

# CREATING MEANINGFUL DATA-DRIVEN CUSTOMER JOURNEYS

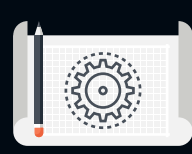
Enhancing customer experience now relies heavily upon the use of powerful data analytics to support key marketing and sales initiatives. In order to engage customers in a meaningful, responsible manner, organizations need not only more analytics, but also the right kinds of analytics.

This Enterprise Strategy Group Infographic was commissioned by SAS and is distributed under license from TechTarget, Inc.

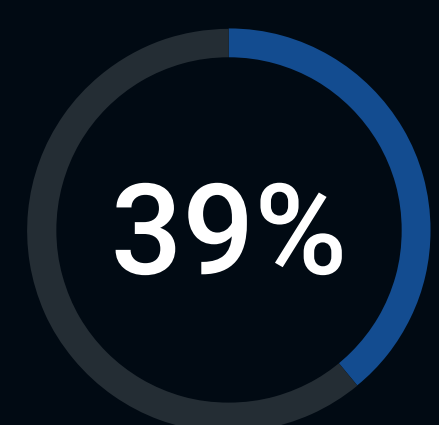
## Too Much Customer Data, But Not Enough Actionable Insights About Their Journey

As customers go through their journeys with brands, they often have the upper hand. They are armed with more knowledge, they want personalized solutions, and they expect to enjoy a vastly improved customer experience.

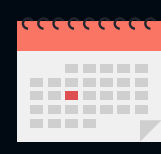
### More than Half of Organizations Are Still in the Early Stages of CX Strategy



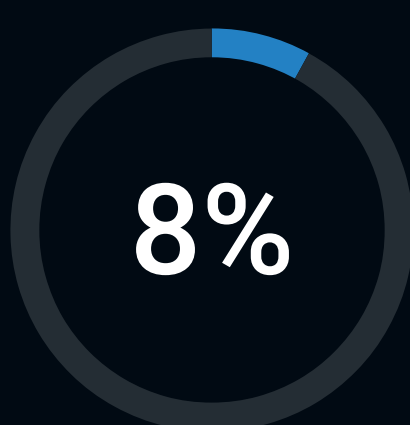
Basic/fundamental



We currently have some customer experience capabilities deployed but plan to expand/improve/optimize integration across core business processes.



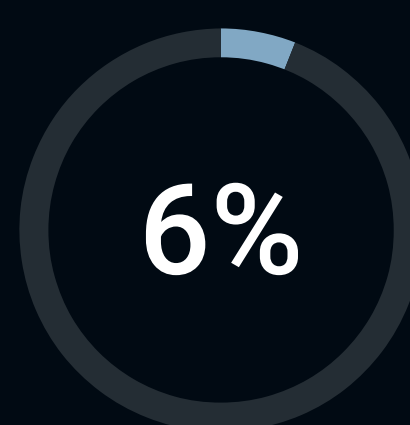
Just starting



Our first/experimental customer experience project(s) is in the works and will be in production in less than 12 months.



Still exploring



We are actively researching but have yet to invest in any customer experience solutions/business practices/projects.

### Elevating Customer Experience: Navigating Challenges on the Path to Excellence

#### IMPROVING CX



Improving CX is the second most important business initiative driving technology investments next year (32%).

#### COMPILING DATA



Compiling customer data from all touchpoints and channels is the top challenge organizations face in customer data management (42%).

#### INCREASING RETENTION



Increasing customer retention and renewal is also a top challenge faced by organizations (34%).

### Data Analytics Solutions and Platforms Are Essential to Creating the Ideal Customer Journey

Analytics must be tightly integrated into marketing and sales workflows in order to anticipate the customer's needs and provide them with a satisfying CX as well as a mutually beneficial customer journey with the brand.



Prioritizing efforts based on campaign results is the most desired marketing automation outcome (44%).



49%

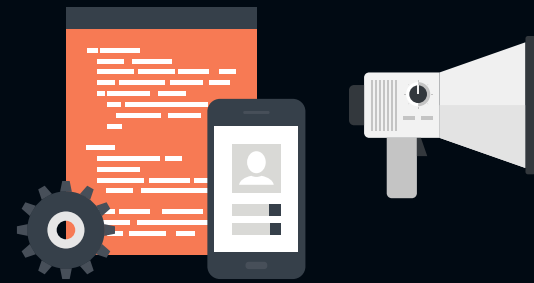
of organizations plan to increase their customer analytics investments in the next 12 months, making it one of the top three areas of CX investment.

#### GenAI Driving Customer Analytics Investments



Customer analytics is the No. 1 investment tied to GenAI in CX: **33% of organizations will invest in customer analytics to support GenAI use cases for CX.**

#### The Persistent Hurdle of Integration



Integration with customer-centric software and systems continues to be a major pain point for organizations: **30% say integration with marketing and sales software is their top challenge tied to digital experience.**

### Making the Customer Journey Seamless Through Analytics-fed Insights

A customer's relationship with different brands is improved, enhanced, and deepened through the full range of their journey. Analytics helps brand owners through real-time, contextual insights that enable them to market their goods, services, and ideas to customers in a responsible, appropriate manner.

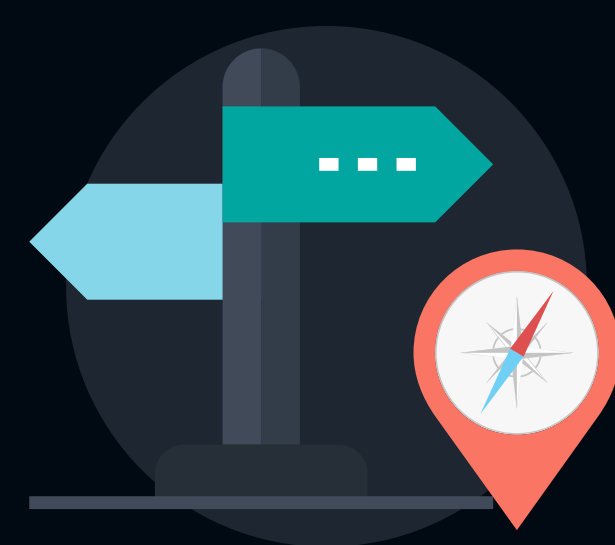
### What to Look For in a Customer Intelligence Platform



**Simplicity, flexibility, and accessibility** in order to adapt to new customer behavior and needs.



**Data management** and embedded contextual, guided analytics.



**A maturity path that enables solutions to grow and evolve** as customer journeys change.

### Want a Better Customer Experience? Use Customer Analytics to Give Them a Better Journey

As important as customer experience is, organizations need to be more creative, innovative, and resourceful in crafting unique, mutually beneficial customer journeys with their brands.

Using the right technology stack, business processes, and customer insights are essential to how organizations build and optimize modern digital experiences for their buyers.

Analytics, data management, intelligence, and automation have reshaped how organizations use data to connect with their customers in respectful, trustful ways.

LEARN MORE

