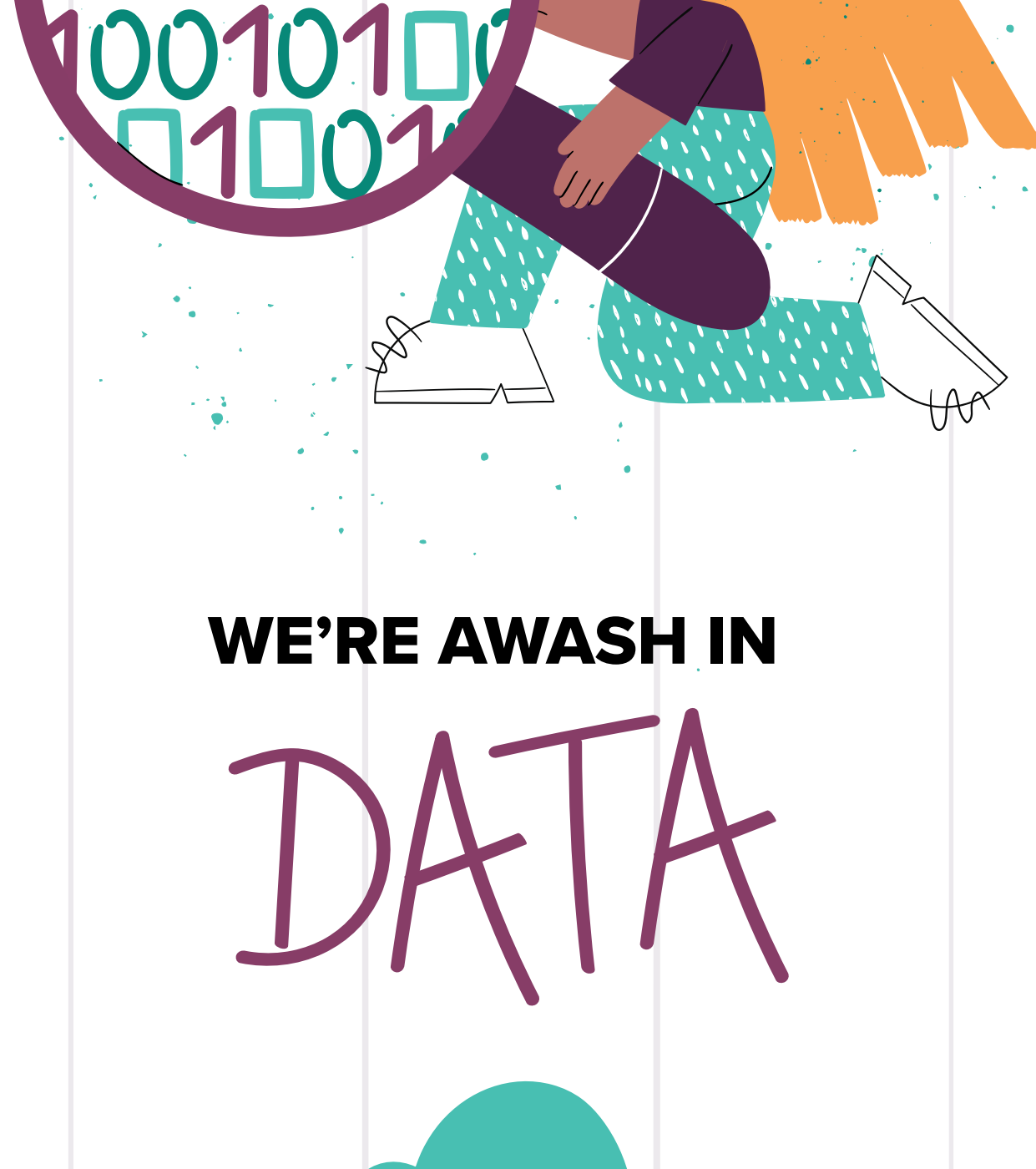
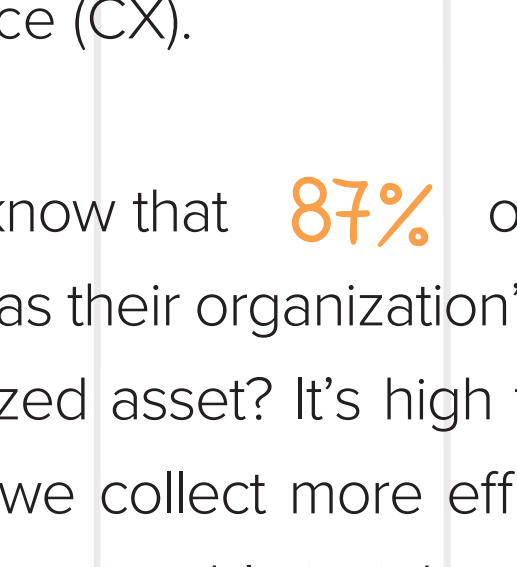


3 STEPS TO BETTER LEVERAGE YOUR CUSTOMER DATA



WE'RE AWASH IN

DATA



As a marketer, you are gathering an unprecedented amount of data on your customers. There's also a big chance that you are struggling to operationalize that data to positively impact your customer experience (CX).

Did you know that **87%** of marketers see data as their organization's most underutilized asset? It's high time to use the data we collect more efficiently and turn it into actionable insights.

DATA YOU USE

UNTOUCHED DATA

Build a solid house

Creating a data-driven organization is like building a house. Before you start laying the bricks, you need to make sure you have a strong foundation suitable to build on. If the foundation is not right, there will be a lot of painful fixes you need to make further down the line.



STEP 1: WHAT ARE YOU TRYING TO ACHIEVE?

The first step to leveraging your data better is to determine what it is that you want to achieve. Higher customer engagement rates, increase in customer conversion or more leads? Like this, you can design your data collection and analysis to meet these objectives.

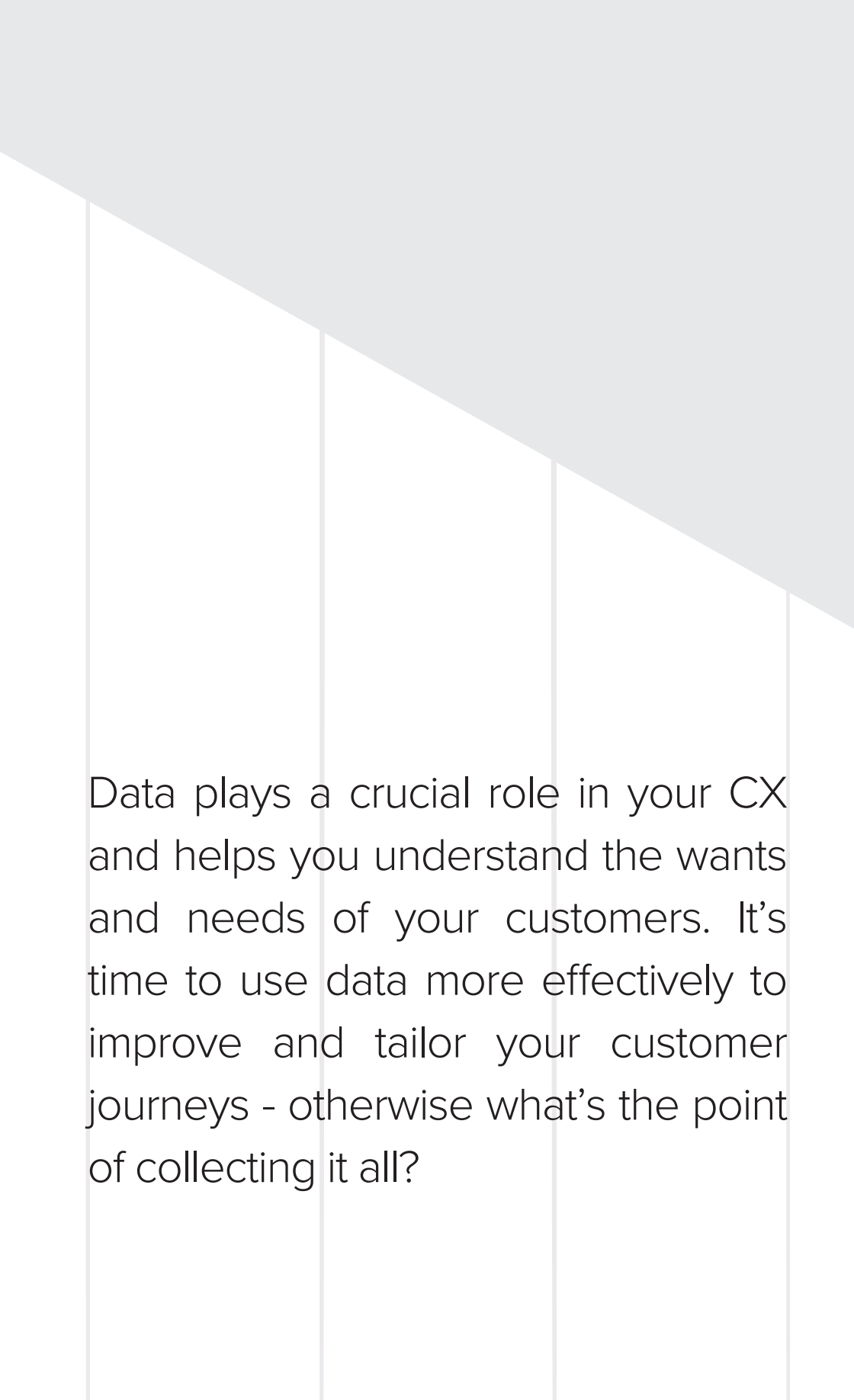
STEP 2: SELECT THE RIGHT TOOLS AND INTEGRATE SYSTEMS AND PLATFORMS

You need real-time and quality data from all your customer touchpoints that is gathered automatically into one centralized place. This way, you can focus your efforts on extracting the insights. It's important to select the right tools, systems or platforms to help you with that. A one-stop shop and standardized package is not the way to go.

STEP 3: TRANSLATE DATA INTO ACTIONABLE INSIGHTS

It's much easier to collect data than it is to create value from it. But remember, that it's not about the size of your data, but what you do with it that counts. Start small, look at your key objectives and work from there to set up a solid data strategy that uses relevant and quality data to improve your CX.

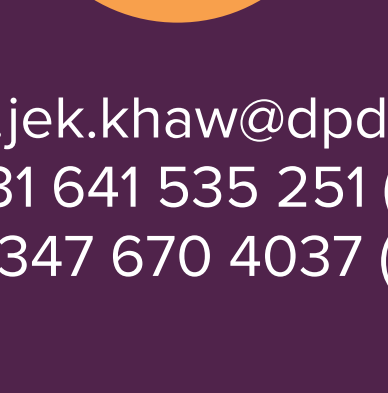
Take advantage of your data



Data plays a crucial role in your CX and helps you understand the wants and needs of your customers. It's time to use data more effectively to improve and tailor your customer journeys - otherwise what's the point of collecting it all?

LOOKING TO GET MORE VALUE FROM YOUR DATA?

Contact, Yee Jek, our Head of Strategy, to see how we can help you.



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