
- **53%** Improved customer experience
- **48%** Increased company revenue

In only 38% of companies surveyed strongly agree they even know where all of their customer data is stored.

On average, the companies surveyed have 17 different technology applications leveraging customer data and use an average of 28 different data sources for generating customer insights and customer engagement.

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Base: 425 Customer data management decision makers at North American enterprises

Source: A commissioned study conducted by Forrester Consulting on behalf of Deloitte, September 2019

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