

The Journey to Data Enablement

Delivering an exceptional customer experience (CX) starts with a foundation of trusted, data-driven insights. You wouldn't build a house on a faulty foundation, right?

With CX taking center stage on C-suite agendas, we spoke with more than 500 data practitioners to understand where they are on their journey to data enablement.

Here's what they had to say:

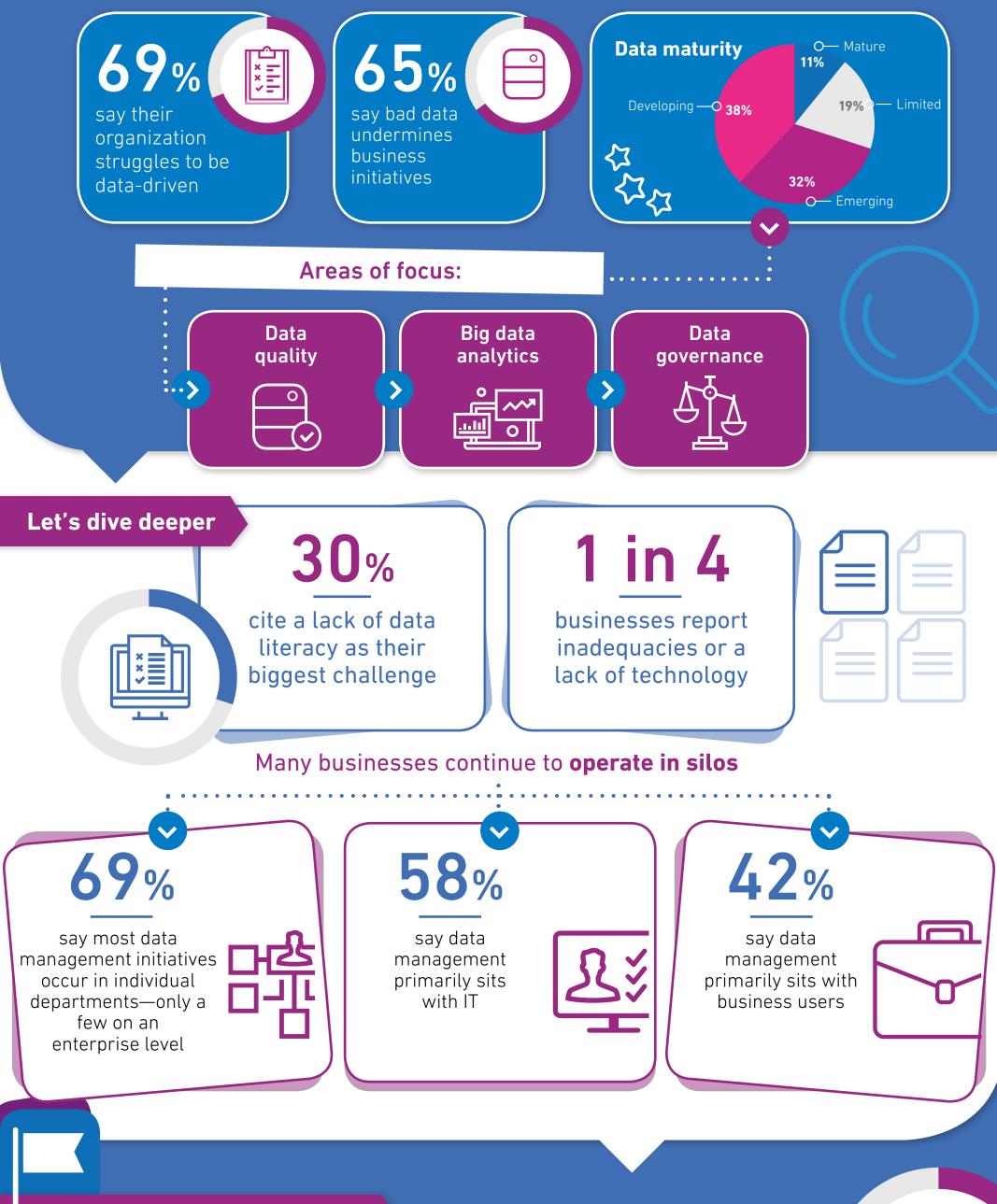


What is data enablement?

The practice of empowering a larger group of individuals within a business to understand and harness the power of data and analytics.

Top challenges across industries:

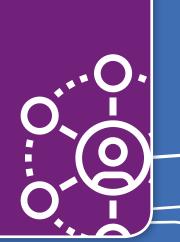
8 in 10 have invested in multiple data initiatives, and yet...





of businesses are taking a **holistic approach** to data governance

1/3



78%

of businesses are currently working or intend to **undertake data literacy initiatives** in the next 12 months

Mature organizations see the data enablement benefits:

1

Compliance with regulations

Better decision-making



3 Improved customer experience

Becoming a data-driven organization is a massive and holistic change, but there are changes you can make today to empower your business to leverage data insights for a better customer experience.

Want to learn how you can get started with data enablement?



experian.