



Accelerating towards a modern data world

Seven steps to transform into a data
driven organisation

Qrious



Contents

| | |
|---|----|
| Introduction | 3 |
| Discover the business value that data can deliver | 5 |
| Determine your approach | 9 |
| Identify the data you have | 13 |
| Understanding what's possible | 18 |
| Empower your people | 25 |
| Embrace the cloud | 29 |
| Increased customer centricity | 34 |



Introduction

Successful organisations understand that data is at the heart of their organisation, driving decisions not only on how they serve customers, but how the business operates, generates revenue and grows.

Data is now the most valuable commodity in the world¹ – and unlike oil (which it has overtaken) we're not limited by volume. It's not going to run out any time soon. In fact, we're more likely to be overwhelmed by data, have too much, and don't know what to do with it.

Of course, data can't exist in a vacuum. It needs to be structured and manipulated to spit out actionable insights that the organisation can use to drive its initiatives. It's now more important than ever for organisations to become data centric – transforming data into value through actionable insights. But, it's equally important that data, and the insights it delivers, is accessible to anyone, and doesn't require specialised knowledge or expertise to understand. Data needs to be 'democratised' making it available in the right place, at the right time, in the right format.

The cloud has increasingly become the go-to for software solutions, and the same now rings true for analytics, where a lack of limitations allows for a higher volume of data to be stored along with quicker processing times. The cloud has also made it easier and more cost effective for organisations to access and operationalise data centric platforms where cost or technical expertise may have been a barrier – and aided this democratisation of data.

Organisations that want to keep up and stay competitive in this modern data world, require improved quality and consistency of data across systems, enhanced ways to visually explore it, and real time aggregation and analysis. This then provides a solid basis to transform data into value faster, more consistently and with greater predictability, and allow data to truly drive their decisions.

We're increasingly moving into a world where data equals power, and to help you compete we've pulled together **7 steps to transform into a data driven organisation.**

Organisations that want to keep up and stay competitive in this modern data world require improved quality and consistency of data across systems, enhanced ways to visually explore it, and real time aggregation and analysis.



7 steps to transform into a data driven organisation:

01 Discover the business value that data can deliver
and how being data centric contributes to business value

02 Determine your approach
to how you will implement new processes and systems

03 Identify the data you have
what data is your organisation collecting, and what insights does it deliver

04 Understand what's possible
what can you do with what you currently have, and what can you work towards

05 Empower your people
to be able to work with the data and technology

06 Embrace the cloud
and how you can use it to augment your systems for better insights and results

07 Increase customer-centricity
how data helps you deliver a better customer experience



Discover the business value that data can deliver

Organisations are realising they need to become more data centric, that data needs to sit at the heart of the organisation, drive business decisions, and ultimately define how they move forward in a fast-changing world.

01



This is certainly the right direction to be going in — but often organisations trip up in the actual execution as they lack focus and direction.

Before embarking on any change you need to take stock, understand where you are now, and where you're trying to get to. Taking on a project to become more data centric is certainly no different, and it's important you consider your overall objective to guide your approach.

Using a design thinking methodology for this can be incredibly helpful. The idea behind design thinking is that what is created should achieve a purpose and contribute to business goals. In the case of data, it essentially boils down to not having data just for data's sake, but rather having and using data that delivers actionable insights to your organisation. Design thinking is also based on a very agile and iterative exploration of the value of your data and how it can help deliver a solution that people actually need.



Design thinking helps ensure your approach is agile, iterative, guided by your objectives, and only uses data that delivers actionable insights.



**What does this actually mean?
Business value can be seen as the value that you provide your customers or stakeholders – through services or products – which in turn contributes to business growth**

Ultimately you want to be able to quickly define what will deliver business value and how becoming data centric will feed into this.

But, let's take a quick step back here. What 'is' business value? How do you define it?

Business value can be defined as "the net benefit that will be realised by the customer of a project and can be measured in either monetary or non-monetary terms."²

What does this actually mean? Business value can be seen as the value that you provide your customers or stakeholders – through services or products – which in turn contributes to business growth.

An important aspect of your journey to become more data-centric, is understanding how it will drive value, provide better outcomes, and deliver faster-time-to-value down the track for your organisation.

So, ask yourself (and your team):

What are we trying to achieve by becoming data centric?

What are our overall objectives, and how does this feed into those?

What questions are we trying to answer?

How will data-centricity improve the customer experience?

How does our data actually fit into this equation?

The answers to these questions will form the foundation of your journey and shape how your organisation moves into a more data-centric way of working.

²Phillippy, M. A. (2014). Delivering business value: The most important aspect of project management. Paper presented at PMI® Global Congress 2014—North America, Phoenix, AZ. Newtown Square, PA: Project Management Institute.



Case Study — Skinny



Objective

Skinny wanted to understand what drives their business value so that they could offer better products and services to meet their customer's needs.



Process

By turning to their data, Skinny discovered that a large part of their value is based upon them offering simple, high value, low cost pre-pay mobile and broadband solutions to New Zealanders and international tourists, making them an attractive option for those who are more price conscious or just visiting the country.



Results

By bringing data into the centre of their decision-making Skinny were able to:

- Identify customer purchasing habits, who was a tourist and churn drivers.
- Be able to customise and personalise plans to meet individual needs
- Empower the team to ask questions of the data, thus maximising ROI
- Monitor campaign performance and adjust on the fly

This data centricity has not only given Skinny a competitive edge but has transformed the way Skinny operates to deliver outstanding experiences for its customers.



Determine your approach

Once you have a clear understanding of your business value – and how being data-centric feeds into it – now's the time to look at how you approach implementing new systems and processes.

02



Step-by-step, day-by-day

These days there is little value in building a project up to its penultimate point, only to realise that it's not fit for purpose.

A more agile approach to becoming data-centric is one of the most effective ways to start delivering results and start seeing how it will actually affect business operations.

You'll want to break that 'big picture' up into smaller chunks, which you can then work through within a structured time frame. In agile terminology these are often referred to as 'sprints' – a defined period of time (often two weeks) within which a specific amount of work is completed from the 'backlog' (those smaller chunks).



Break your 'big picture' up into small chunks and work through these within a structured timeframe or sprint. See how each step delivers results and impacts business operations before moving onto the next.

Time, resources and commitment to change will determine how much will be achieved throughout each sprint. This makes it an extremely effective way of minimising cost and risk in early stage exploration – while also allowing for the scaling of analytics work and extracting additional value. Being able to demonstrate back to the organisation each couple of weeks how you're delivering value back into the organisation also builds trust in the process, and the eventual outcome of full data-centricity.



The 3 P's of phasing: POC, Pilot, Production

To complement agile, a phased approach allows you to progressively implement use cases and projects while minimising risk.

This approach enables you to prove the hardest and most challenging aspects in a 'proof of concept' phase, before scaling it through a pilot phase and finally into production and full implementation throughout the organisation.

This again can be done in a scaled fashion to prove its viability, starting by taking smaller use cases through the phasing. Once shown that this approach works and successfully demonstrates value, you can scale the process to more difficult or complex projects. Let's break it down...

01. POC – Proof of Concept

Objective

To answer the feasibility of a solution, answering questions like:
Is it possible? Will it work? Does it meet our needs? Will it help us realise success?

Process

The POC itself consists of four steps and once you've deemed that the POC meets your needs you can move to the next stage.

The POC steps:





02. Pilot

Objective

To roll out the solution to a selection of the user base, or specific business processes, to test whether the solution actually works 'live'.

Differentiation between the POC and the pilot phase:

The POC

Only has limited functionality and represents proof of feasibility of the concept.

The Pilot

Provides full functionality of the final solution to gain an understanding of how it actually works in the real world. It allows for an easy 'roll-back' to an earlier way of doing things – just in case things don't work out quite as expected.

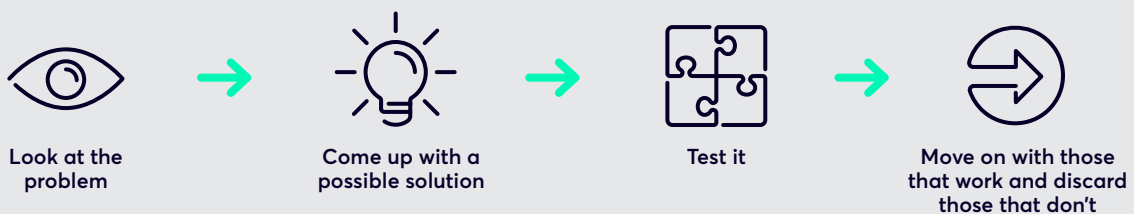
03. Production

Objective

The final P phase is the roll out to 'production', or the 'going live', to all users or business units. This often signals a change in systems, processes or technology use and signals a major adjustment in how things are done. Not every use case will make it through this phased approach. Some will stall at POC or require changes through the Pilot phase. Don't be disheartened by this as this shows you're truly considering your business value and how this solution fits into this – which is a good thing.

The important consideration:

Link it back and understand how it fits into your objectives and goal to be data centric.



By taking an iterative approach, biting off small chunks and building on what's working you'll be able to deliver a faster time to value. Instead of investing in a large-scale project which may or may not work – and which poses a large risk – you can take smaller risks and ultimately achieve a lot more.



Identify the data you have

Being data-centric implies having access to, and making use, of a lot of data. Identifying what data you currently hold in your organisation is often a project in and of itself.

03



Audit your data

Data is a quality over quantity game. And often organisations don't know the value of the data they hold, or how they can access it. One of the first things we do when we start working with an organisation is undertake an assessment of their data and analytics maturity. It's important to develop an understanding of the data the organisation holds, what they're doing with it, how well people across the organisation understand what is available, and how easy it is to get access to it.



Audit your existing data to understand what exists, how up to date it is and how it's accessed. These are the first steps in realising your data's true value.

It's also important to look at what data is being lost. Data holds a lot of potential for organisations to work better, and organisations rarely understand the value of a data set and what it can help them achieve. First, you'll need to know what data you currently have in your organisation. What kind of data is it, where does it live, is it siloed? Are you using that data in any way, is it clean, structured, 1st party, 3rd party? How are you collecting that data? What's missing, and how do you get more?

Take some time to do an audit of all your available data, and then look to bring it all together into a single data warehouse, or data lake.



Siloed data continues to be one of the biggest roadblocks to becoming truly data-centric. While initially it may have made sense to have different systems collecting different data, or possibly with the way your organisation is structured there's just no easy way to have all data points collected and stored in one system, ultimately you want to collate and combine all those siloed data points into a single place. From there you can extract insights and get a better understanding of how your data can contribute to business value.

The types of data an organisation could possibly have:



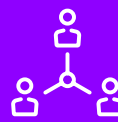
Internal data



External data



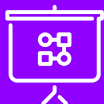
Customer data



Employee data



Product data



First party data



Third party data



Big data



IoT data



Structured



Unstructured



Transactional data



Business performance data



Siloed data continues to be one of the biggest roadblocks to becoming truly data-centric.

Of course, there will be overlap with these. Customer data can also be first party, structured – or unstructured – contain transactional data, and contribute to business performance data.

So, what you'll want to do is dig deeper and understand more about these individual data points.

If we go with the customer data example you'll look at what demographic or contact data you have, their transactional data – what are all the things you know about this person?

This process will also help you identify the data that you don't have so you can come up with a plan on how you can fill those gaps. One of the biggest data gaps that we come across is around third-party data. It seems that organisations are a little afraid of it, and don't really understand the value that it offers.



Third party data

When we talk about third party data, we're not talking about buying a list off a vendor with names and email addresses that you can use for marketing purposes.

Third party data also relates to things like weather or traffic conditions, anonymised demographic data relating to a specific location or people movement data. Essentially, it's data that you can overlay onto your own to help you identify trends and augment your understanding of why something is happening. You can also use this information to future plan.

Case Study — ATEED



Objective

To forecast audience attendance to better plan the Lantern Festival.



Solutions

Aggregate publicly available data stores, anonymised Spark mobile location data, and other commercial data sources we helped them identify visitor volumes, dwell times, originating suburbs and inferred audience profiles.



Results

From this information ATEED was able to make an informed decision about their next venue choice that would appeal to the largest component of their audience.



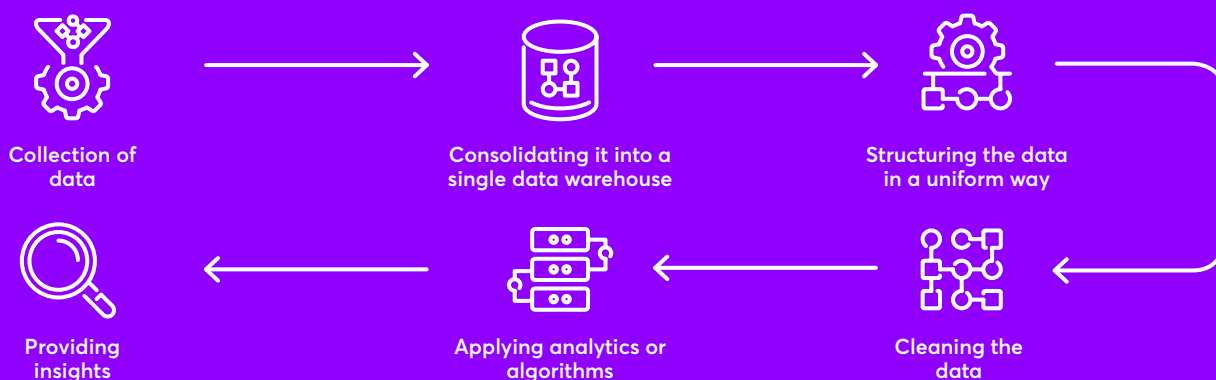
Establish your data supply chain

It's important to understand that knowing what data you have isn't just about the data your organisation collects.

'Knowing what data you have' also talks to understanding the value that it offers your organisation through actionable insights, and how you use that data to drive business value.

One of the most effective ways of taking raw data and turning it into juicy actionable insights is through an efficient data supply chain. This is the process through which you collect, store, analyse and transform your data into insights that deliver value to the organisation.

The Data Supply Chain:



For this supply chain to work efficiently you need not only a continuous in-flow of quality data, but also the software, technology and systems that pulls that data through the chain.

Another challenge that almost all companies face is the consolidation of their data. Data is often collected through various touchpoints and in different systems that may not talk to each other. Using a cloud solution like a data lake or data warehouse to plug into and augment these systems will help you bring these disparate data sources together to deliver better insights.

Leveraging your data

Once you have set up your data supply chain and insights are being delivered at the other end, it's time to start using it. Whether your goal was to streamline business operations or deliver a more personalised and relevant customer experience, now that you have these actionable data insights you'll be able to drive initiatives that deliver results.



Understanding what's possible

To fully leverage your data you'll need to understand what's possible. On the one side this is an understanding of potential, the what could (all things being perfect) we do.

04



What opportunities are out there to become truly data-centric, drive better business practices, and deliver a better customer experience?

The capabilities of Artificial Intelligence (AI), Machine Learning and Data Science for example has grown exponentially. Computers are now better at Chess, and AI has surpassed human experts at detecting cancer or recognising faces in a crowd.

On the other side, knowing what's possible has more to do with what you can actually achieve with the resources you have available to you, with the data or resources that you currently have.



While AI, Machine Learning and Data Science capabilities have grown exponentially, knowing "what's possible" has more to do with what data is available, along with your resources and your needs.

Of course, the two can overlap. When you realise that you may be lacking in certain areas you look for ways that those gaps can be filled - collecting more data, hiring more people, or implementing different technology systems that will help you on your journey – meaning that potential may become an actuality.

So how do you get an understanding of what is actually possible?

A lot of this will come from an audit of your organisation, your needs, and what resources you currently have available to you – and overlaying that with where you want to be.



Areas of analytics

You'll want to look at the different areas in your organisation and how data will help you optimise practices and processes in them. Each will offer different challenges and opportunities, different data sets and how you ultimately use that data to drive business value.

There are five main areas of analytics within any organisation:

01

Workforce

Being a data-centric organisation isn't just about the 'out there', a huge chunk of it is about understanding the people who work within your organisation and how you can best utilise their time and skills. And this isn't about working harder – but working smarter.

04

Product or service analytics

How are your customers actually using your products – especially technology products where you can track their digital footprint? This could include data like visits, what they did, and other actions they took, as well as how any changes or improvements you make will affect the customer experience.

02

Business

Which ties in really closely to understanding your business. What is it that you do? What products do you sell, what services do you provide, how does your business operate, what systems do you have in place – what works, and what doesn't?

05

Market

...and finally – understanding the market. Who are your competitors, what are they doing, where are the gaps, and what can you do to stay one step ahead?

03

Customers

Who are your customers and how do you serve them better than anyone else? If you don't have customers in the classic sense, this also covers stakeholders, suppliers, citizens – anyone you are in contact with frequently that doesn't work within your organisation, but that you have, or want to have a relationship with.

Using data to understand how these different areas function independently and tie into each other will help you identify what next steps you need to take, the areas for improvement, and where you can optimise performance. Finding out what's possible is intrinsically linked to internal resources and capabilities – so find out what those are first.



Using your data

Having data is great. Using data is even better. In marketing we often think of using data for segmentation or personalisation. But, for organisations, the uses of data are of course much further ranging.



Machine Learning and AI

Machine Learning is a sub-field of Artificial Intelligence, which mimics a human's ability to plan, learn, reason, solve problems, present knowledge, be creative or display social intelligence. AI is often split into two subgroups – Narrow AI, and General AI.

Narrow AI

More common in the guise of more advanced machine learning applications. Examples of Narrow AI: Virtual assistance, photo recognition and some of the more progressive recommendation engines.

General AI

Still mostly relegated to Hollywood blockbusters.

Machine learning capabilities:



Automates analytical processes



Learns from the data



Identifies patterns



Make decisions with little human intervention

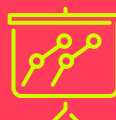
Using complex algorithms machine learning can:



Extract insights



Continuously learn from almost any type of data to provide more accurate results



Identify trends



Deliver recommendations

Machine learning is able to understand and learn from data much faster than what is possible by a human, processing large amounts of structured or unstructured data at a time to deliver insights.



A few ways in which machine learning or Narrow AI can help your organisation

01

Demand forecasting

A solid data foundation and understanding of historical data patterns allows you to make estimations about what could happen in the future, leaving you in a better position to forecast and plan.

03

Become pro-active rather than re-active

Advanced data analytics solutions can identify trends early on and predict possible outcomes. This way you'll be able to take advantage of these insights or pre-empt a disaster – rather than reacting on the back of it and being late to the game.

02

Risk analysis

Data doesn't lie, so if you're looking to launch a new product, project or service, you can use historical or third-party data to understand how similar actions have impacted customer experience or business outcomes, and whether you need to re-evaluate.

04

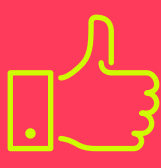
Understanding how making changes in one process will affect another

Often businesses make decisions in silos. They'll make a change to a process in one department without fully understanding how this may affect another part of the business. Whatever that change may be, data can help understand the impact that a change may have in terms of production volume or cadence, or other business operations.

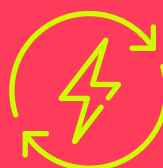
Ultimately data will enable:



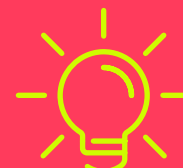
Better business
decisions



Repeatable and
demonstrable
success



Increased
operational
efficiency



Consistency
of process



Increasing your analytics maturity

There are four main areas of analytics – descriptive, diagnostic, predictive and prescriptive – which move up a maturity curve from 'information' to 'optimisation' and from 'hindsight' through 'insight' into 'foresight'.



While this isn't the only way to represent or define a data analytics maturity scale, what it does highlight is that the ability to predict what might happen, and how we can make it happen isn't something you're going to achieve right off the bat. You need to lay the foundation of understanding what has happened and what's currently happening to inform what could be.

Analytics maturity steps





Empower your people

Despite digital transformation, improved automation, advances in AI, and software that solves any issue, in a modern data organisation your people are one of your most valuable assets.

05



As your organisation strives to become data-centric there needs to be an organisational cultural shift and your people need to be taken on this journey with you.

You'll want to look at skill sets you currently have within your organisation – and where you need to build on those skills or bring in new people. It's important that the right people are doing the right type of work – i.e. you don't have a Data Scientist doing the work of a Data Engineer as they're not applying their skill set where it's most valuable.

A modern data organisation will have effective, cross functional teams with well-defined roles, skill sets and skill mixes that promote collaboration and shared learning. This helps develop consistency in process and approaches company wide and increases efficiency.



To become a data centric organisation you'll want to review your existing skill sets and identify any gaps. It's important that the right people are doing the right type of work.



Bring in outside partners

When working through this process with New Zealand organisations, we often find that they have smaller teams with less access to the internal expertise required to really start using data to its full potential.

This can be in the discovery phase, the technology play, or how to utilise the insights that data uncovers.

There are two ways in which you can address this. You can either hire more people with the capabilities that you're lacking. Though I can tell you right now this will be difficult, as there's a shortage of data and technology experts worldwide – and they're in high demand.

Or, you can partner with a specialist who can offer best practice advice and solutions, as well as provide access to deeper skillsets which are often harder to find and retain.



The latest products, software and tools

Partnering with a specialist organisation has the added benefit that they're already familiar with the software products and tools available to deliver your desired solution, rather than you having to start your research from scratch. Whether this is a data warehouse, analytics tools, dashboards or automation technology, they'll have access to these, so they can start working and delivering value right away. No lengthy research, testing or comparison process required.

In all likelihood this also won't be the first time that they're dealing with the problems or roadblocks your organisation is facing, so they'll be able to more easily develop a solution workflow to help you get to where you want to be.



Experts in their field

It also means that you'll be working with people who are experts in their field, and effectively you'll get more bang for your buck.

Your budget may have sprung for a couple of people to join your team, but that same money could get you access to a whole team, as well as their various skills.

Because their focus is helping organisations they're perfectly positioned to explore, research and deliver real business value from analytics to your business, and partner with you to uncover long term value to support your journey to data-centricity.

They'll also be able to support your current employees, supplementing the workforce rather than replacing them – as often they'll work closely with your team to ensure they understand your needs and processes and offer the right solution.

A background image showing a close-up of hands holding a tablet. The image is heavily blurred and has a strong blue color overlay. A large, light blue speech bubble shape is overlaid on the image, containing the text.

Their focus is helping organisations, so they're perfectly positioned to explore, research and deliver real business value from analytics to your business.



Embrace the cloud

The journey to data-centricity will invariably require you to review your software and technology solutions. Often legacy systems aren't really up to the task and can pose limitations on what you're able to achieve.

06



Technology, alongside data, is a big enabler to becoming data-centric. It can streamline, automate and optimise the processes driven by data.

It's the driver behind: automation, machine learning and AI, predictive analytics and demand forecasting, dashboards and data visualisation – essentially any business operation.

Like your data — you want to first understand what technology you're currently using (and whether you're using it to its full capacity) and what else you might need to bring in to round it all off.



Technology, alongside data is the driver behind automation, machine learning and AI, predictive analytics and demand forecasting, dashboards and data visualisation – essentially any business operation.

The technology landscape is growing fast, with new software solutions constantly emerging in the market. Rather than picking and choosing technology solutions that will work for a particular project – which is both expensive and time consuming – you'll want to look at establishing a consistent strategy for data storage, access and processing, picking solutions that are flexible and can scale as your needs require.

You'll likely find that the solutions that offer that flexibility and scalability live in the cloud. Even if you can't move your data or BI applications there exclusively, the cloud offers solutions that can plug into your current systems and help increase the speed and flexibility of your data processing.



Cloud based solutions

Whether you're looking for a new data warehouse, data lake or other piece of software, chances are that there's a SaaS (Software as a Service) IaaS (Infrastructure as a Service) or PaaS (Platform as a Service) solution to meet your needs.

Cloud based solutions are becoming increasingly popular because of their ease of access, cost efficiency, elasticity and ability to be accessed from anywhere. And any business can take advantage of it – no matter what the size.

Cloud based solutions are becoming increasingly popular because of their ease of access, cost efficiency, elasticity and ability to be accessed from anywhere.

Benefits of cloud based solutions:



Increase capacity



Flexibility and scalability



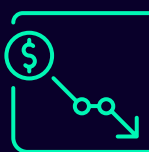
Speed



Functionality



Reduced maintenance costs



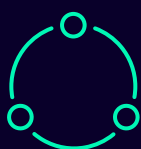
Reduced infrastructure costs



Accessible anywhere



Security



Increased collaboration



Reduced time to value



Cloud data storage

A key function of a modern data organisation is their ability to do, and access, analytics quickly. Cloud based data storage solutions like data lakes has become an integral part of this as it enables the integration of various raw data sets – structured or unstructured – and house them in one location, ready to be extracted and analysed.

An Enterprise Data Warehouse is also a useful tool to have. Unlike data lakes the data held in an EDW is more refined and structured. Because the data is more structured it can limit the range of insights that you can extract, but they are also the perfect solution if you're looking to consolidate your data for a Single Customer View as the data can be easily understood and extracted for customer engagement purposes.



Business Intelligence and Data Visualisation applications are the cornerstone of any data-centric organisation.

BI and Data Visualisation

Business Intelligence and Data Visualisation applications are the cornerstone of any data-centric organisation. And with your data sitting in the cloud – it makes sense that your BI and visualisation apps are there as well. This gives you the same flexibility to access and understand your data, wherever you are, and gives you multiple entry points so that multiple people can access those same insights, at the same time, no matter where they are.

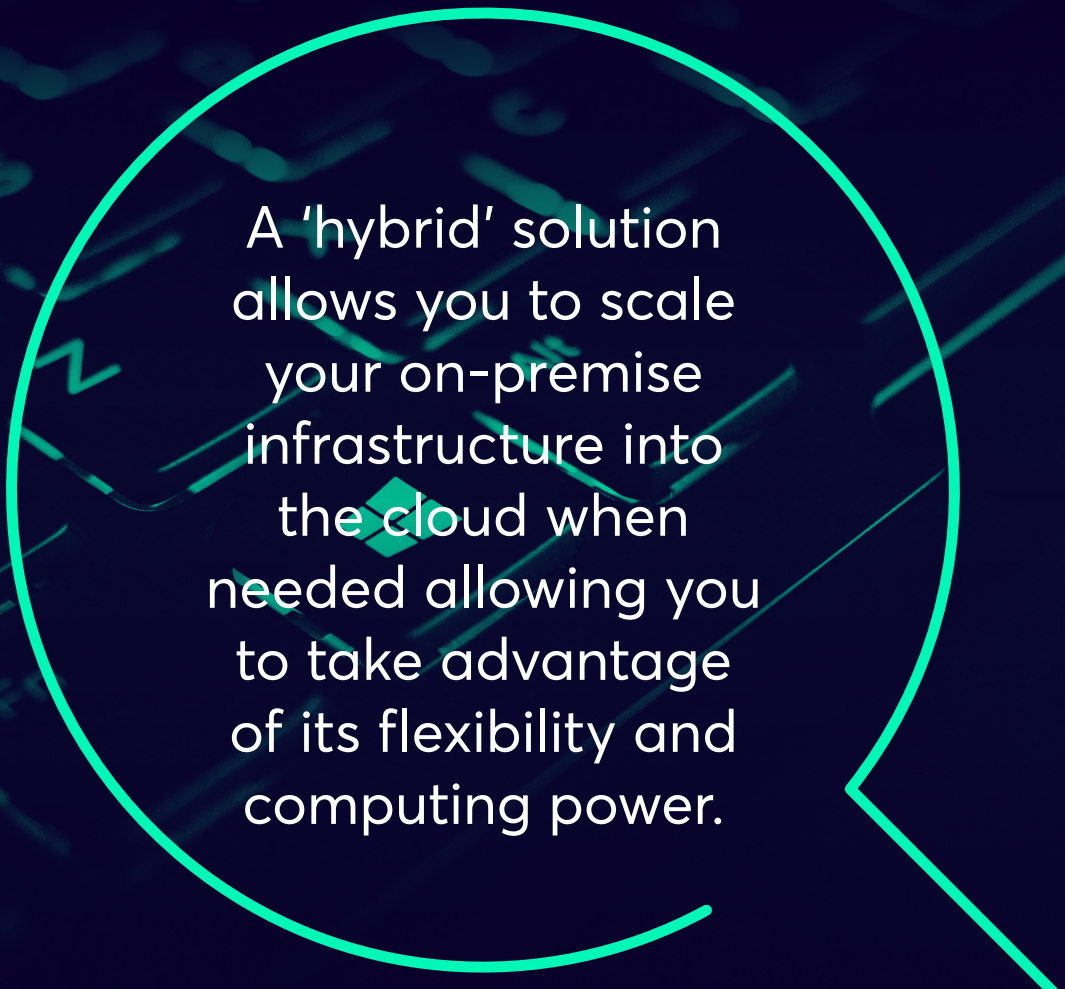
BI supports a wide range of business decisions – from operational (like product positioning or pricing) to strategic (priorities, goals and directions) – and works best when it combines both external and internal data sources. Like data, BI is often siloed – with pockets of capabilities rather than an organisational-wide solution. Bringing your BI to the cloud will help you scale, collaborate and implement processes throughout the organisation – replacing ad-hoc or siloed solutions.



Hybrid cloud solutions

As mentioned earlier, it may not always be possible, whether due to legacy infrastructures and systems or security considerations, to move completely onto the cloud. In these situations a 'hybrid' solution might be the best course to take. This allows you to scale your on-premise infrastructure into the cloud when needed, allowing you to take advantage of the flexibility and computing power, without having to fully overhaul your systems.

And even if you don't have infrastructure or security considerations, a hybrid solution may still be something to consider. In the same way that technology stacks offer you best-in-class, so can a hybrid cloud solution. This way you can pick and choose the solutions that best meet your needs, as you need them.



A 'hybrid' solution allows you to scale your on-premise infrastructure into the cloud when needed allowing you to take advantage of its flexibility and computing power.



Increased customer-centricity

Being a data-centric organisation also makes it easier to become customer-centric and deliver a better customer experience, contributing to increased ROI and business growth.





Consumer expectations around the use of their data has evolved a lot over recent years. They're demanding personalisation and increased relevance of marketing communications. They're demanding that anyone in an organisation will have access to their data and be able to help them – no matter which channel they are using to interact with the organisation at that time.

They're also demanding greater transparency on how their data is being collected and used and assurance that their data is secure with that organisation.



Consumers want personalised, relevant marketing communications delivered seamlessly across multiple touchpoints.



Understanding the customer journey

Truly understanding the customer journey is one of the key differentiators setting leading data-centric organisations apart from the rest.

From awareness through purchase to loyalty these organisations use data to understand pain-points, drivers and behaviours across all channels, enabling them to deliver a relevant experience at every touchpoint.

With modern data platforms that allow you to integrate data into - and extract data from - a single place, organisations are able to obtain that coveted 360 Customer View and achieve 1:1 customer engagement. Data is collected and accessed in real time and used to drive personalisation and relevance at each touchpoint.



Be more targeted and focused

Data can help you further target and focus your efforts into activities that will see a higher ROI.

The true value of this is being able to identify customers who are ready and able to purchase. Combining behavioural data of an individual customer with the data of others who have taken a desired action, you can start pinpointing triggers that signal an increased propensity to purchase. You can then focus your attention on getting them across the line.

In a B2B example this could take the form of seeing which website pages they've visited, which content they've accessed, and emails read. Using additional data like their position within the company and company size, can help you determine whether they're a) looking to purchase, b) the decision maker in the company and c) that company is the right customer.



Focus your attention on those who meet the criteria for a particular product or service with more targeted communications and offers – rather than casting the net wide.

In a B2C context – for example a bank – this could look like identifying which of your customers have indicated they're looking to get a mortgage. Overlaying their financial data over this then determines which financial or mortgage package would be most appropriate.

In either case, you can focus your attention on those who meet the criteria for a particular product or service with more targeted communications and offers – rather than casting the net wide.



Omni-channel experience

Ultimately customers expect a seamless, omni-channel experience.

They expect that no matter which channel they're connecting with you on, that they will receive a personalised experience based on the data they know you have on them. And this is not just limited to digital experiences but includes phone and in-store as well.

And they expect to be able choose how they interact with you, and how each step of the journey will progress. This is most easily exemplified by click-and-collect, or being able to purchase something in store, but have it delivered to their home.

People know that organisations collect data on them. It's up to organisations to prove that this adds value to the relationship, and value to the customer by offering products and services that align with their needs and allows them to interact with your business in the manner that is most useful to them.



Becoming a data driven organisation can be a lengthy, time consuming undertaking, but has infinite benefits to your organisation and the customer experience.

To make sure it's a successful undertaking, following the 7 steps we've outlined in this eBook should help you build a solid foundation to becoming a modern data organisation.



7 steps to transform into a data driven organisation:

01 Discover the business value that data can deliver
Being data centric contributes to business value.

02 Determine your approach
Whether you go full agile or take a phased approach being iterative and building on what's working will help deliver more valuable solutions.

03 Identify the data you have
Data is at the heart of the modern data organisation. Having a solid understanding of the data you're collecting and what you're doing with it is crucial.

04 Understand what's possible
Knowing what data you have will also feed into figuring out what's possible – what you're capable of right now, and what you can work towards in the future – like AI.

05 Empower your people
Data is great, but people are better – and no organisation is complete without them. Make sure you take them on this journey with you.

06 Embrace the cloud
A modern approach to business isn't complete without a modern approach to collecting, storing and understanding data.

07 Increase customer-centricity
How being data-centric feeds into being customer-centric and improves your ability to create better customer experiences.



And finally - don't stop

The true mark of a modern, data driven organisation is that they understand there's no definitive 'end point'. They appreciate that there should always be a focus on improvement and continued growth as technology and people are always changing and evolving.

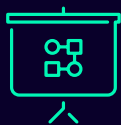
What's 'the norm' or expected now, may be outdated or obsolete in just a few years' time. It's important for organisations to be aware of these changes and how they can keep up.

Utilising data will help them through these changes, as they can identify and act on trends, continuously tweaking and refining process, products and services that continue to drive business growth.

Qrious provides intelligent solutions to organise, analyse and optimise the power of your data.

With access to our strategic consultants, data scientists, and analytics experts, Qrious can help you turn information into actionable insights so you can make better business decisions and become a modern data organisation.

Qrious offers



Data
Strategy



Cloud
Solutions



Data
Engineering



Data
Analytics



BI & Data
Visualisation



Managed
Data Services



Data
Warehousing



Marketing
Automation

To find out more about how Qrious can help your organisation become more data centric and use data to drive intelligent business decisions visit Qrious.co.nz and request a meeting.

Qrious