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CHALLENGE THINKING. LEAD CHANGE.



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Customer-obsessed companies are built around their customers' moments of need

Reineke Reitsma, VP Research Director

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Customers want **what** they want,
where and **when** they want it.

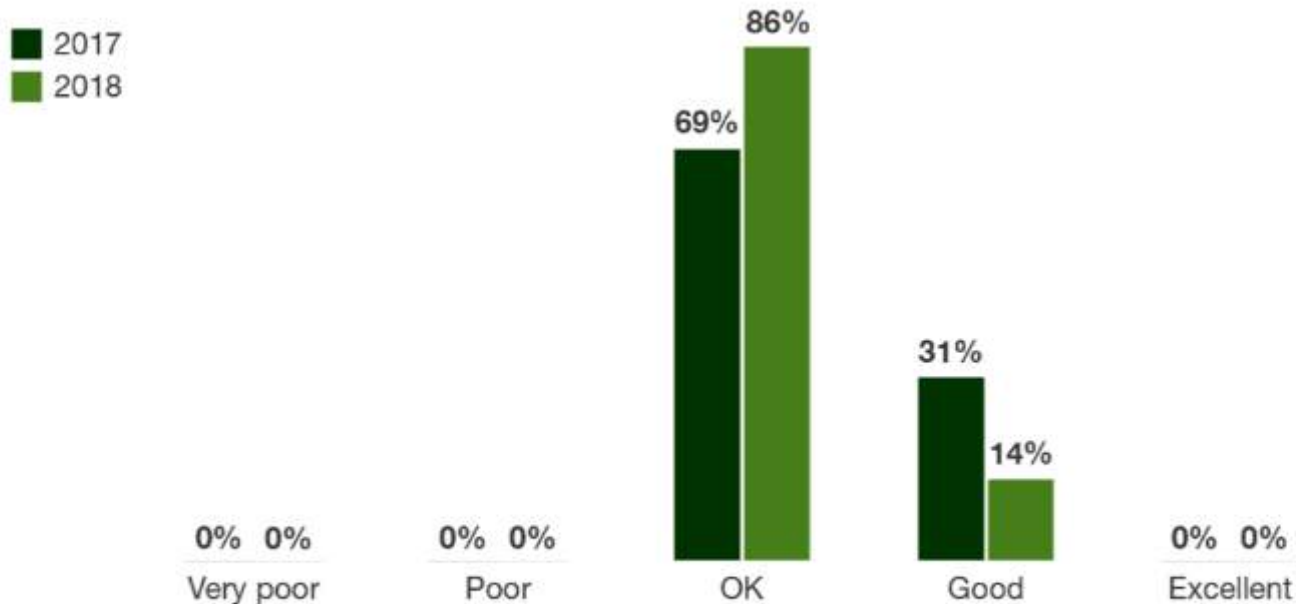


WARNING

**Your most empowered
customers are highly
sensitive to CX**

The Distribution Of Scores In Forrester's UK CX Index, 2017 And 2018

The UK Customer Experience Index, 2018



Base: 9,033 UK online consumers (16+) who interacted with a specific brand within the past 12 months

Source: Forrester Analytics Customer Experience Index Online Survey, UK Consumers 2018



The background of the slide is a photograph of a stream with several stacks of smooth, dark stones balanced on top of each other. The water is clear and flows gently around the rocks. The surrounding trees are bare, suggesting an autumn or winter setting. In the top left corner, there is a small green icon of a speech bubble with three horizontal lines inside.

Het is een delicate balans ...

75% van de Britse consumenten verwacht personalisatie op een website

22% van de Britse consumenten vindt dat retailers meer moeite moeten doen om aanbiedingen te personaliseren

49% van de Britse consumenten is bezorgd dat bedrijven teveel over hen weten



A blurred background image of a busy city street at night, likely Times Square in New York City. The scene is filled with bright, out-of-focus lights from buildings and billboards, and a dense crowd of people is visible in the foreground. The overall atmosphere is one of a bustling, vibrant urban environment.

CUSTOMER OBSESSION

Companies that understand customers' needs and wants, and design products, services, and experiences to match, are truly customer-obsessed.

Customer-obsessed operating principles

FROM

TO

Customer aware

Customer led

Data rich

Insights driven

Perfect

Fast

Siloed

Connected

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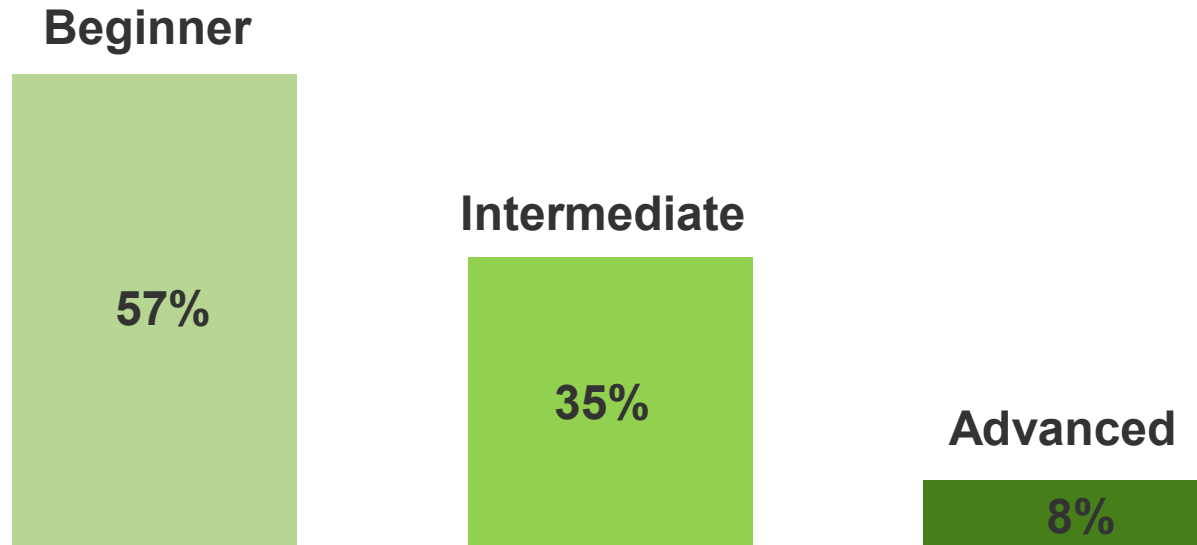
Siloed

Connected




Insights-driven companies
use data to **create insights**
to optimize the customer
experiences that matter
most to **business outcomes**

Slechts 8% van de bedrijven is echt insights-driven



Base: 2,573 data and analytics decision makers; Source: Forrester Analytics Global Business Technographics® Data And Analytics Survey, 2018

A large, 3D-style yellow number '1' is centered in the background. It has a thick, blocky appearance with a slight shadow and is set against a dark blue background with light rays emanating from behind it.

**Waarom is het zo moeilijk om een
“insights-driven” cultuur te creëren?**



Forrester's 'One Word' Challenge voor het creëren van een insights-driven cultuur

- › Accuracy
- › ROI
- › Communication
- › Data integration
- › Data investment
- › Getting people to care
- › Actionable
- › Inconsistency
- › Proving value
- › Finding people to do the work
- › Benchmarking
- › Cause and effect
- › Trust (in the data/analytics)
- › Lagging

Source: Forrester qualitative research with clients, 2018



Er zijn goede intenties . . .

89% data en analytics besluitvormers
zijn van plan om hun organisatie beter en
meer gebruik te maken van data bij het
nemen van beslissingen

Base = 3,378 data and analytics decision-makers.

Source: Forrester Data Global Business Technographics® Data And Analytics Survey, 2017

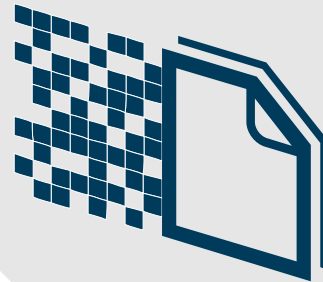
Maar investeringen en goede intenties hebben niet altijd het gewenste resultaat

In 2017 en 2018, werd

45%

van de bedrijfsbeslissingen gemaakt op basis van data en analytics, de rest op basis van “buikgevoel”, eigen ervaring, of gezond verstand

All possible data



All possible actions



Base: 2,106 (2017) and 2,879 (2018) business and technology decision-makers
Source: Forrester Data Global Business Technographics® Data And Analytics Survey, 2017, 2018

A photograph of a breakfast spread on a light-colored wooden cutting board. In the center, a hard-boiled egg with a cracked shell sits in a white ceramic egg holder. To its right is a round, golden-brown loaf of bread with a small slit on top. In the background, there are several slices of bread, some topped with melted cheese. To the right of the bread is a silver butter knife with a pat of butter on its blade. A blue plastic cup is partially visible in the upper right corner. The entire scene is set on a rustic wooden surface.

Culture Eats Everything Else For Breakfast

Are you playing?





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Reineke Reitsma

rreitsma@forrester.com

@rreitsma

Thank you

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