

EIGHT KEY INGREDIENTS OF A BEST-IN-CLASS CUSTOMER INTELLIGENCE PROGRAM

→ In a **recent study**, Aberdeen Group found that only 15% of organizations have mastered the art and science of understanding their customers and addressing their needs. Those that do achieve significant returns in the form of loyal clients, increased brand awareness, and robust financial health. Below are eight key customer intelligence capabilities that help these organizations deliver truly personalized buyer conversations across every channel. How many of these capabilities does your organization possess?

<input type="checkbox"/>	Integrate all enterprise systems involved in capturing customer data in order to form a unified view of the customer journey.
<input type="checkbox"/>	Regularly analyze customer experience data to identify process bottlenecks and inefficiencies.
<input type="checkbox"/>	Align priorities of the IT team with the rest of the business by compensating the IT team based on achievement of objectives supporting customer experience programs.
<input type="checkbox"/>	Provide employees with a role-based view of customer sentiment and behavioral data.
<input type="checkbox"/>	Distinguish most profitable clients from the less profitable.
<input type="checkbox"/>	Regularly monitor and analyze customer referrals to assess earned-media results.
<input type="checkbox"/>	Use behavioral data to identify factors influencing cross-channel buyer behavior.
<input type="checkbox"/>	Benchmark performance of all customer interaction channels.



→ **Read the full report:** [Customer Intelligence: Use Data to Drive Loyalty & Advocacy](#)