

Better Data Analysis Is Critical to Improving Customer Experience

But the fragmentation of touchpoints makes that difficult

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If marketers want to upgrade their customer experience, they will have to take a hard look at revamping their data analytics.

According to an [Econsultancy](#) and [Adobe](#) survey of client-side marketers worldwide, 65% of respondents said improving their data analysis is a very important factor in delivering a better customer experience. That was the most popular answer for the second year in a row, up from a 63% response rate in 2017.

Important Internal Factors in Delivering a Great Future Customer Experience According to Client-Side Marketers Worldwide, 2017 & 2018

% of respondents

	2017	2018
Improving data analysis capabilities to better understand customer experience requirements	63%	65%
Optimizing internal collaboration between creative and marketing teams	53%	52%
Optimizing creative workflows to facilitate the rapid creation and deployment of content across multiple platforms	53%	51%
Improving content marketing through immersive storytelling	-	49%
Building more 'native' online content (e.g., interactive applications, short-form video)	45%	44%
Ongoing and widespread testing of creative variations	35%	34%
Experimentation with channel-specific creative formats (e.g., Facebook 360 video, Instagram Stories)	29%	34%

Note: 2017 n=3,812 and 2018 n=2,919; "very important"; in the next year
Source: Econsultancy and Adobe, "Digital Intelligence Briefing: 2018 Digital Trends," Feb 13, 2018

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Providing a reputable digital experience for customers is important for marketers because it is one of the main ways that brands can differentiate themselves from competitors, according to Adam Kleinberg, CEO of ad agency Traction.

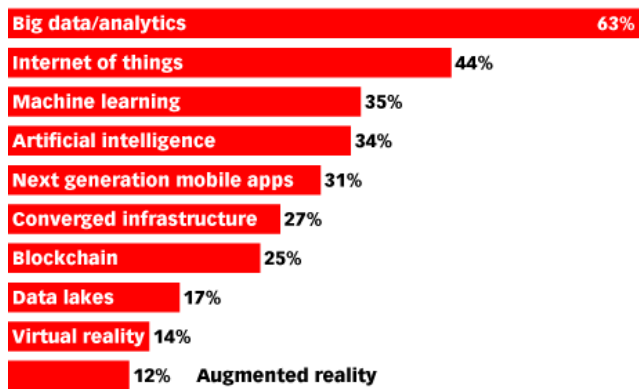
"In order to improve your customer experience, you need to understand the customer journey in relation to your brand and then identify moments of friction you can fix or moments of delight you can build upon," Kleinberg said. "Analyzing data is essential to identify these insights, which can become business-building opportunities."

The results of this survey are in line with previous research. A 2016 [study by Forbes Insights and SAS](#) found that 90% of executives worldwide who use data analytics noticed it improved their ability to deliver a superior customer experience.

According to a January 2018 survey of US senior decision-makers conducted by [Verndale](#), big data/analytics was listed as the most important emerging technology for enhancing customer experience, cited by 63% of respondents.

Important Emerging Technologies for Enhancing the Customer Experience According to US Senior Decision-Makers, Jan 2018

% of respondents



Note: n=200; respondents chose their top 3
Source: Vermdale, "Customer experience (CX) journey research," Feb 20, 2018

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While data analysis may be critical to improving customer experience, there are technical **challenges to leveraging big data**. For instance, identifying users and assigning attribution across devices **remains a struggle** for some marketers. In a Q1 2017 survey of marketers worldwide by the **CMO Council** and **RedPoint Global**, 38% of respondents indicated that customers' fragmented digital consumption is a primary challenge in implementing a data-driven customer experience strategy.

Primary Challenge of Executing Their Data-Driven Customer Experience Strategy According to Marketers Worldwide, Q1 2017

% of respondents

Fragmented engagement systems that fail to connect or deliver a unified view of the customer experience across touchpoints

38%

Silos of customer data that remain inaccessible across the entire organization

30%

Marketing is the only team fully invested in a data-driven customer strategy, and it has been frustrating to get other teams and stakeholders involved

16%

Data is centralized, but it is not universally available across the organization or is hard to access without specialized skills or training

13%

Customer intelligence is available but is not relevant to the business or fails to inform the strategy to move forward

3%

Note: across all customer interaction channels

Source: CMO Council, "Empowering the Data-Driven Customer Strategy: Addressing Customer Engagement From the Foundation Up" in partnership with RedPoint Global, March 21, 2017

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"As we move into an omnichannel world, where the line between digital and retail is blurred, the complexity and number of types of data become greater from sales figures, store traffic, geographic behavior patterns," Kleinberg said. "Often, it's the creative application of data that uncovers the best opportunities to transform a customer experience."