

HOW TO TURN DATA INTO ACTIONABLE INSIGHTS

One of the biggest obstacles for CX leaders is how to turn data into actionable insights. Respondents of CX Network's *Big Book of Customer Insights, Data & Analytics 2017* report, reveal the biggest data challenges hampering CX success and provide top tips on overcoming these roadblocks.

THE BIGGEST CX DATA CHALLENGES

48%



Turning data into actionable insights

48%



Integrating data

46%



Internal legacy systems

35%



Data silos

35%



Finding relevant insights in a sea of big data

Survey respondents permitted to choose up to three answers

CX LEADERS TOP TIPS ON OVERCOMING DATA ROADBLOCKS



"Keep it simple and choose the most relevant indicators."

"Always collect data with the end in mind."



"Make sure there's an engagement from senior management to the top, as well as an integrated strategy of how, why and when customer insights are collected."

"Start anywhere but start now. Don't wait for perfect data."



"Get out of the office and meet your customers."

"Map the customer journey to ensure data accuracy and integrity exists within your infrastructure, prior to digital channel integration."



CX Network's *Big Book of Customer Insights, Data & Analytics 2017* provides an in-depth insight into the customer data landscape and the trends and developments that impact customer experience.

Read the report in full

bit.ly/CXNBIGBook2017