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Accenture Analytics  
**Customer Analytics Survey**

**May 2011**

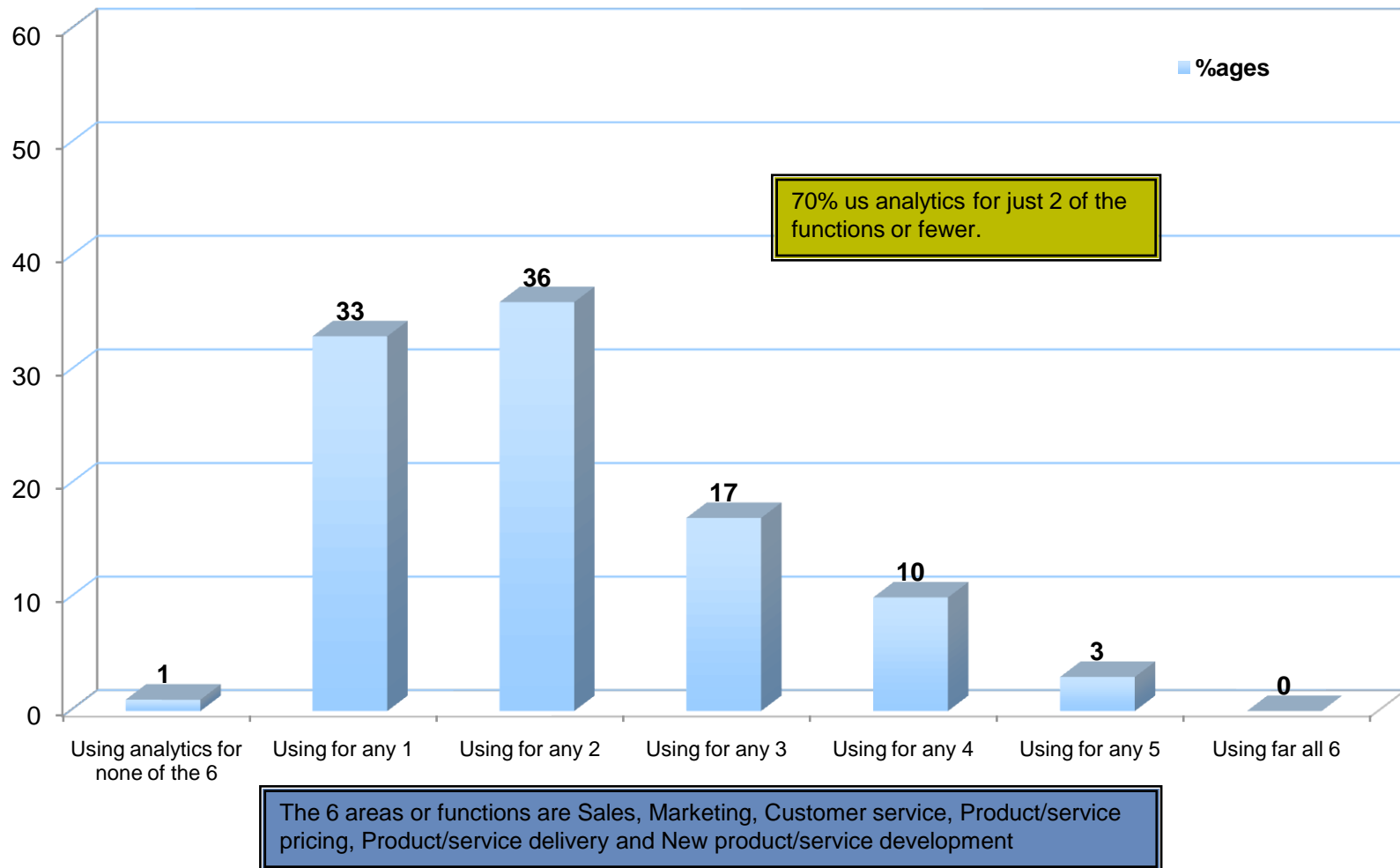
## Summary of key findings

- Accenture's Customer Analytics Survey of 800 directors and senior managers at blue chip organizations in Brazil, China, Germany, Italy, Japan, Spain, United Kingdom & Ireland and the US and Canada showed that more than half (55 percent) of respondents felt their methods for segmenting customers and providing relevant experiences are either "ideal" or "very good"

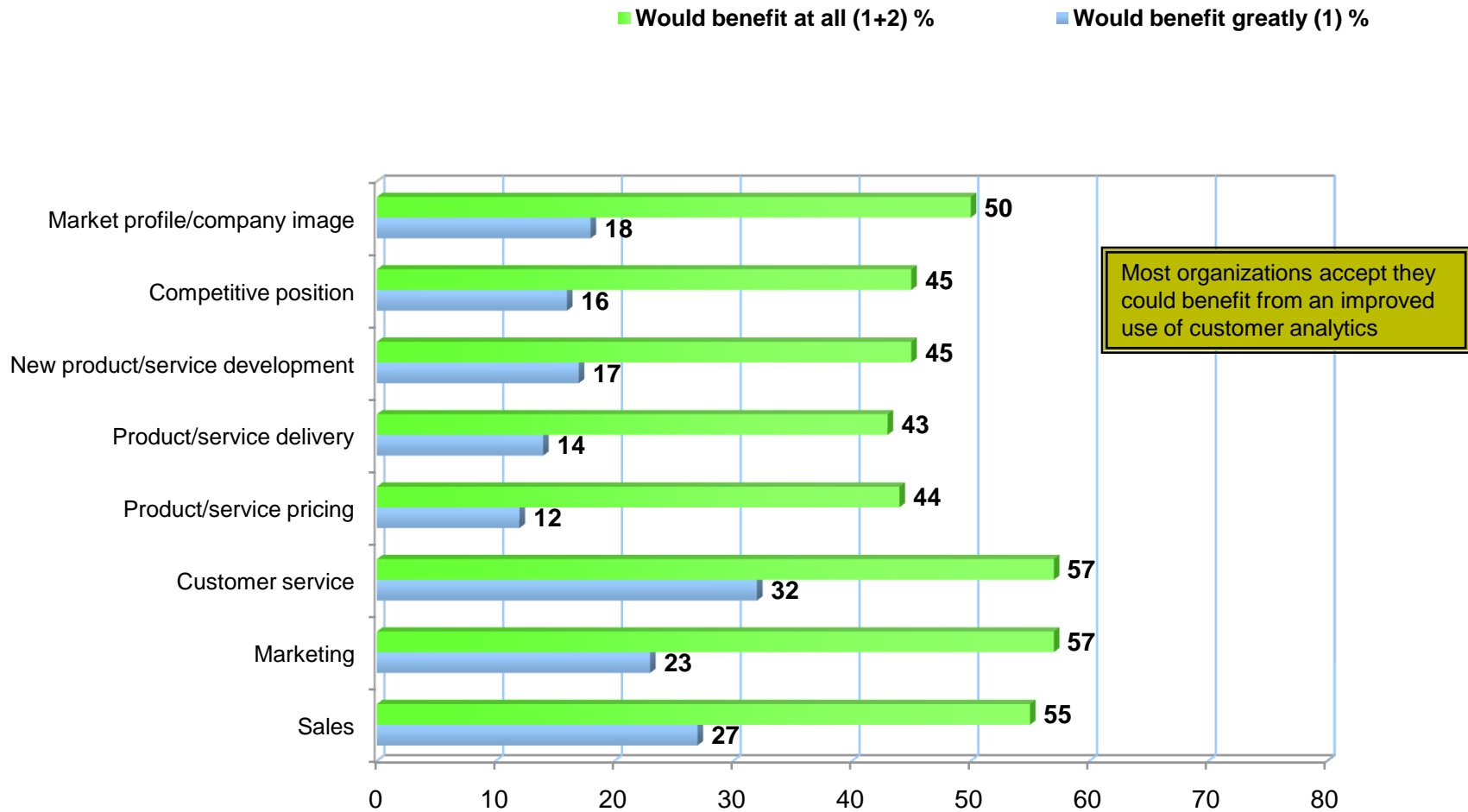
However, more than half of the organizations surveyed do not take advantage of analytics to help them target, service or interact with customers. Most organizations accept they could benefit from an improved use of customer analytics

- When making decisions about what customers want, many organizations are just as likely to rely on personal experience as analysis of data and facts
- Even amongst organizations actively using [analytics](#) in marketing, sales and service, most are not applying it broadly across the full spectrum of marketing and customer activities such as pricing, product/service delivery, and product development
- Less analytically mature firms are much more likely to perceive their data sources as accurate and reliable than organizations with more developed analytic capabilities
- Corporate culture also poses challenges. While almost 70 percent of respondents said their senior management was totally or highly committed to analytics and fact based decision making, corporate culture still presents a major barrier

# Extent to which organizations are taking advantage of analytics to target, service or interact with customers

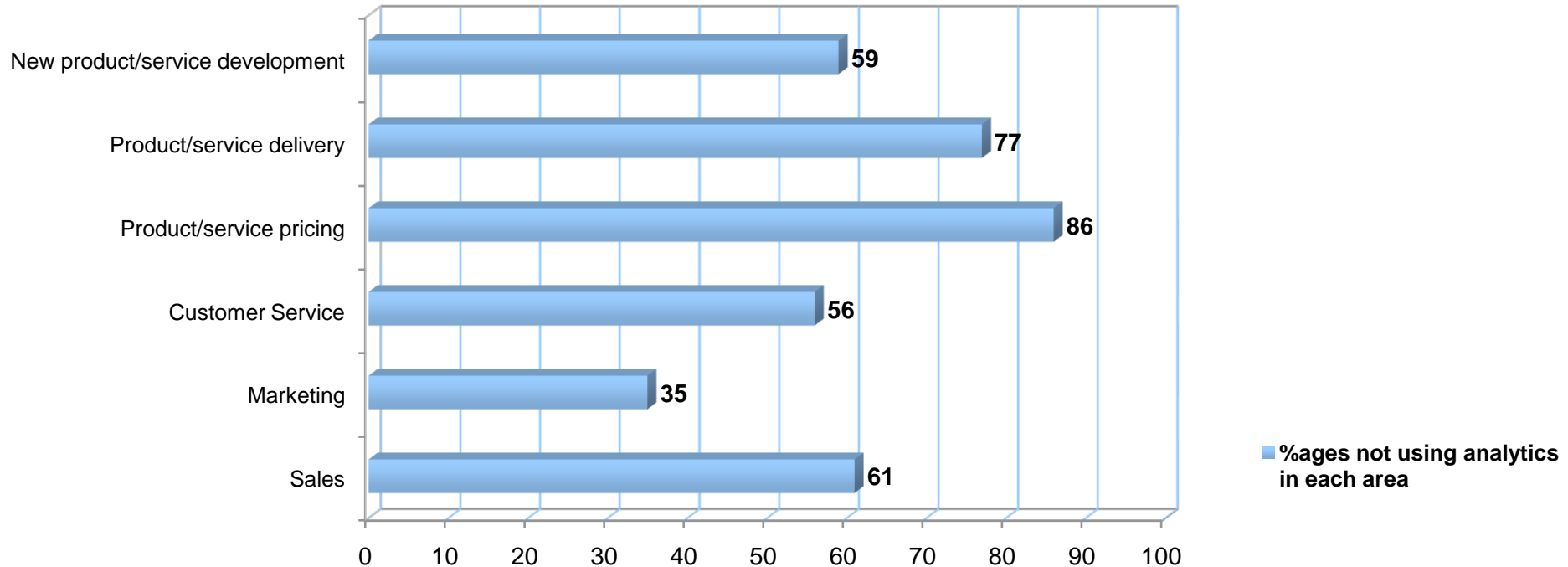


# Areas in which organizations would benefit, and by how much, from a greater or more sophisticated use of analytics

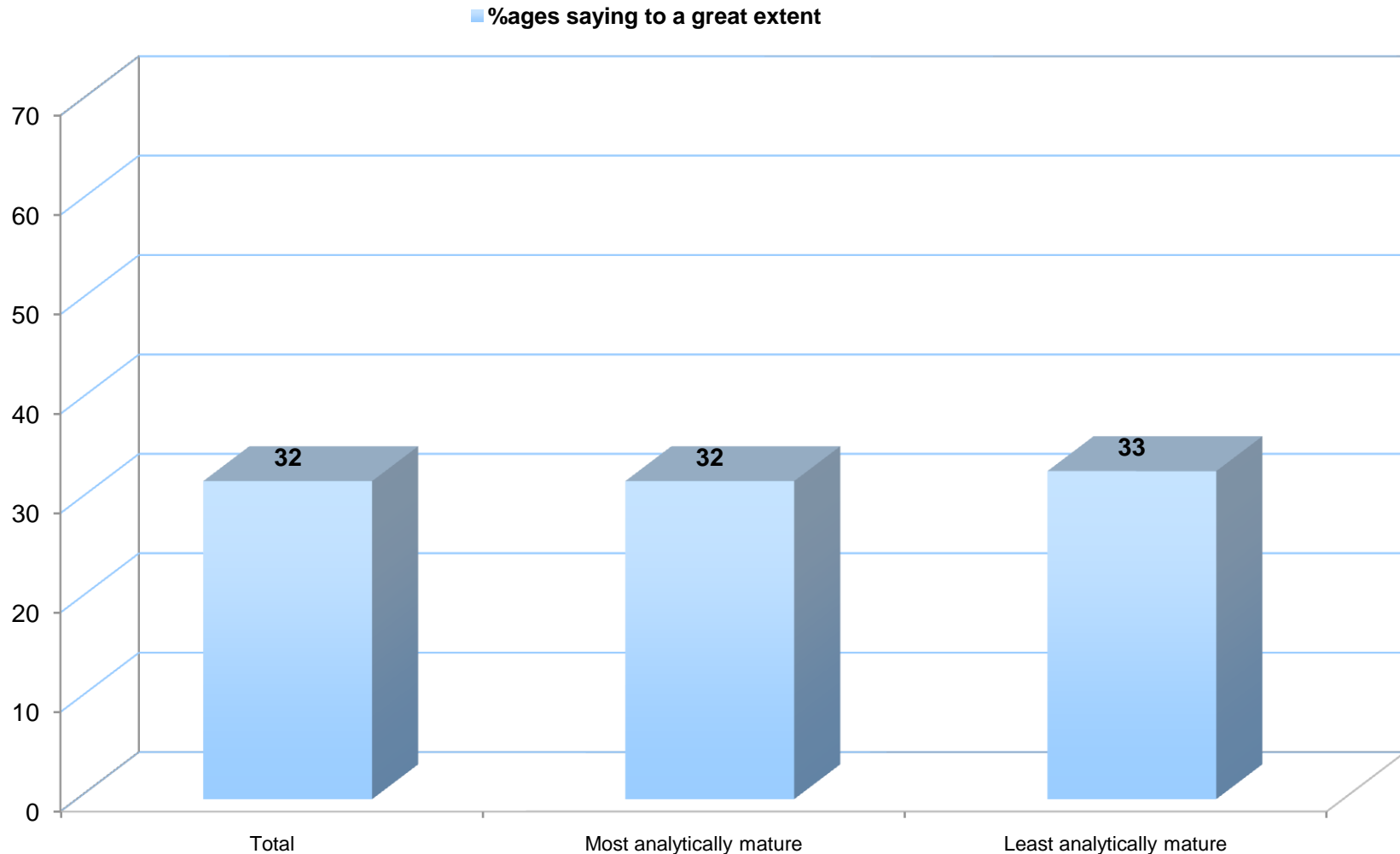


# Extent to which even analytically minded organizations are missing opportunities.

Proportions of major users of customer analytics not using for.....

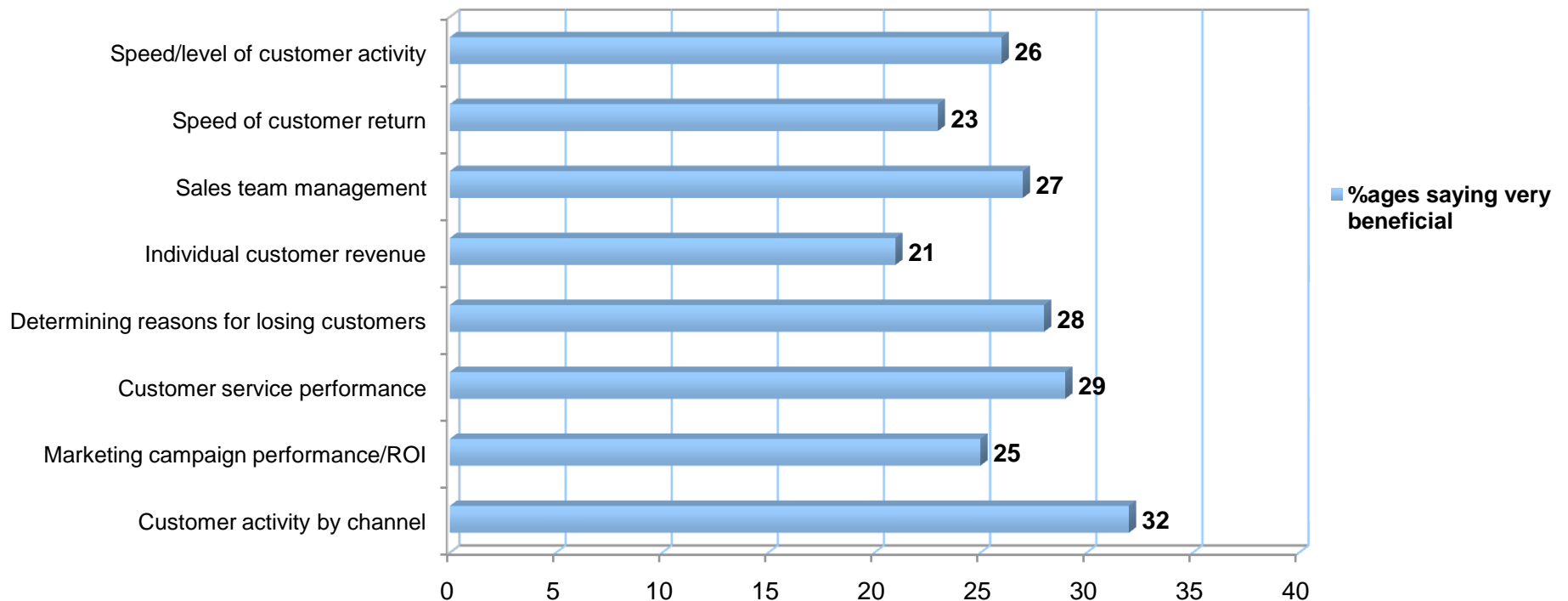


# Extent to which customer and prospect data and analytics provides Sales and Marketing functions with an important asset from which new ideas and opportunities are regularly generated

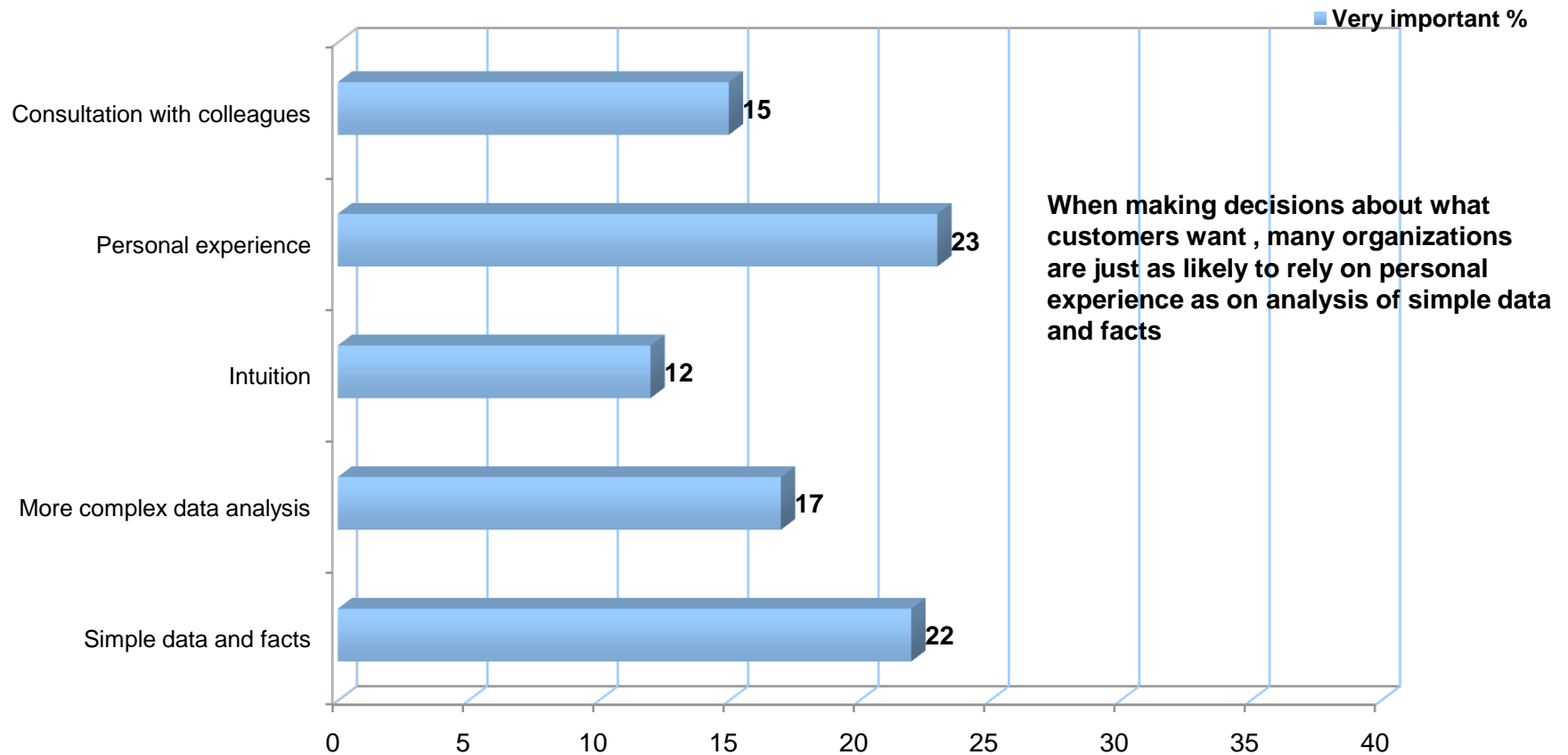


# Extent to which analytics has been beneficial in understanding.....

## Proportions saying very beneficial

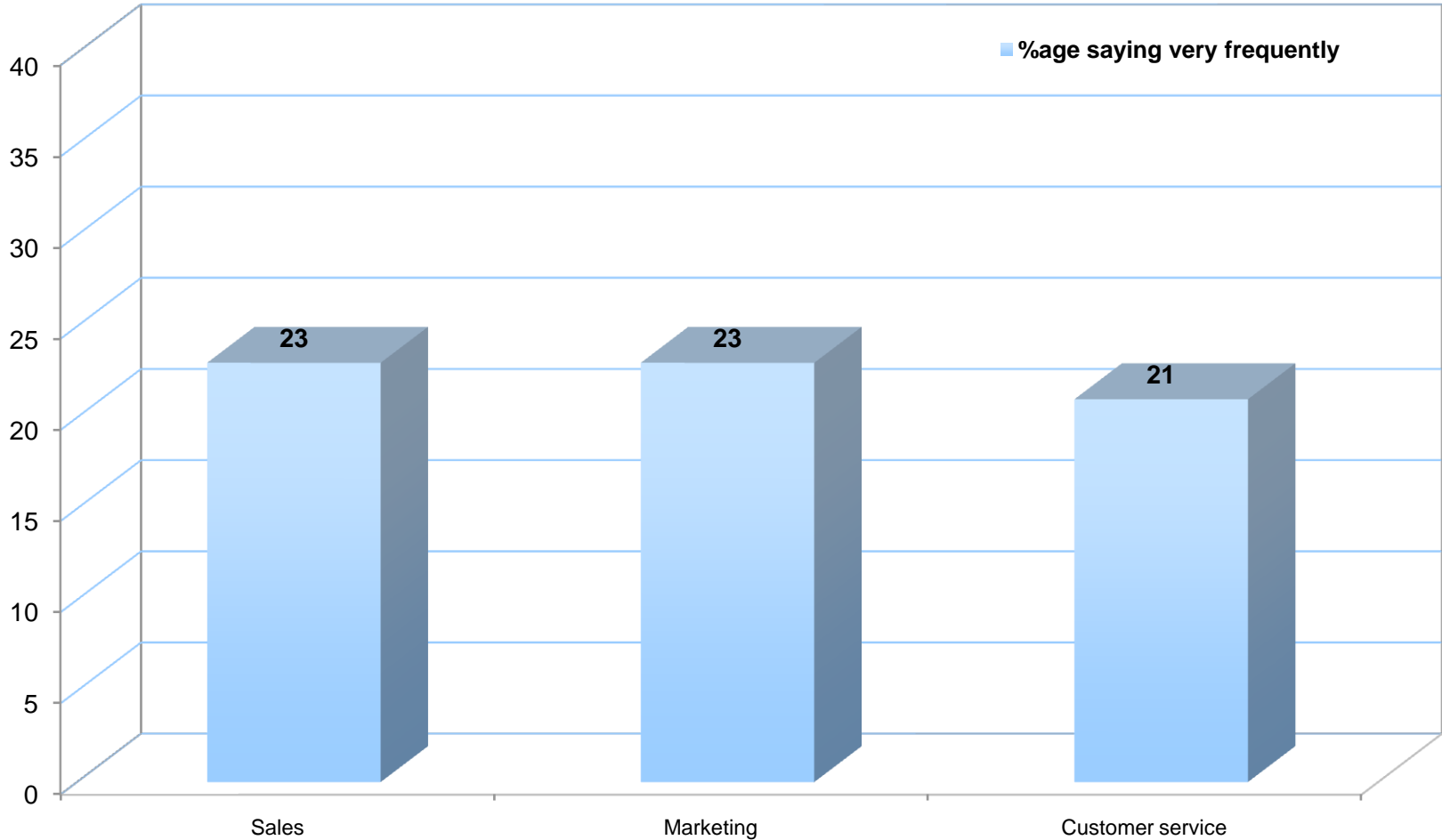


# Resources used by senior managers when making decisions about what their customers want



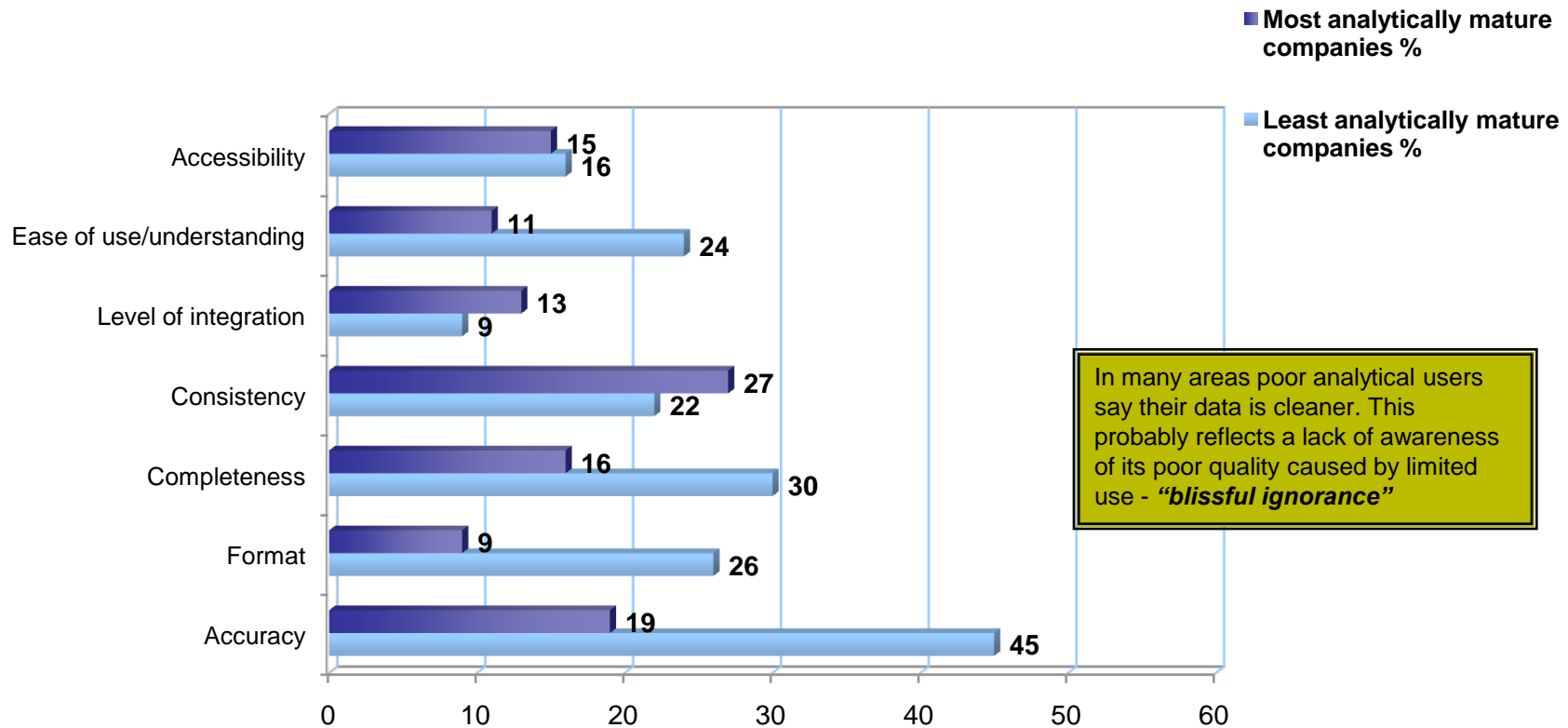


# Frequency of use of customer analytics in each area

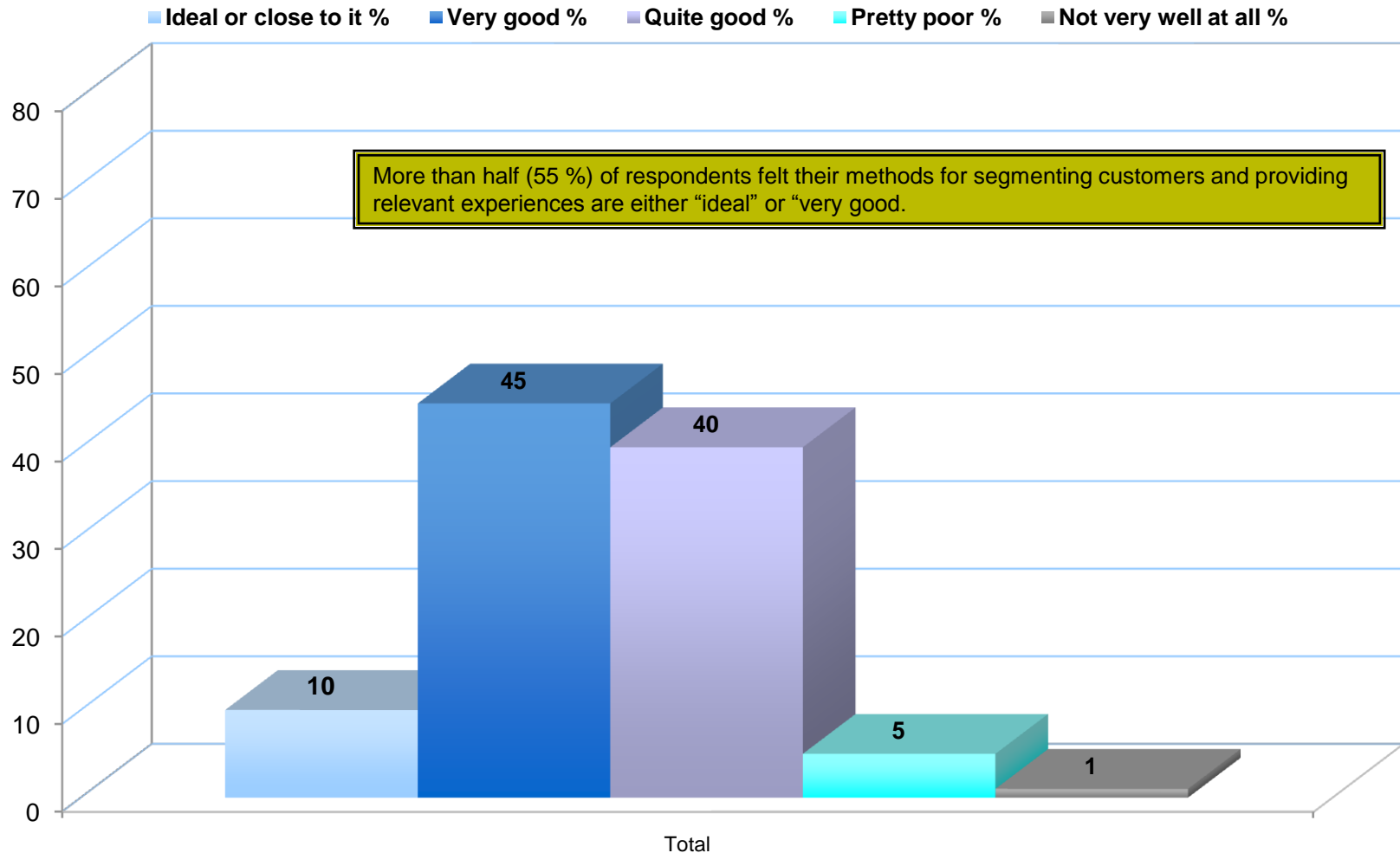


# Perceived quality of customer and prospect data taken as a whole

Proportion describing data as “extremely clean” in each aspect

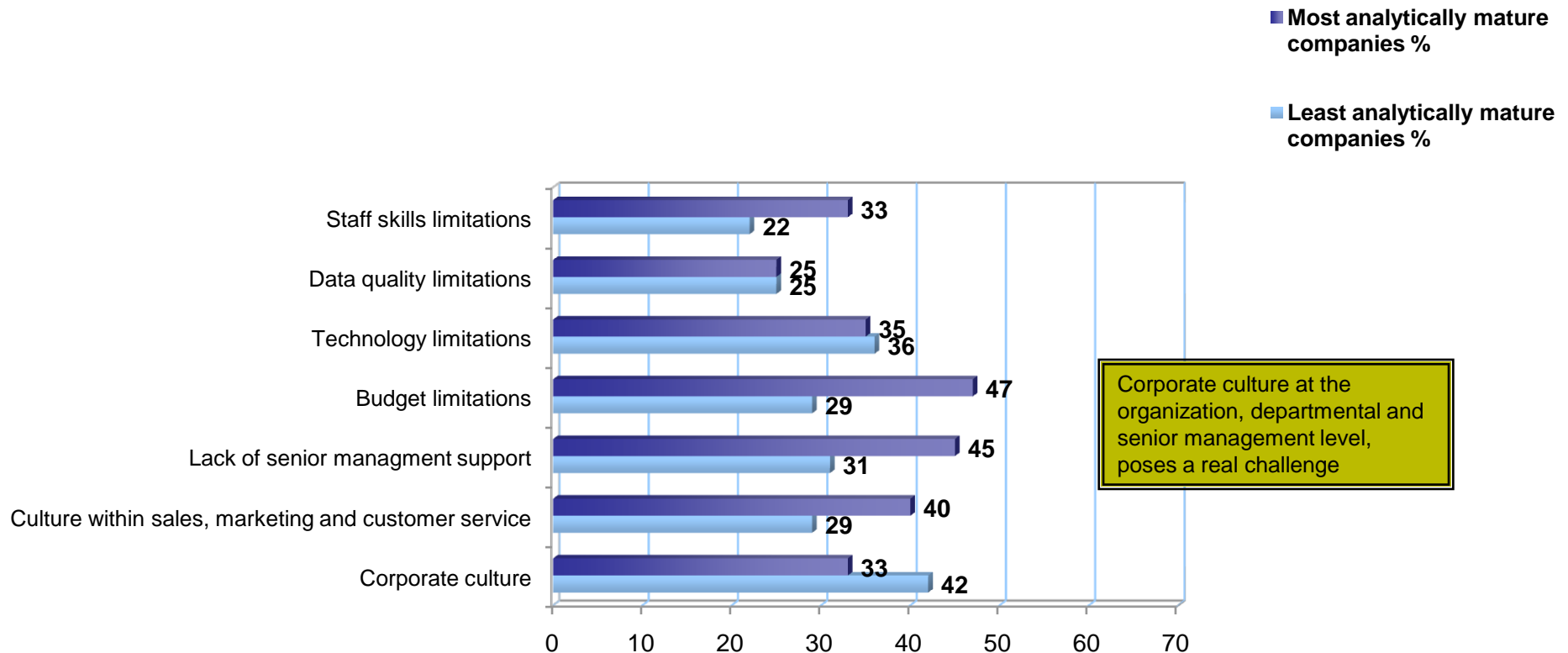


# How well organizations claim to segment and manage different types of customers and prospects

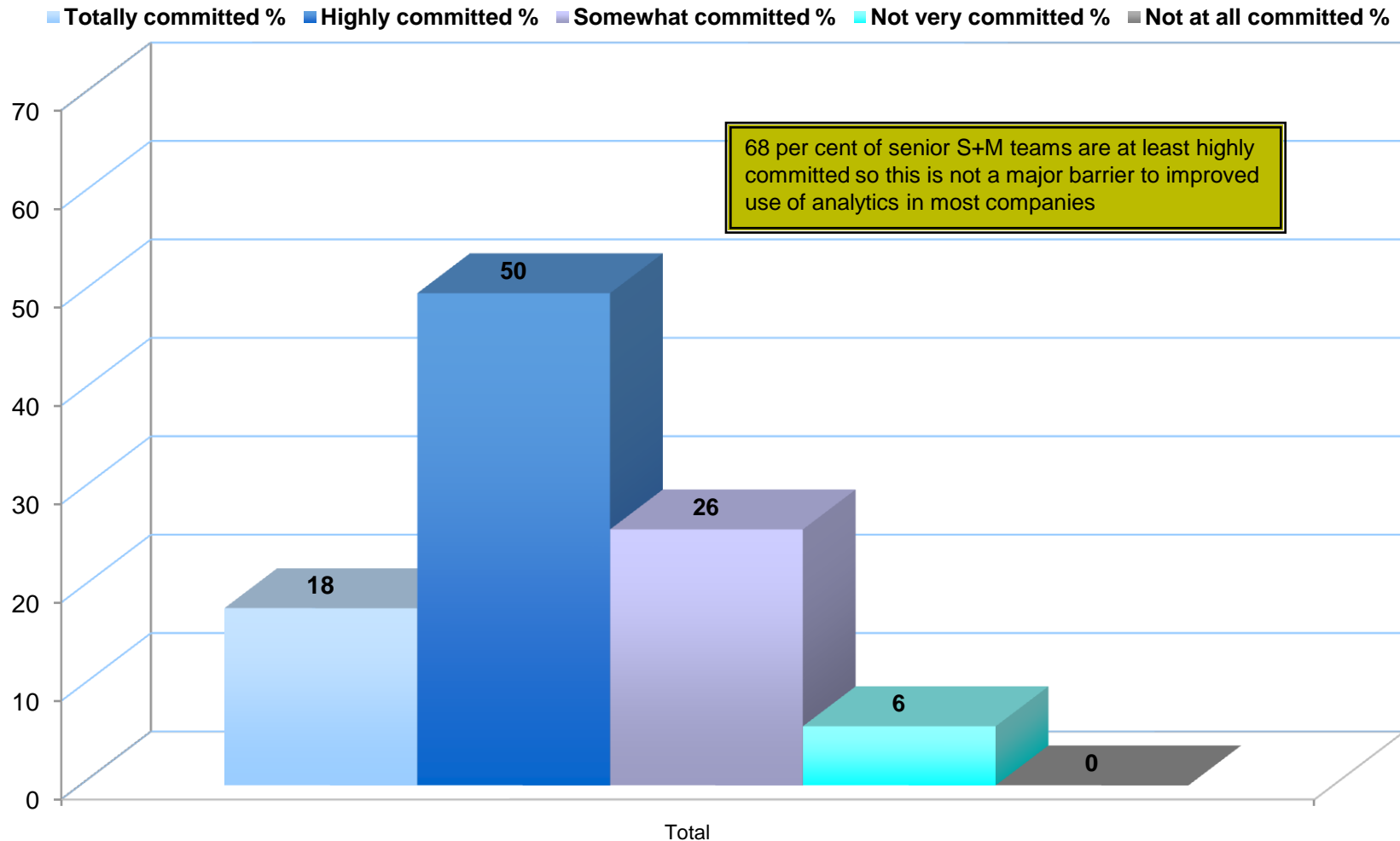


# What is holding organizations back?

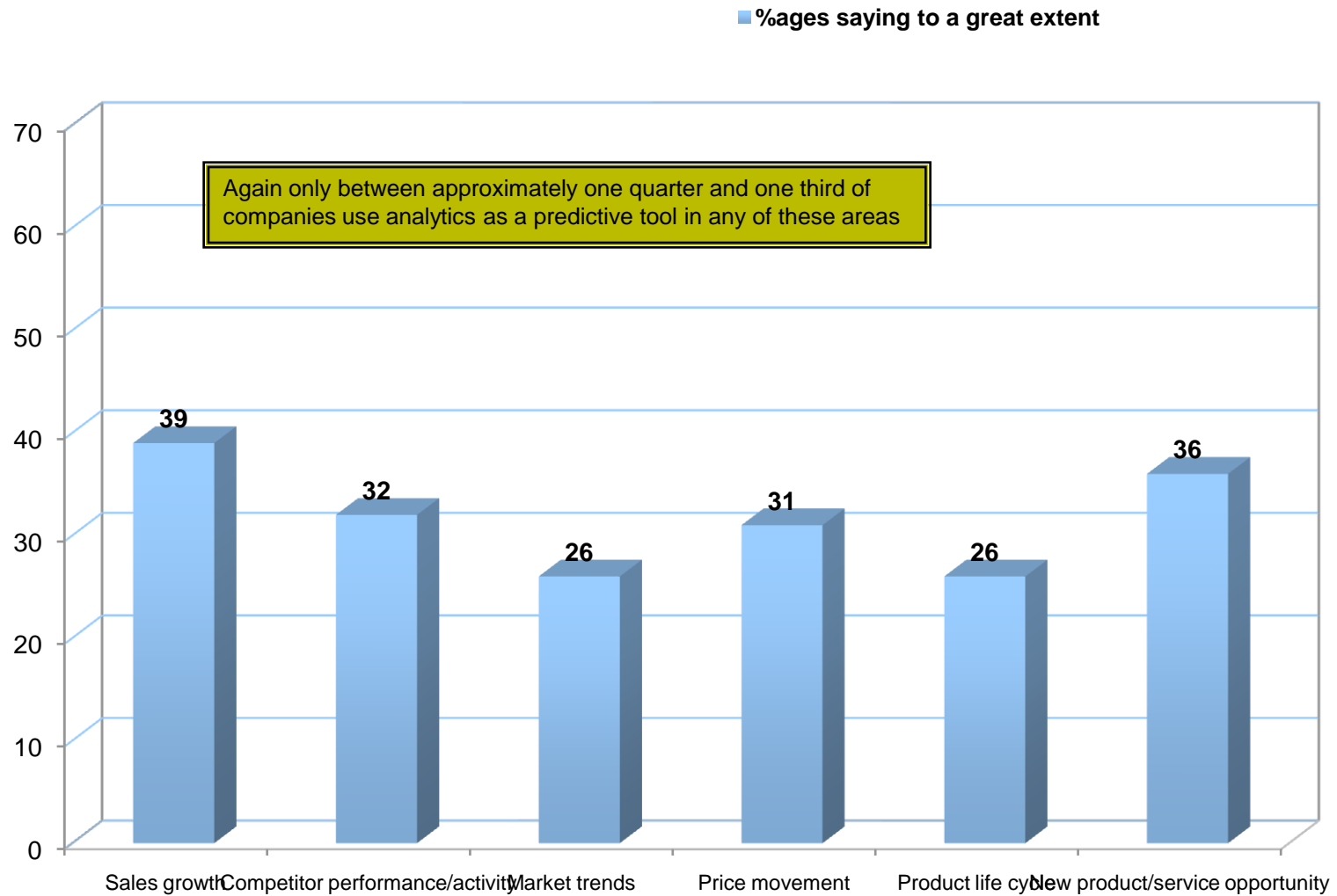
## Perceived barriers to improving customer management activities and driving better decision making



# Commitment of the senior Sales and Marketing management teams to analytics and fact-based decision making

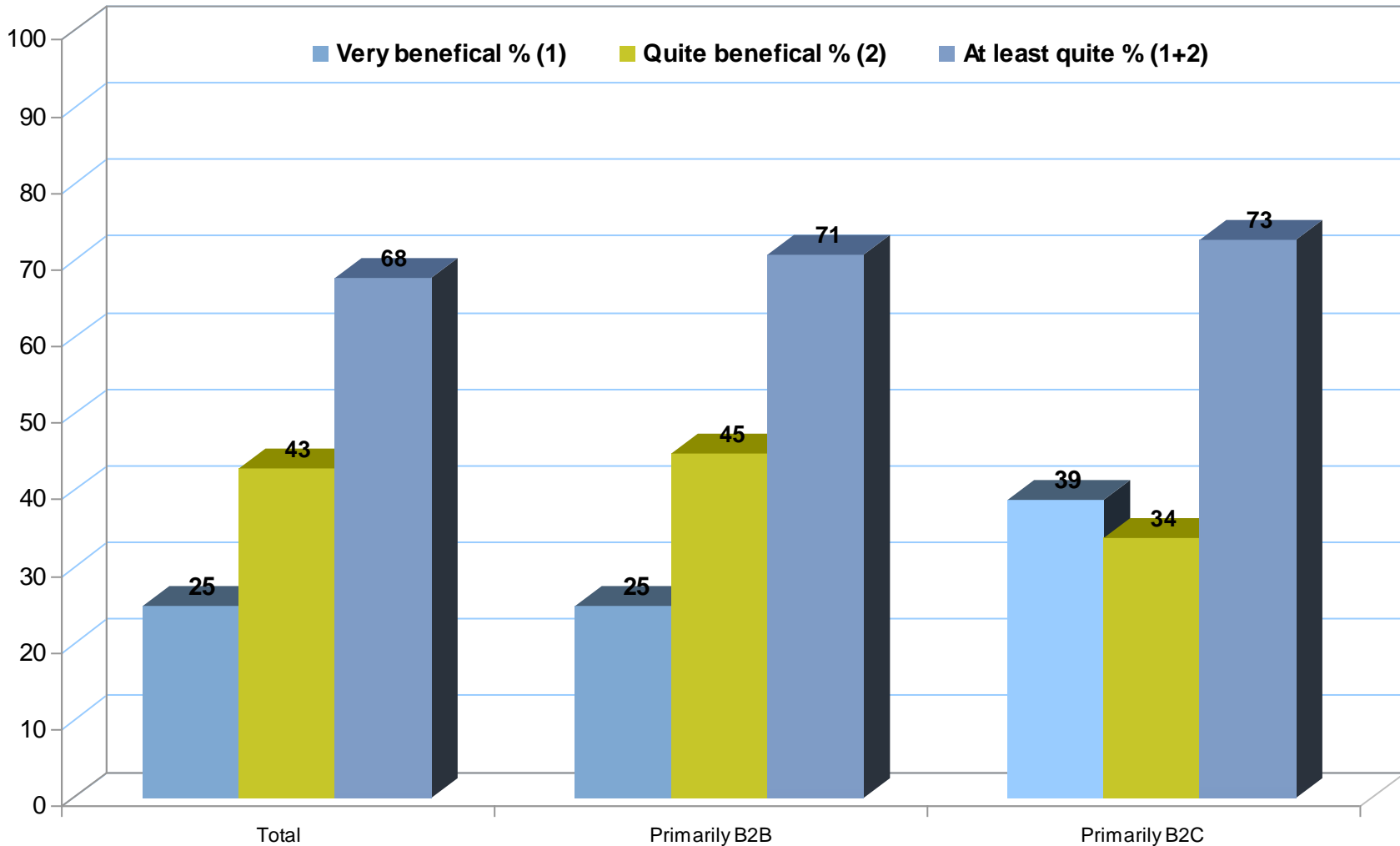


# Extent to which organizations use customer data as a predictive tool for.....



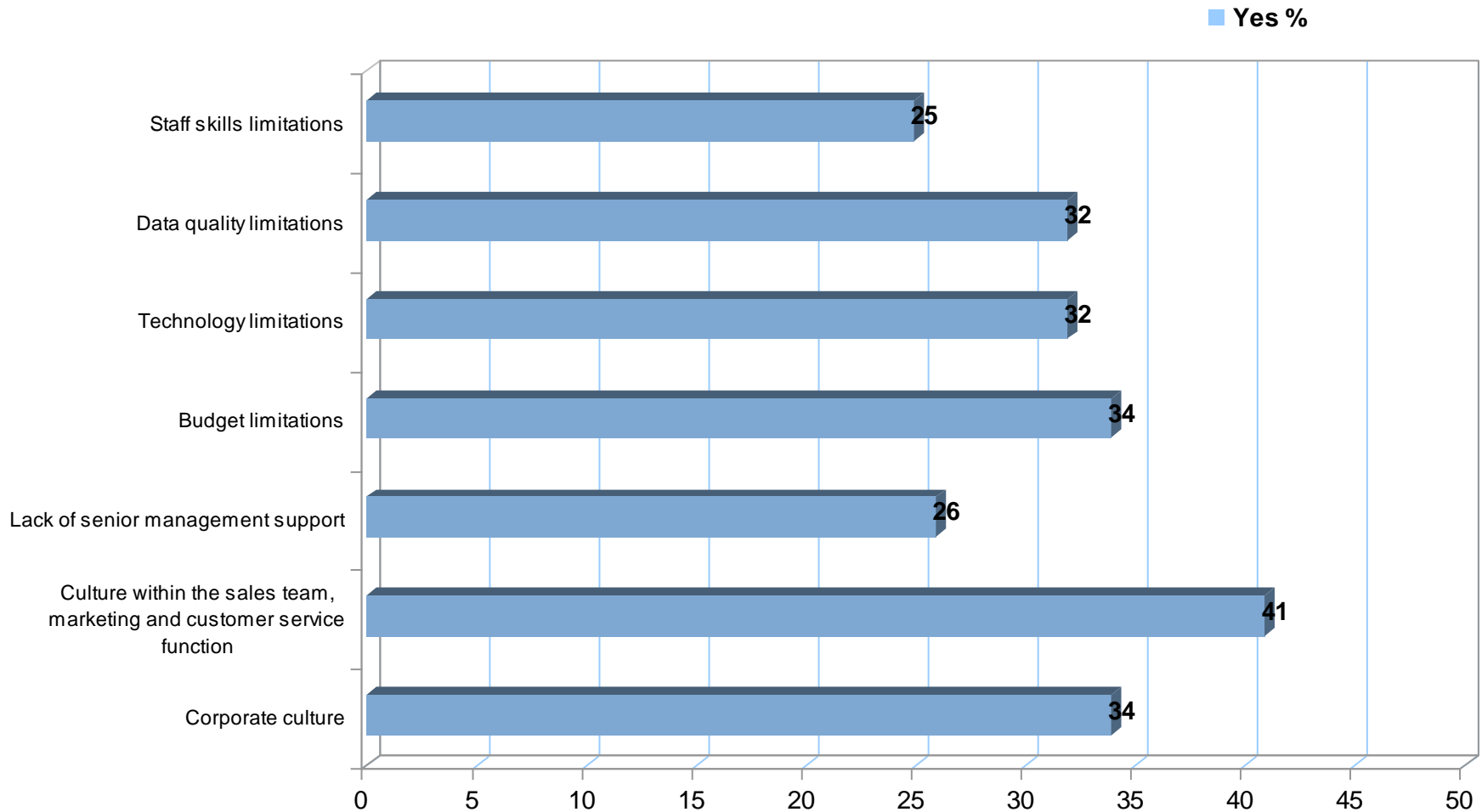
# How beneficial the use of analytics has been for understanding (By customer type)

## Marketing campaign performance/ROI



# Which of the following are barriers to improving your customer management activities and driving better decision making?

## B2B





# Which of the following are barriers to improving your customer management activities and driving better decision making?

B2C

