

HOW COMPANY CULTURE DRIVES CUSTOMER ANALYTICS SUCCESS

Based on research produced by London Research for Adobe, we outline the five most important cultural attributes for organisations striving to be customer analytics leaders.*

1

Customer analytics leaders are **103%** more likely to have a data-driven culture.

Companies must embrace clear processes for decision-making based on data-driven insights if they want the right type of culture to take hold. Organisations will ultimately get the type of behaviour they measure. Employees need to be rewarded for achieving data-centric goals based on key performance indicators that show improvements in customer experience and commercial performance.



2

Leaders are more than **2x** more likely to say that analytics is 'democratised' across their organisations.

Organisations that do not restrict access to data and insights to analytics teams and data scientists benefit from a measurably stronger competitive advantage through their use of data. Data democratisation involves the use of analytics tools that can be understood by those who aren't necessarily specialists in analysing and manipulating data.



3

Leaders are **92%** more likely to align analytics with their strategic and commercial goals.

Agile businesses can improve business performance by employing the right kind of people to close the chasm that sometimes exists between specialist analytics teams and the rest of the business. The 'operationalisation' of insights becomes a lot easier when you have the right analytics software in place, but it also requires the right people to translate insights into actions that benefit the business commercially.



4

Leaders are **106%** more likely to have a customer analytics strategy and roadmap for capabilities development.

Although agile organisations can benefit from a culture that encourages ad hoc tests and experiments, tactics and ideas for optimisation should be happening within a broader strategic framework that systematically helps the business to meet and anticipate customer needs.



5

Leaders are **59%** more likely to have senior stakeholder support at the top of the organisation for digitally driven customer intelligence.

A successful customer analytics strategy requires the right kind of technology and people to make it work. This, in turn, requires leadership within the organisation to understand the importance of customer analytics and to authorise the appropriate level of investment to support business goals. While some companies may thrive with a bottom-up approach, a holistic customer analytics strategy is contingent on the backing of C-suite stakeholders such as the CMO, CIO, CDO, and even the CFO.



Get the full report.

Download the full report to help evaluate your own organisation's customer analytics maturity.

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* *Customer Analytics - The 20 Attributes that Lead to Business Success*, published by Adobe in partnership with London Research, is based on a survey of more than 1,800 global business professionals in 2018.

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