

3 Ironic Truths About Using Data to Drive Business Change

Leaders today know they must adapt to change to compete effectively, but often they underutilize the most valuable tool they have: analytics. Without analytics, they lack sufficient insight across all of their company's vital data sources, and are left unable to confidently, reliably drive meaningful change and deliver what customers really want.

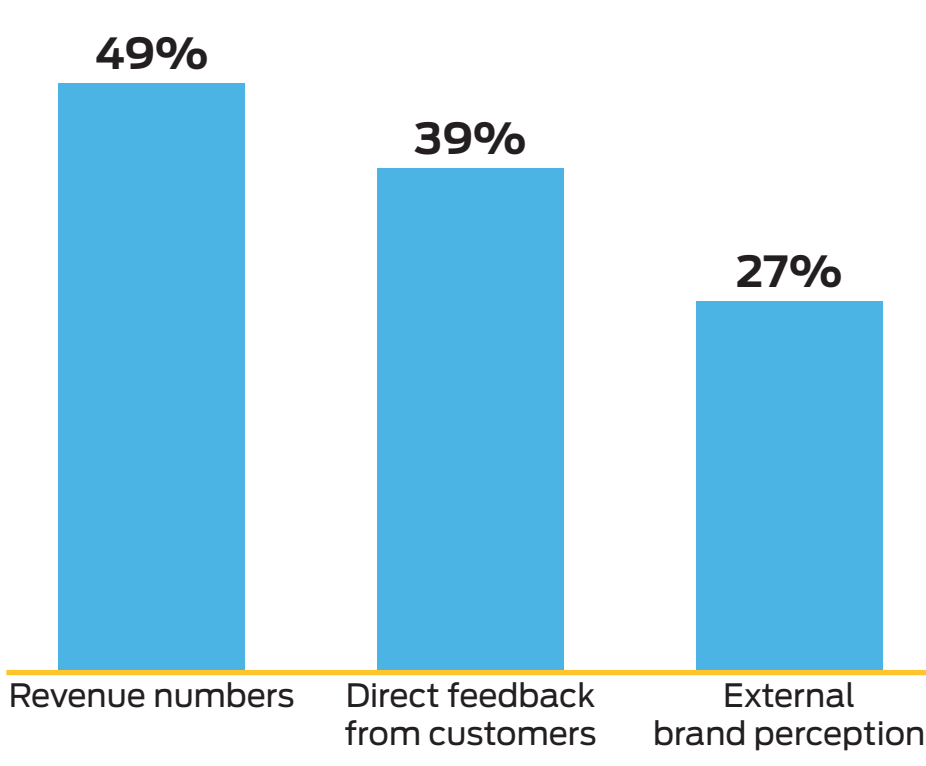
In a recent survey* of C-level executives, here's what we learned about what leaders know about analytics and data, and how they actually use them to try to drive positive change within their organizations.

IRONIC TRUTH #1

Revenue and customer feedback are clear catalysts for change—but if it ain't broke, don't fix it!

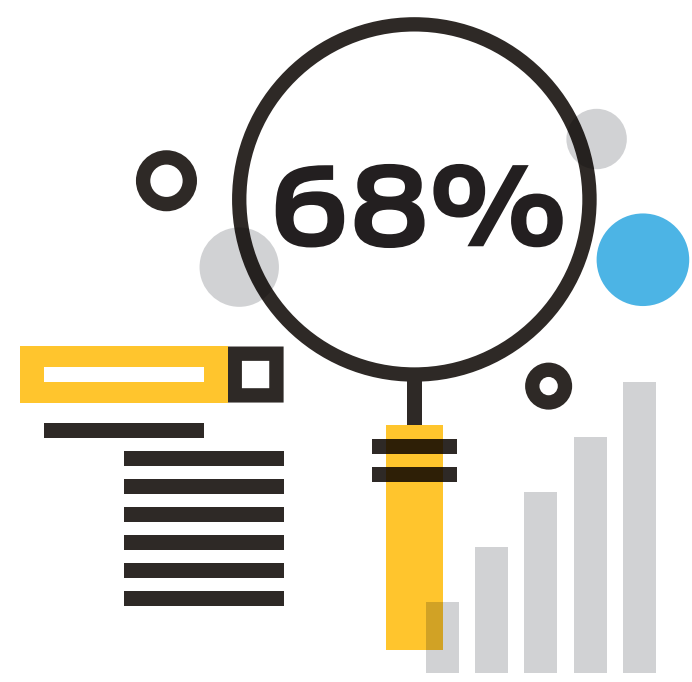
Data Shows...

The top 3 drivers for change within a business are:



But...!

68% admit they haven't attempted a change initiative in their business because "if it ain't broke, don't fix it."



IRONIC TRUTH #2

It's theory versus practice when it comes to utilizing data and analytics for business change.

Data Shows...

85% say data and analytics are important in informing sales/marketing changes.



But...!

Only 29% review dashboard metrics daily, with 11% reviewing them only when there's a problem!



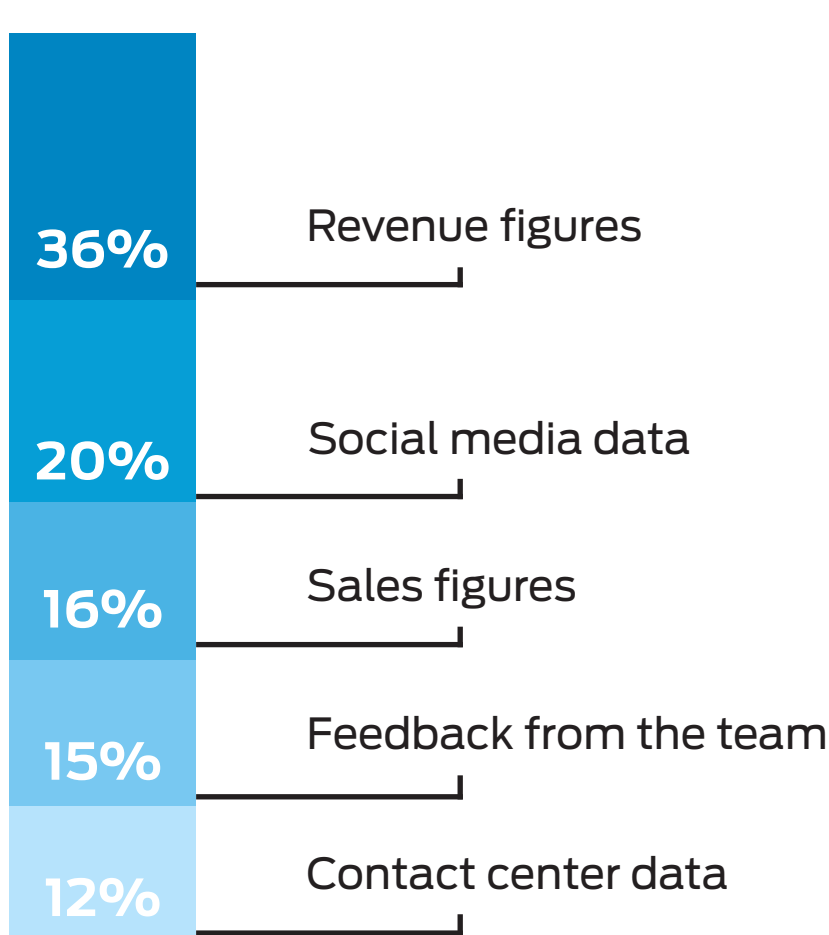
29% review dashboard metrics daily



11% review metrics only when there's a problem!

Data Shows...

The top 5 data points that inform the final decision to make a change are:



But...!

39% of all respondents admit to relying too heavily on one data point; shockingly, for CMOs and CIOs, this number skyrockets to 63% and 65%, respectively!



39% rely on one data point

63% CMOs rely on one data point

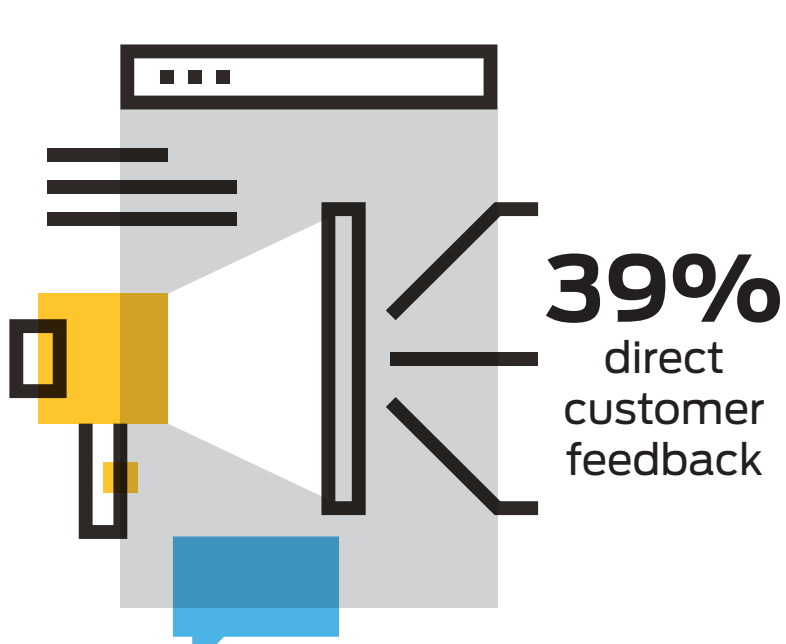
65% CIOs rely on one data point

IRONIC TRUTH #3

Most businesses miss out on the truest hub of customer intelligence.

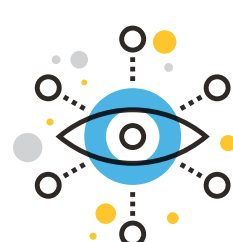
Data Shows...

39% rely on direct customer feedback to drive change.



But...!

Only 23% say utilizing customer feedback is how they solve a crucial problem with a product or service. And businesses still ignore sources that deliver the truest voice of the customer—such as the contact center—instead drawing opinions from biased sources:



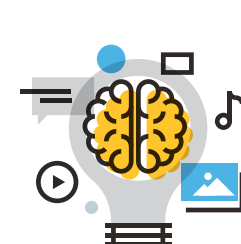
49%
Rating and reviews



40%
Social media



31%
Feedback from sales



28%
Contact center data



9%
Stories from media

By ignoring crucial sources of customer feedback, leaders are missing out on opportunities to better meet customer expectations and grow more efficiently.

What to Do Instead: Put Customer Data from Contact Centers at the Forefront of Business Change

Contact center conversations feature the unfiltered voice of the customer, who tell you directly (and indirectly) what they want. As some of the richest data your organization possesses, this reliable, unbiased information can help ensure your change initiatives reflect the true needs of the customer. And the way to reliably tap into this information treasure trove is through analytics.

Download the full [Business Transformation and Analytics: Driving Change in a Customer-Centric World](#) report for more details and for tips on how contact centers can gain a seat at the executive table.