

5 Ways Your Customer Strategy Gets a Boost with a Data-Centric Approach

1.

- B2B companies see digital transactions as **two to three times** more important than traditional sales interactions going forward.¹
- Loyalty leaders grow revenues roughly **2.5x faster** than other companies in their industries.²



Retain the right customers



2.



- Nearly a **third** of customers would stop doing business with a brand they loved after one bad experience.³
- **23 percent** of customers trust companies much less today than they did five years ago.⁴



Make relationship-based decisions

3.

- **75%** of customers prefer short response times and **55%** of customers want cross-channel consistency.⁵
- Total e-commerce sales have **tripled** since 2014 to \$4.2 trillion in 2020.⁶



Optimize digital interactions



4.



- **75%** of companies have begun to automate business processes or plan to do so.⁷
- **92%** of executives are worried about the reputational damage of inappropriate use of data and analytics.⁸



Centralize customer onboarding

5.

- **52%** of marketers adapt their marketing strategy and tactics based on customer interactions and feedback.⁹
- **88%** of CX professionals believe AI will enhance, not replace, agents.¹⁰



Respond rapidly to customer feedback



How to Become Data-Driven

A complete picture of each customer incorporates all data – structured, unstructured, internal, external – and provides new perspectives to engage effectively.

- **Create context about customers** – Relate and connect data for better customer context so you can create hyper-targeted segments, personalized interactions, and reveal undiscovered insights.
- **Manage consent** – Turn privacy and protection into a customer experience opportunity by associating consent data and policies with specific individuals and channels.
- **Fix and master customer data** – Streamline customer onboarding processes, M&A activity, compliance initiatives and operational reporting with a single version of the truth.
- **Scale with AI and Machine Learning** – Mimic human decisions and train algorithms that automate how customer records are matched to accelerate golden record creation and scale to billions of records.

Want to unleash the power of your **customer data**?
See how a **360° view** creates loyal customers.

[DOWNLOAD THE EBOOK TO LEARN MORE](#)

¹ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-b2b-digital-inflection-point-how-sales-have-changed-during-covid-19>

² <https://hbr.org/2020/01/the-loyalty-economy>

³ <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf#page=9>

⁴ <https://www.accenture.com/sa-en/insight-exceed-expectations-extraordinary-experiences>

⁵ <https://towardsdatascience.com/the-dos-and-donts-of-customer-service-automation-a1f3bb866330>

⁶ <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

⁷ <https://www.mckinsey.com/business-functions/operations/our-insights/the-automation-imperative>

⁸ <https://assets.kpmg/content/dam/kpmg/xx/pdf/2018/02/guardians-of-trust.pdf>

⁹ <https://www.salesforce.com/blog/2019/01/marketing-statistics-to-know.html>

¹⁰ <https://customerthink.com/6-ways-to-enhance-cx-in-2020/>



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