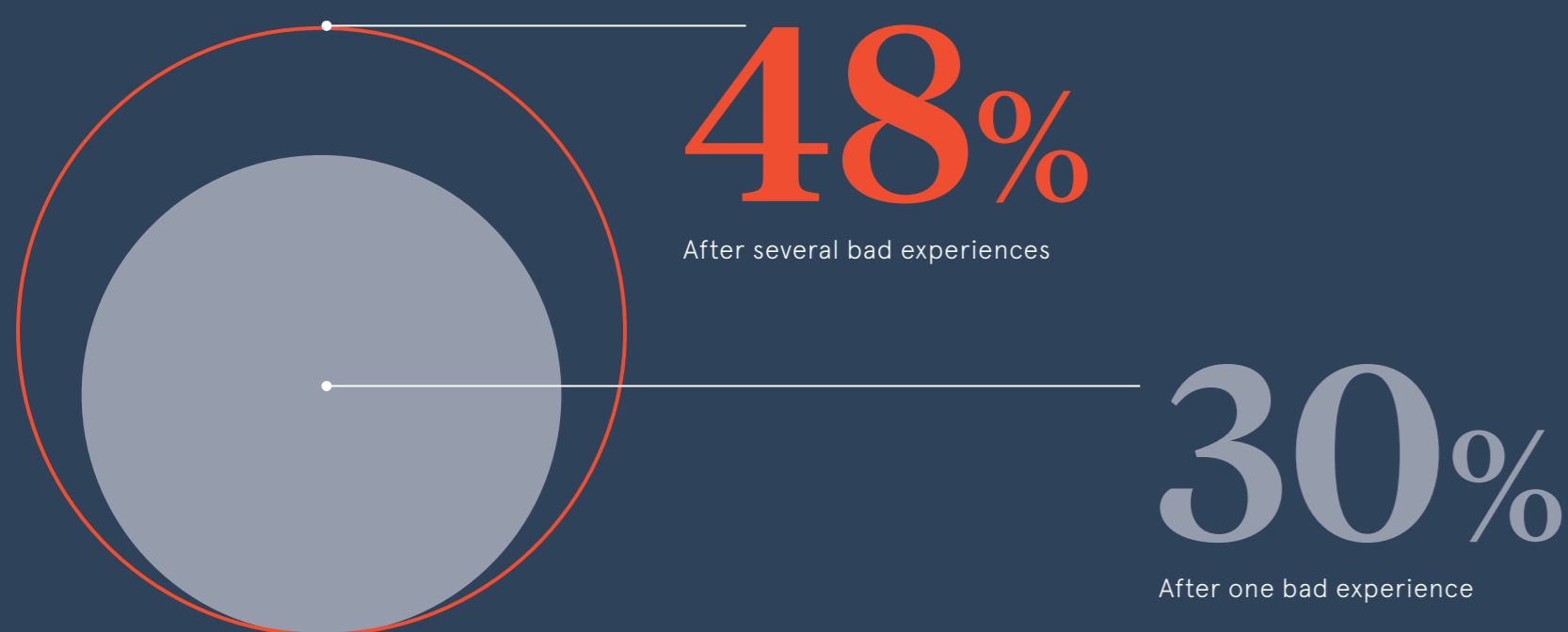


MAKE WAY FOR CUSTOMER ANALYTICS

In a world that's moving faster than ever, brands must increasingly invest in the right technology to keep up with changing customer demands. Customer analytics is proving to be a vital way for businesses to make sure that after providing a quality customer experience, they can use the relevant data to continue doing so in the future

WHEN DO CONSUMERS STOP INTERACTING WITH A BRAND THEY LOVE?

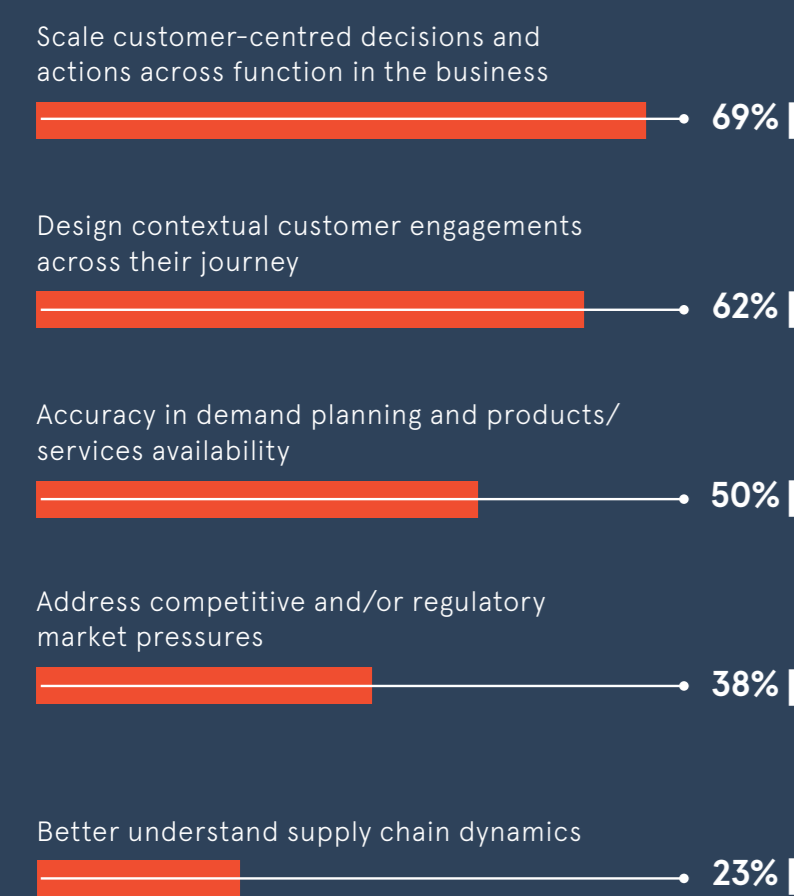
Global response



PwC 2018

BUSINESS DRIVERS OF INCREASED INVESTMENT IN CUSTOMER ANALYTICS

Percentage of business leaders who chose the following as a top-three driver



DOES INVESTMENT LOOK SET TO INCREASE?

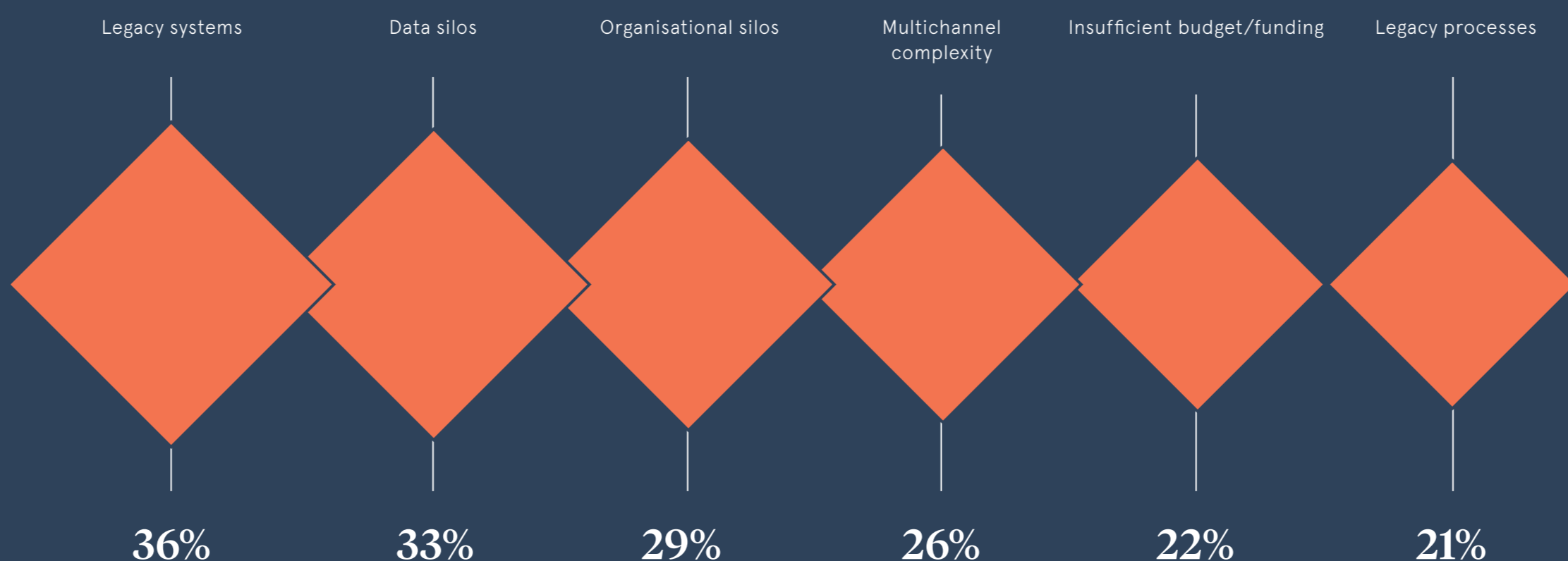
Percentage of business leaders indicating to what degree their investment has changed over the past year



Harvard Business Review 2018

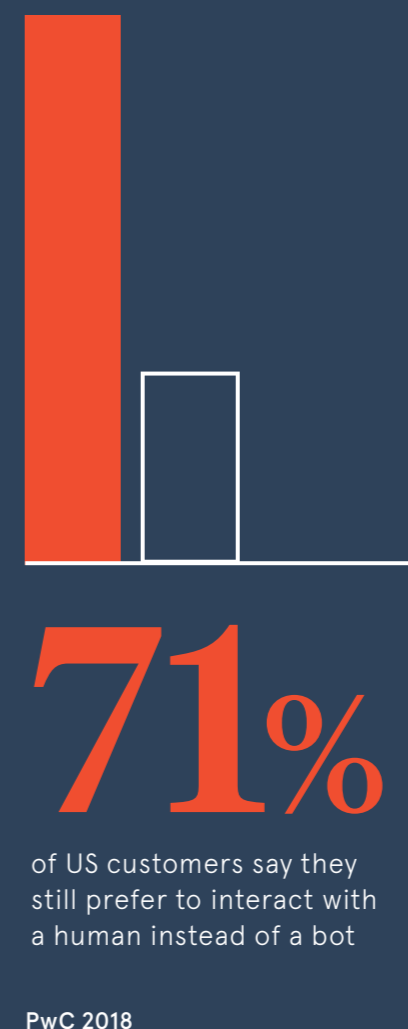
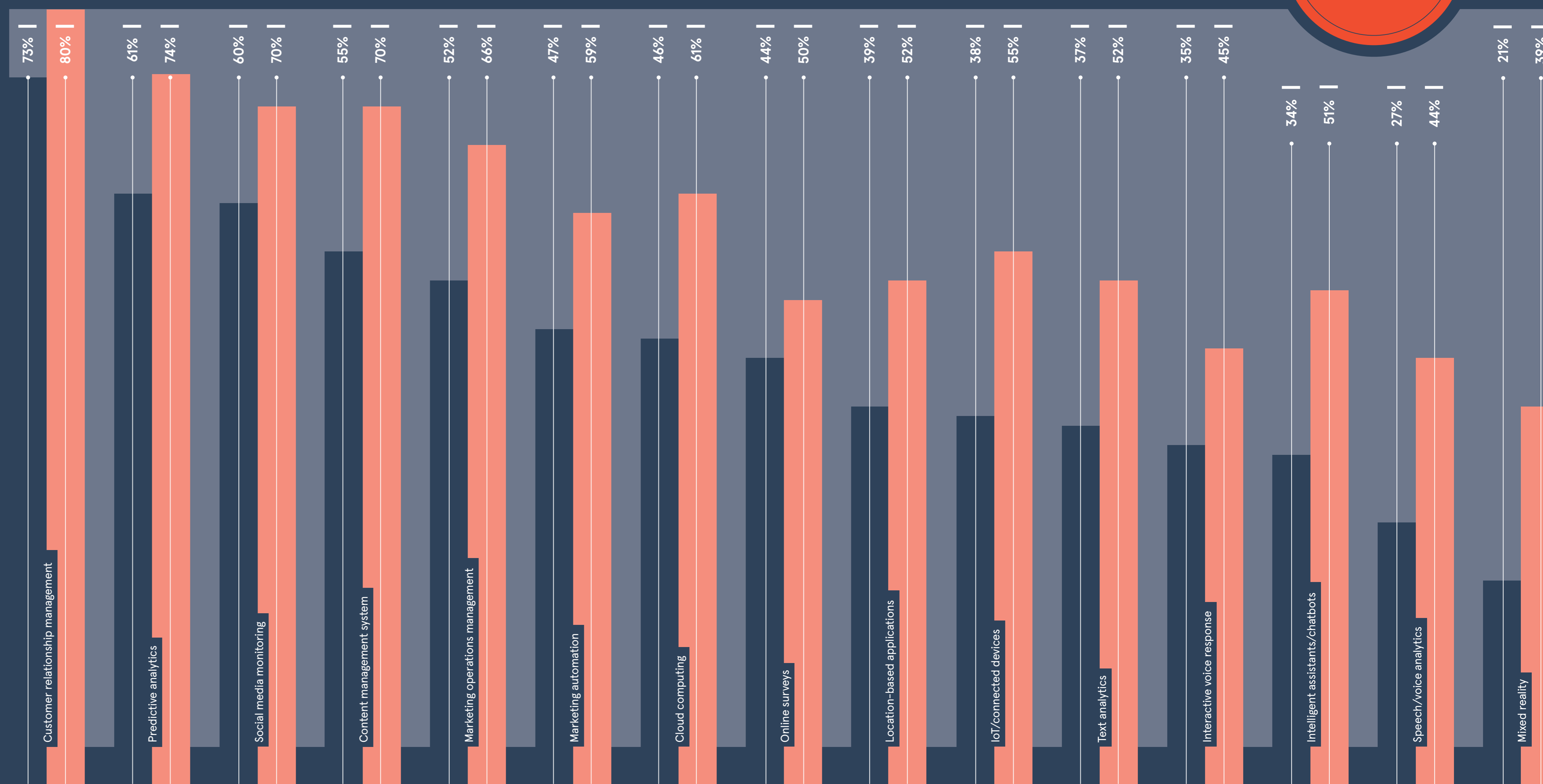
BUT WHAT ARE THE CHALLENGES IN IMPLEMENTATION?

Percentage of business leaders who said following were in top three challenges for implementation



WHAT ARE THE DIFFERENT AVENUES THAT CUSTOMER ANALYTICS CAN HELP BRANDS BETTER UNDERSTAND?

Percentage of businesses that think this is very important now (dark blue) vs Percentage of businesses that think this will be very important in two years time (orange)



PwC 2018

WHILE AI GROWS IN POPULARITY FOR CUSTOMER ANALYSIS, BRANDS CAN'T FORGET THE HUMAN TOUCH

"Once technology becomes advanced we won't need people for great customer experiences"

43%

Strongly disagree

29%

Strongly agree

PwC 2018

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