

# HOW TO USE ANALYTICS TO MEET AND EXCEED CUSTOMER EXPECTATIONS

→ In a **recent study**, Aberdeen found that only 4% of organizations are fully satisfied with their ability to drive data-driven customer conversations. But companies that successfully incorporate data within CEM activities enjoy superior results across key measures such as customer satisfaction, ROI investments, and annual company revenue. We recommend adopting the three strategies listed below if your organization struggles with understanding and addressing rapidly changing customer needs.

<input type="checkbox"/>	<p><b>Establish a unified view of the customer journey.</b> Aberdeen <a href="#">research</a> shows that 100% of companies are using multiple channels to interact with customers. In fact, on average, companies use four channels as part of their CEM activities. These findings point to a rather complex set of interactions crossing through multiple channels and representing the journey customers take when interacting with businesses. If you struggle with understanding the factors influencing these interactions and identifying typical journeys among your customer segments, we highly recommend using technology tools such as business intelligence and journey analytics to reveal these insights.</p>
<input type="checkbox"/>	<p><b>Use analytics to convert data into actionable insights.</b> It's important to understand the factors influencing customer journeys. However, it's also crucial to remember that buyer needs and wants change rapidly, as do factors influencing buyer behavior and sentiment. Use of multiple channels helps companies with a steady stream of data, revealing the most recent needs and wants of customers. To capture and interpret these vast volumes of insights, you must weave analytics within the fabric of CEM activities. This will help you shed light on root causes of changes in customer behavior and sentiment, and thus facilitate your ability to adapt and respond to evolving trends.</p>
<input type="checkbox"/>	<p><b>Drive desired cross-channel behavior (e.g. conversions).</b> Businesses create happy customers while improving financial health of the organization, which is accomplished by tailoring business activities (e.g. marketing campaigns and contact center conversations) with an understanding of customer behavior across different channels. As such, we highly recommend you to tailor your customer interactions (e.g. product, pricing, and channel) by incorporating factors most likely to help you accomplish desired goals. For example, if you're challenged with understanding what drives a customer visiting the company website to purchase a product in-store, the three activities on this document will collectively help you gain this insight and adjust your business activities to maximize the likelihood of this scenario occurring.</p>



→ **Read the report:** [Customer Analytics: How to Make Best Use of Customer Data](#)