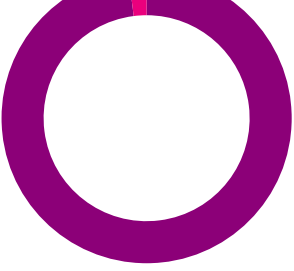


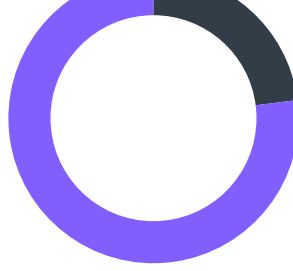
CXM Big and Small Data Integration Delivers Business Growth



Forsta sponsored a study by **Harvard Business Review Analytic Services** to explore the roles of Big Data and Small Data for organizations in understanding their customers.



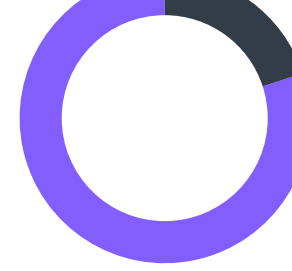
98% believe understanding customers is crucial to creating relevant customer experiences.



But only **23%** say they understand very well why their customers act the way they do.



72% have a customer experience strategy in place.



But only **20%** claim the strategy is working well.

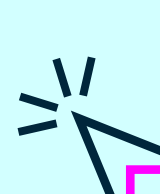
Leaders See Greater CX Success

There is hope. 15% of the respondents, the Leaders, are able to integrate both Big and Small Data to create a holistic customer view and report they have a far better understanding of their customers. This reaps business rewards.

Big Data



Web Analytics



Click Streams



Social Interactions



User Surveys



Mobile Diaries



Interviews & Focus Groups

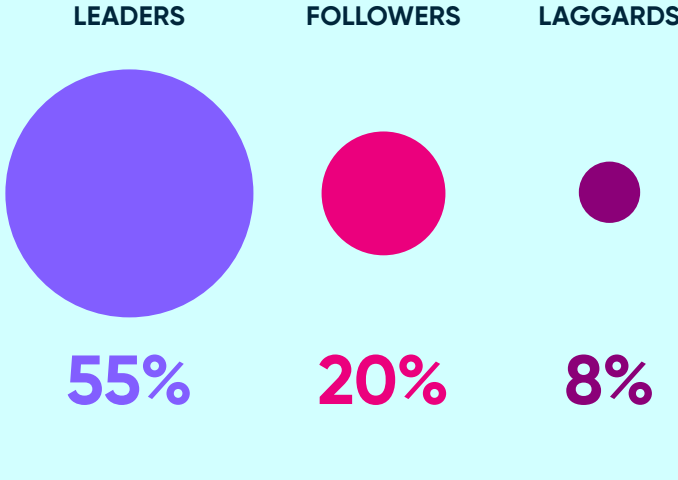
Small Data

Understand why customers act the way they do

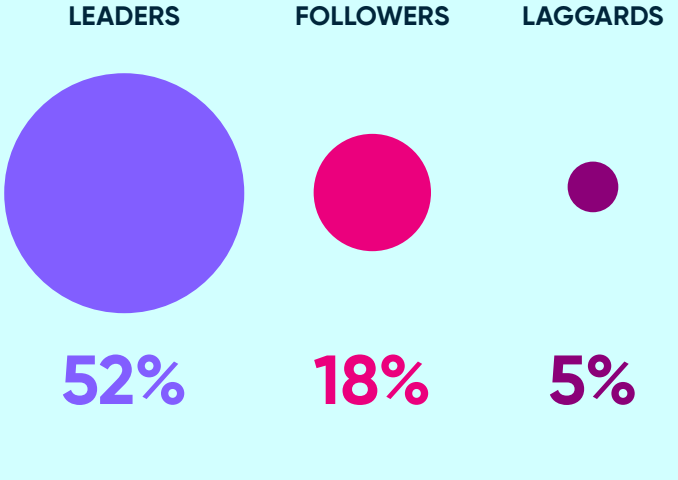
How well does your organization understand why its customers act the way they do?

Effective CX management strategy

How would you rate the overall effectiveness of your organization's CX management strategy?

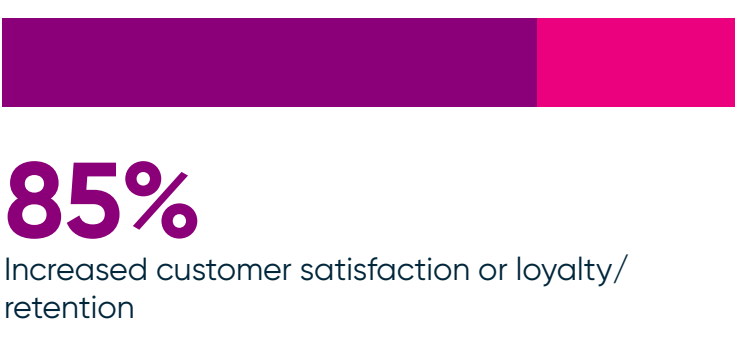


Very effective / Very well (8-10)



Very effective / Very well (8-10)

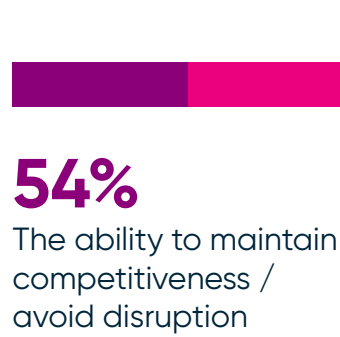
Anticipated Benefits of Customer Insight Integration



85% Increased customer satisfaction or loyalty/retention



54% New product or service innovation



54% The ability to maintain competitiveness / avoid disruption



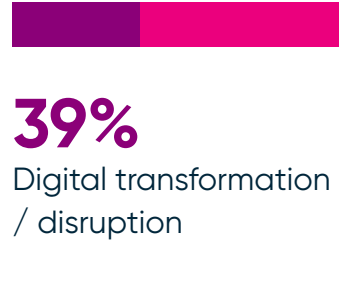
50% Increased revenues or sales from existing products



45% Increased revenues or sales from existing products



45% Increased market share



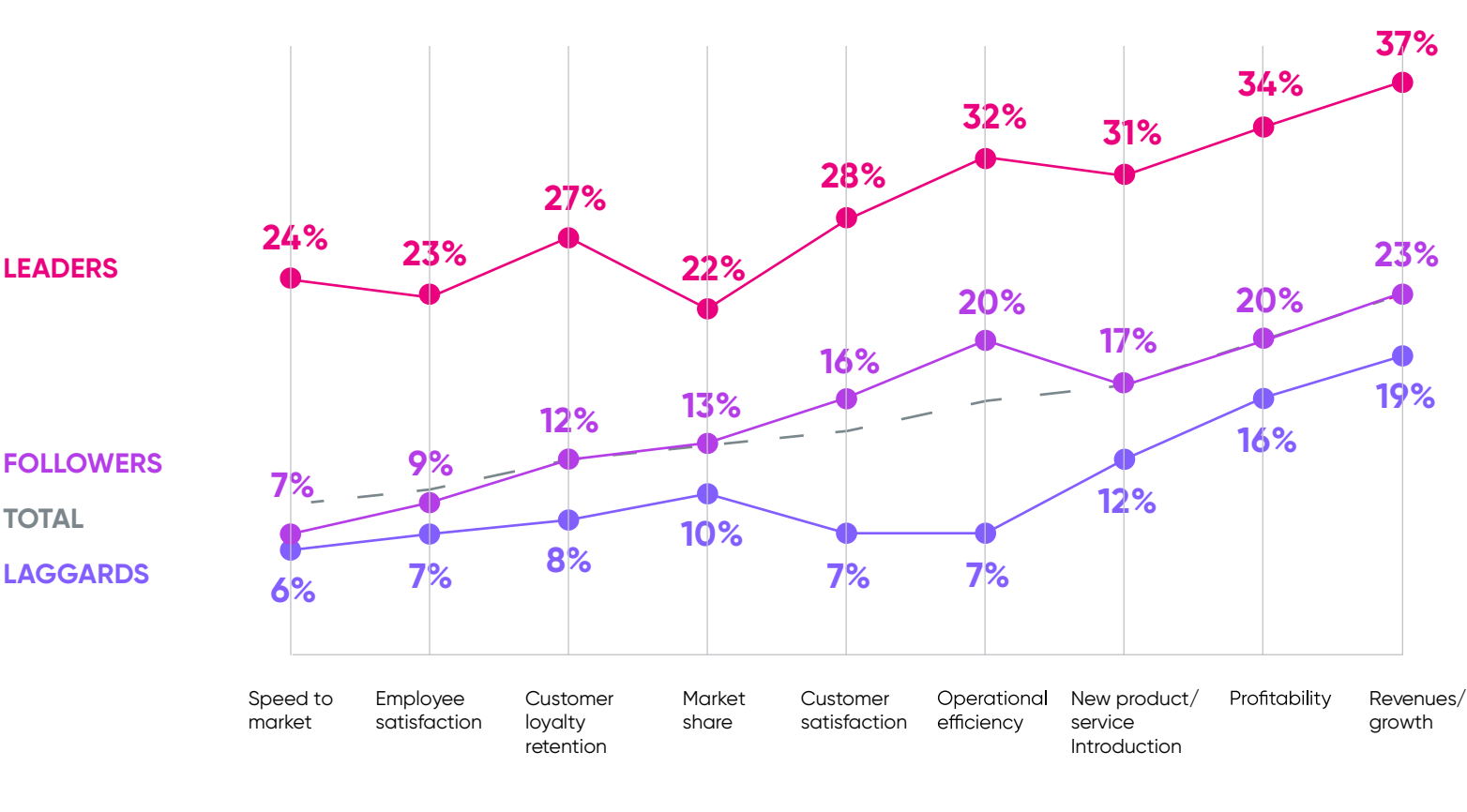
39% Digital transformation / disruption

Leaders Reap These Benefits with Bolstered Business

Big-Small Data Integration Bolsters Business Results

Leaders in the mixing of data see better profitability and revenue growth

How has your organization's performance in each of the following areas changed over the last year?



To learn more about how Leaders are leveraging Big and Small Data to create a competitive advantage, read the full report.

Source: Harvard Business Review Analytical Services, October 2019