

THE RIGHT CX DATA FOR THE RIGHT ACTIONS

CEO's Top Priority:

As part of CX transformation efforts, there are 3 types of brand activities that CEOs must continually track to ensure that alignment is taking place between brand actions and customers needs/desires:

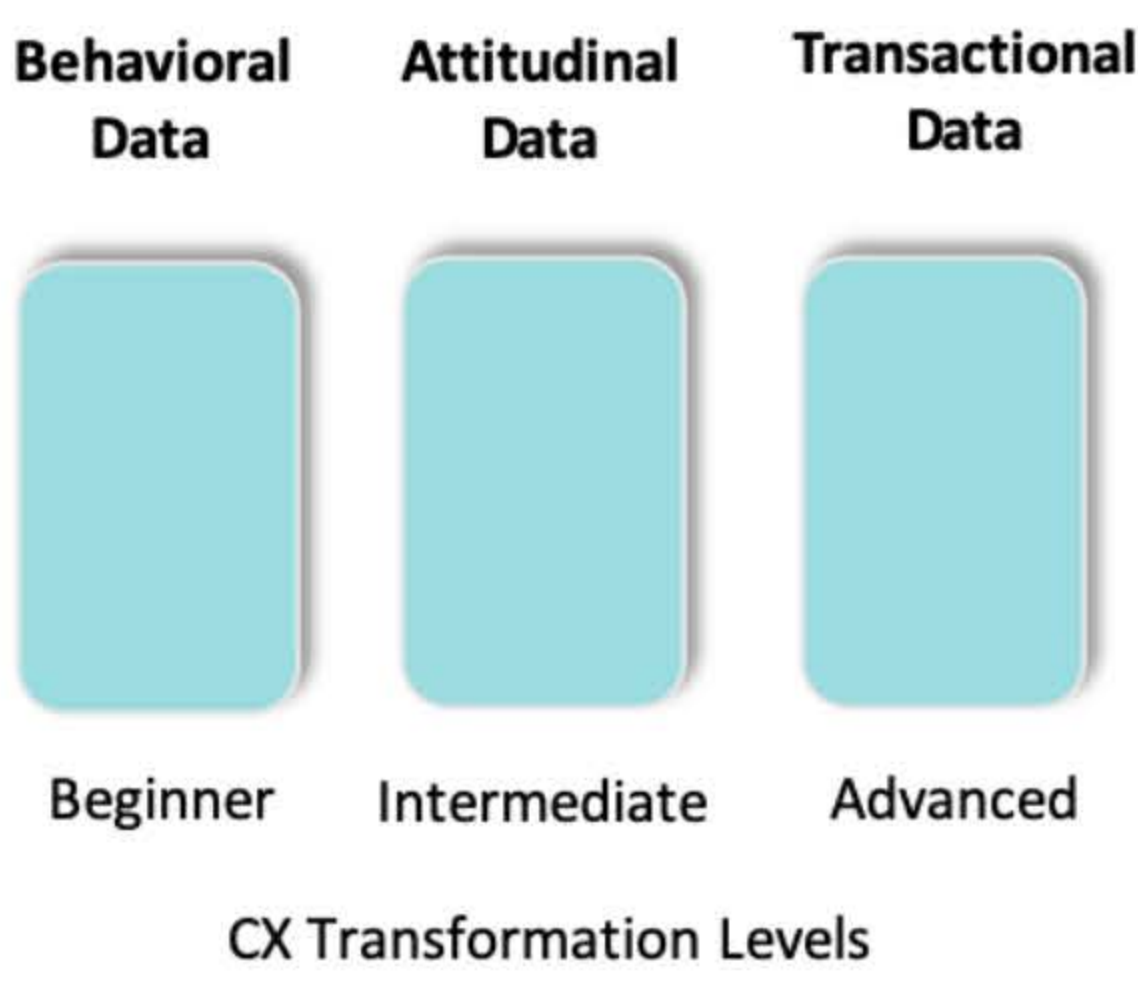
1. Ensure the brand is collecting the right data to enhance customer knowledge. This will help a brand **know their customers**.
2. Ensure the brand is transforming insights into customer knowledge and most importantly sharing this knowledge across the brand. This will help a brand make **better decisions**.
3. Track new customer knowledge and how it is being used to guide brand actions. This will keep a brand **focused on important actions**.

Collecting The *Right Data*:

When it comes to data collection, the decision around what data to collect is often based on answers to either of the following 2 questions: "What is the easiest data to collect?" or "What will deliver the highest volume of data?" Getting this right can be the difference between getting the right data the first time and overdoing it by collecting too much extraneous data and metrics and then having to sort out what's really needed.

When leadership focuses on the question "What decisions will this data inform?", the team is significantly more likely to pursue collecting the "right data" because the conversation around data collection shifts from cost/volume to value. The end goal is always to collect the right types of CX data to build the most complete picture of the customer and then make the right decisions.

Most Vital CX Data



TEN-POW TIP #1: Make sure CX data reliance evolves as CX transformation progresses. At the beginning of CX transformation analytics data is the priority. As transformation advances, demand for integration of VOC data grows and eventually there will be heightened need to integrate transactional data. The right pace for integration of these 3 types of data is key, too early and important investments will be wasted, too late and missed opportunities abound.

TEN-POW TIP #2: Remember: Your analytics data tells you how your customers behave (not how they feel). In the vast majority of cases, it's a stretch to ascribe emotions to behaviors with any real degree of accuracy. Analytics is all about collecting data related to customer behaviors and knowing what a customer did is a great data point. But, since the bond between a brand and customers is an emotional bond, analytics data should be one of several types of data collected (not the only type of data) from which to build a complete picture of your customer.

TEN-POW TIP #3: Your dashboard does not interpret data for you. It's an important tool - but it's not knowledge - at least, not until you truly work to interpret that data and make it actionable for Sales, Marketing and IT all at once. Many on a brand team or in IT will confuse collecting all those data points as having knowledge. Interpretation is the important step of turning all that data into knowledge your entire team can apply and dashboards are seldom able to accomplish this important task.

Since 2001, OnR has been helping brands establish and maintain unbreakable customer relationships.

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