

The new rules of customer engagement

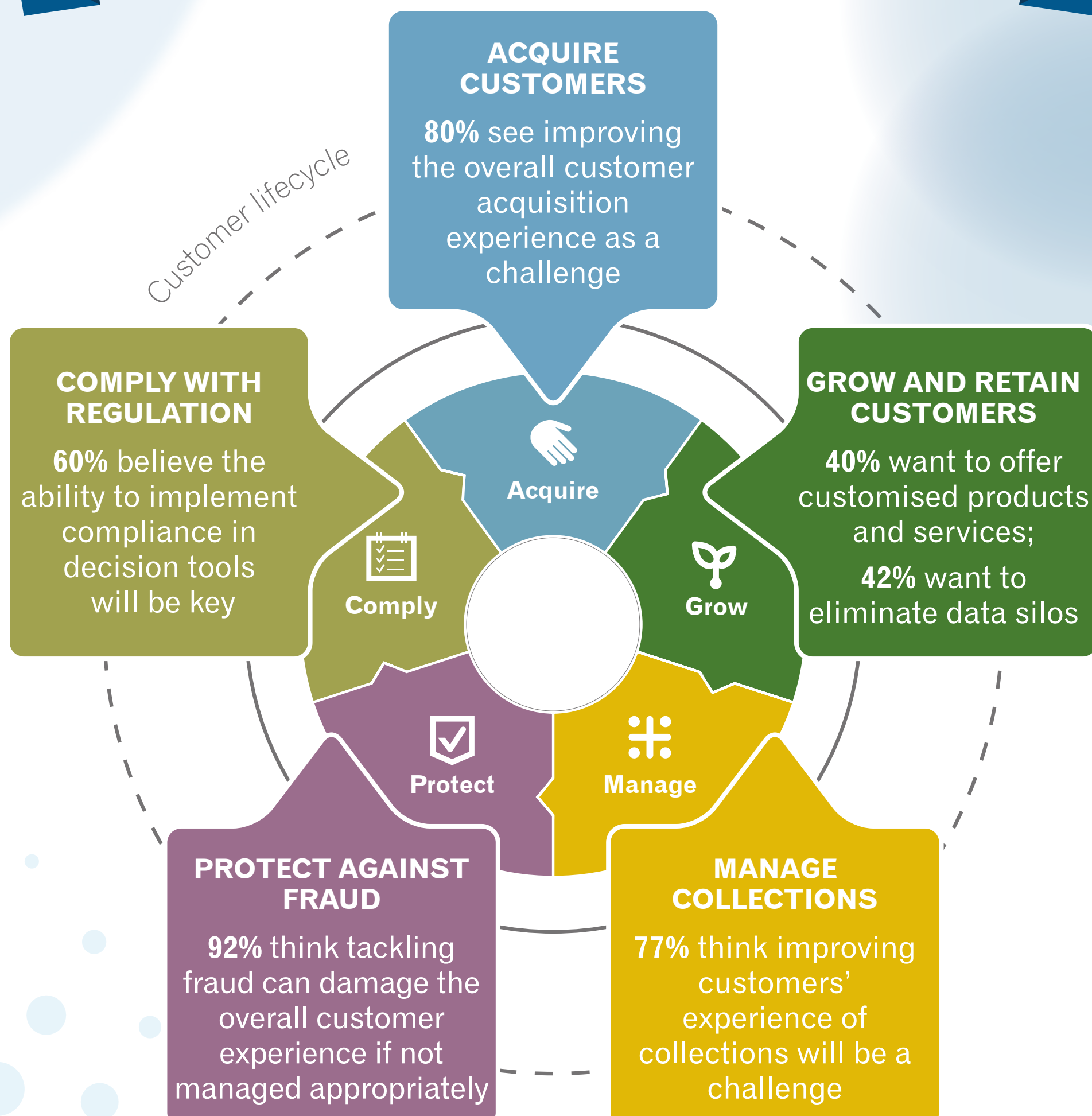
Modern, empowered customers demand a more personalised and relevant service than ever before. Yet new research by Experian shows too often customer decisions are made in isolation and without visibility of the full picture, resulting in a poor and inconsistent experience.



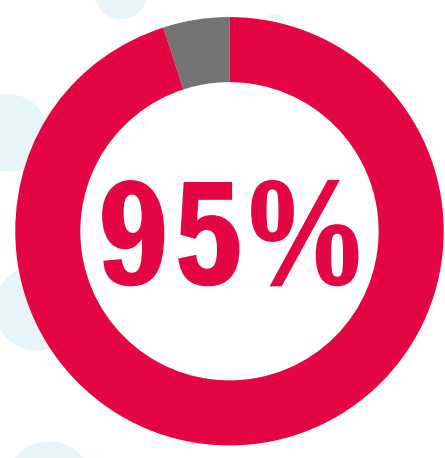
80%

of organisations say customer experience will be the ultimate differentiator by the year 2020

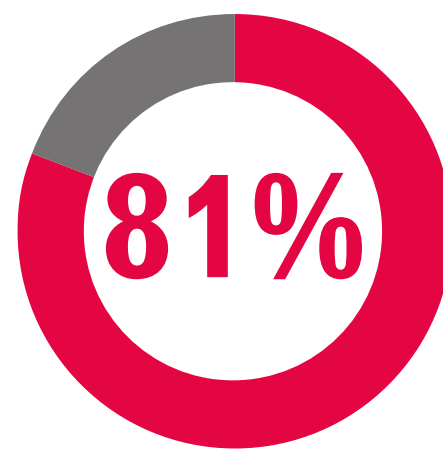
But in the next five years there are big challenges for organisations across the customer lifecycle



Data and advanced analytics are the key to improving customer experience by 2020



see data as the only way to provide excellent customer experience company-wide

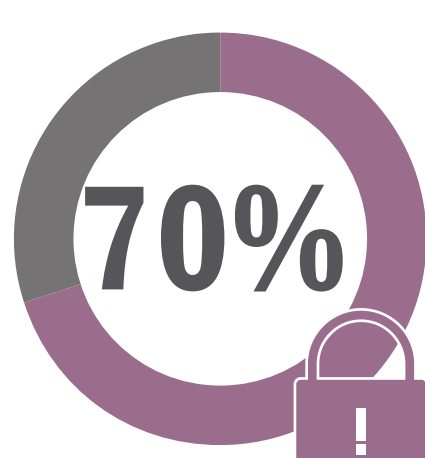


think big data will transform their customer experience model

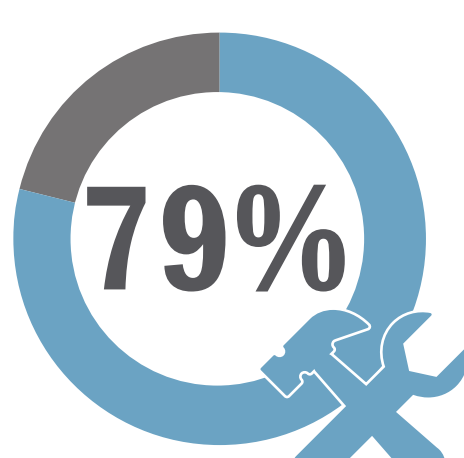
To achieve the ultimate customer experience, organisations need to refocus their priorities on five key areas



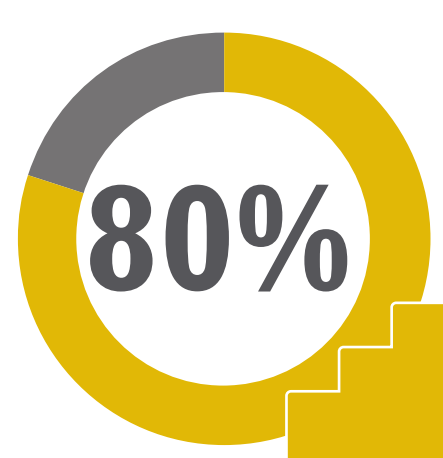
However, there's a 'data to decision disconnect' that prevents organisations from achieving these goals. To support key decisions...



at least **70%** think access to data needs to improve

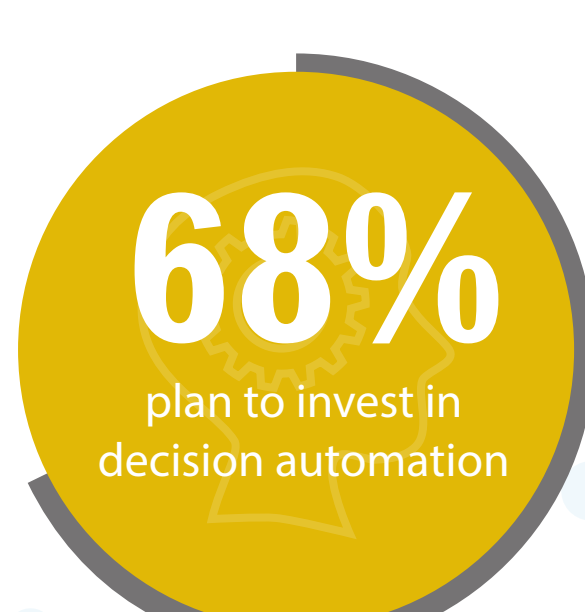


at least **79%** believe the availability of decision tools needs to improve



at least **80%** think the scale or volume of data needs to improve

Evolving the use of data and advanced analytics requires a change in investment priorities



This will allow...



The needs of the evolving customer will reach unprecedented levels by the year 2020

Investment in the right advanced analytical capabilities, tools, data and software is crucial. Only those that do so will succeed in meeting the new rules of customer engagement.



Use our interactive benchmarking tool to see how ready you are for 2020

www.decisioningvision.com

All data in this infographic is drawn from the 'Decisioning Vision for 2020' research report by Experian, 2015

DV Decisioning Vision 2020