

Winning in the customer era:

A 360° view of the customer

Customer management

The situation

40%

are unable to provide a single view of the customer and a consistent, unified experience across all channels



66%

admit their current approach to customer management is ineffective



71%

lack the capabilities to transform data into customer insights and actionable strategies



38%

report flat or declining cross-sell and up-sell revenues



The approach

more than

4/5



CXOs firmly position customer insight as the top priority for unlocking value

70%

are enhancing data and analytics capabilities for improved customer insight



49%

are increasing the customer management budget by 5-20%



Strategies for success

1

Connect the data dots

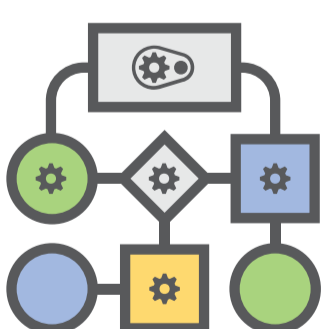
79% plan to or have maximized data across multiple internal and external data sources



2

Leverage advanced automation to optimise decision making

40% will leverage automation to optimise interactions across the entire customer life cycle



3

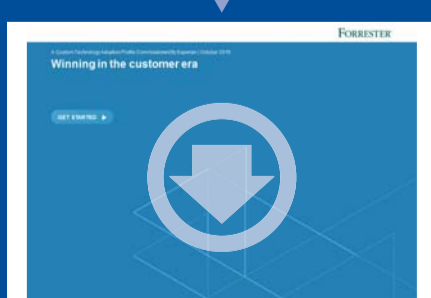
Maximize customer growth potential with advanced analytics

74% plan to have already implemented Advanced Data Analytics



Download the study:

Get your FREE copy of the complete Forrester study to understand what it takes to win in the customer era.



Who we surveyed:

380 C-level (22%) and functional heads (78%) responsible for digital, risk, customer experience, IT, fraud and operations

Region

Europe: **66%**
Africa: **17%**
Middle East: **17%**

Industry

Retail: **27%**
Financial Services: **48%**
Telco Services: **25%**

Revenue

\$100-\$499m: **46%**
\$500-\$1b: **15%**
\$1b or more: **43%**