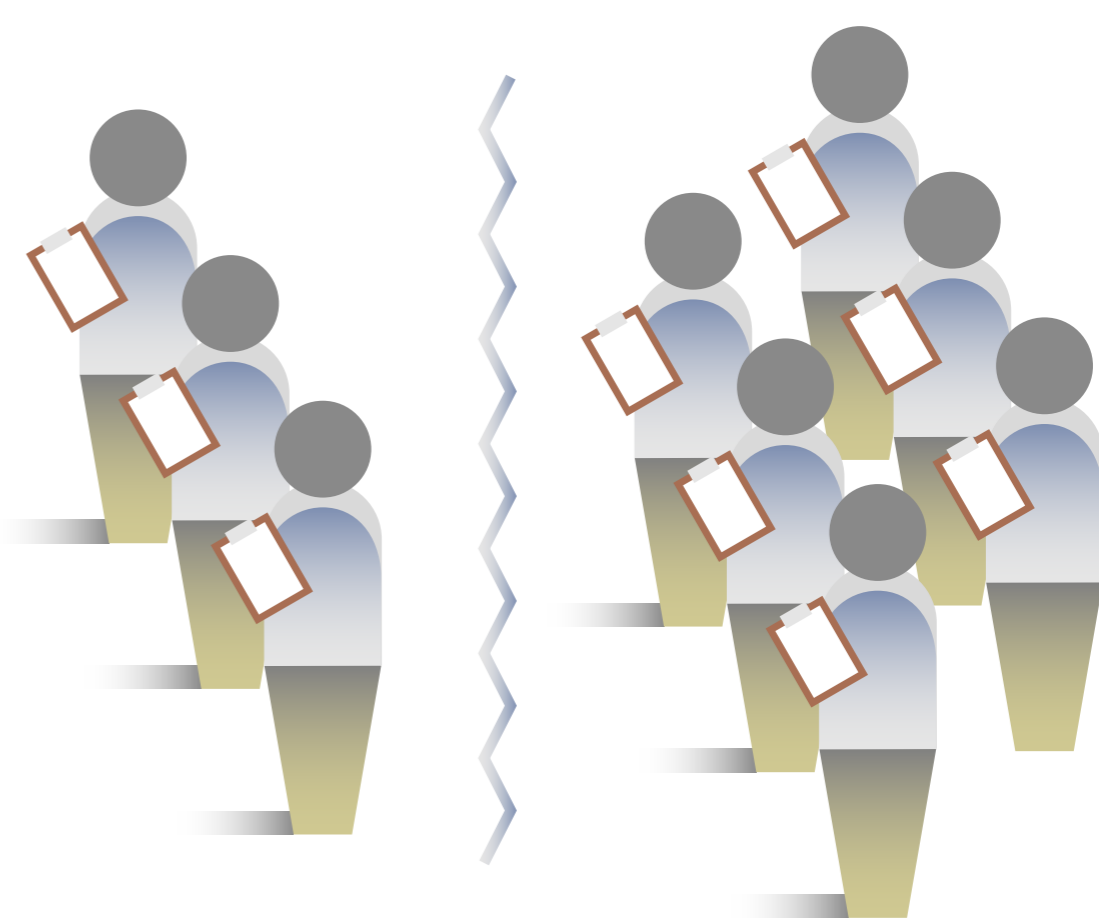
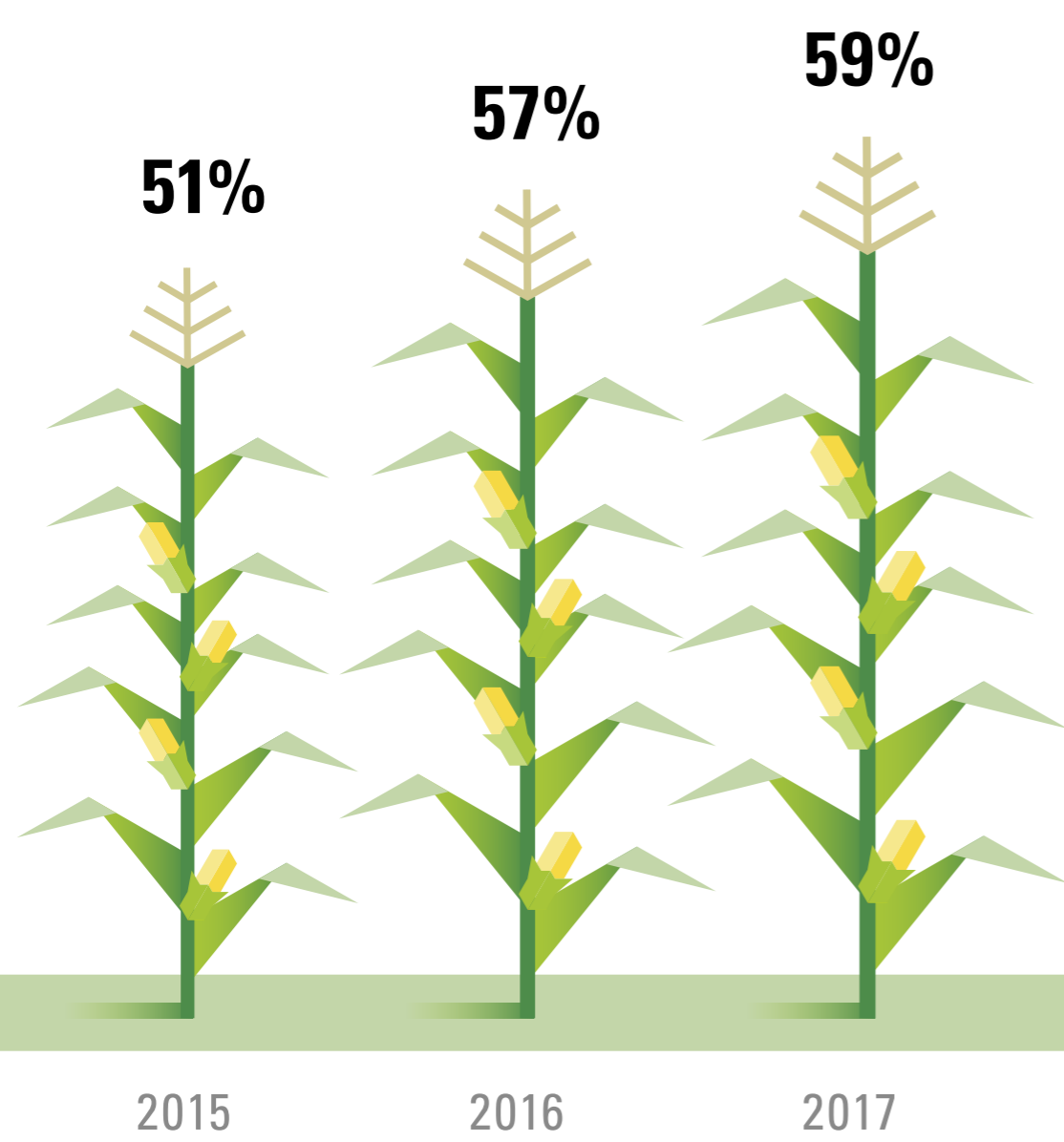


Improve Customer Engagement With Analytics

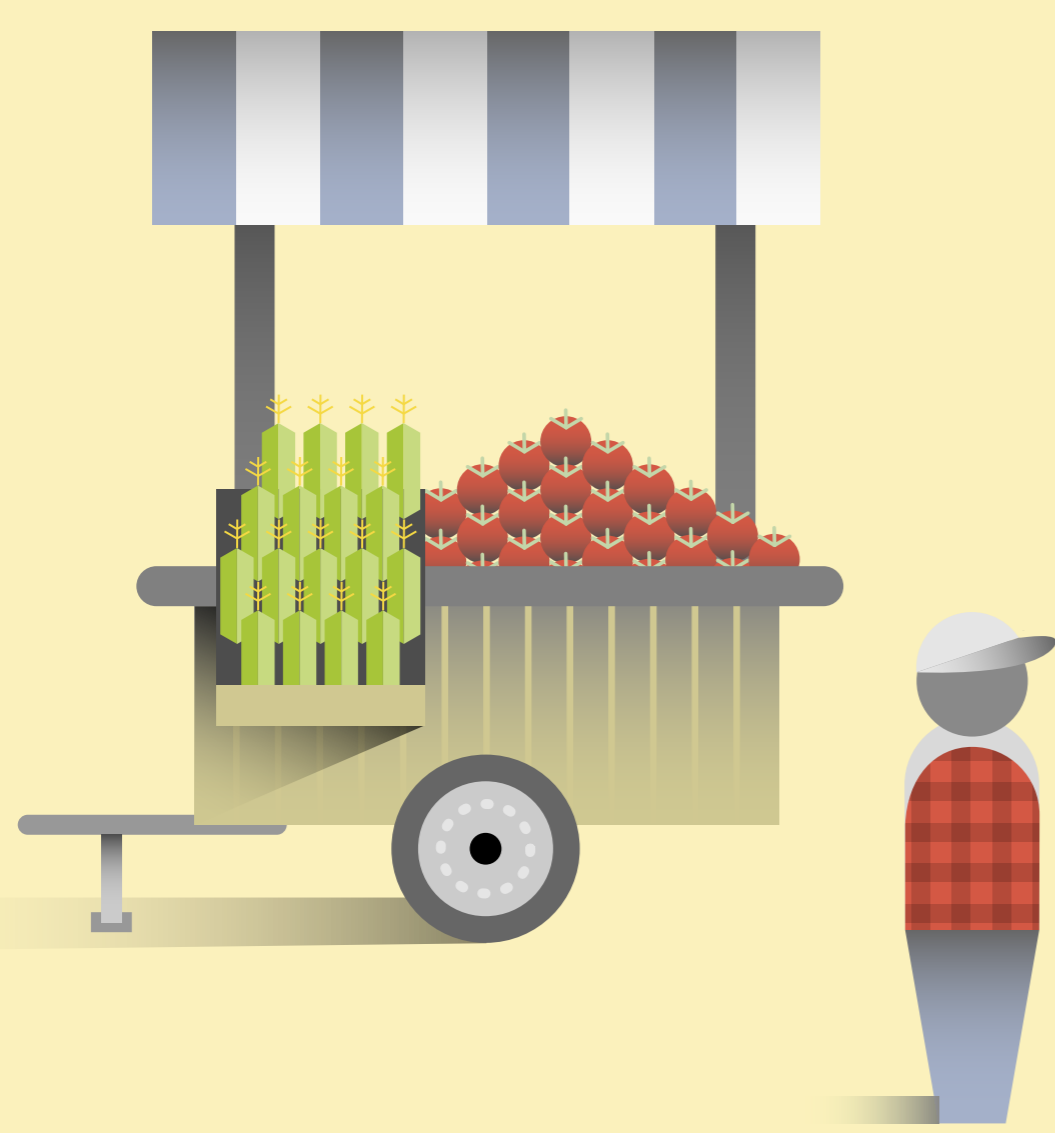
From the *MIT Sloan Management Review* report
"Using Analytics to Improve Customer Engagement"

Competitive advantage from analytics has grown steadily each year

The number of Analytical Innovators has doubled in 6 years



We define Analytical Innovators as leaders who incorporate analytics into virtually every aspect of their strategic decision-making.

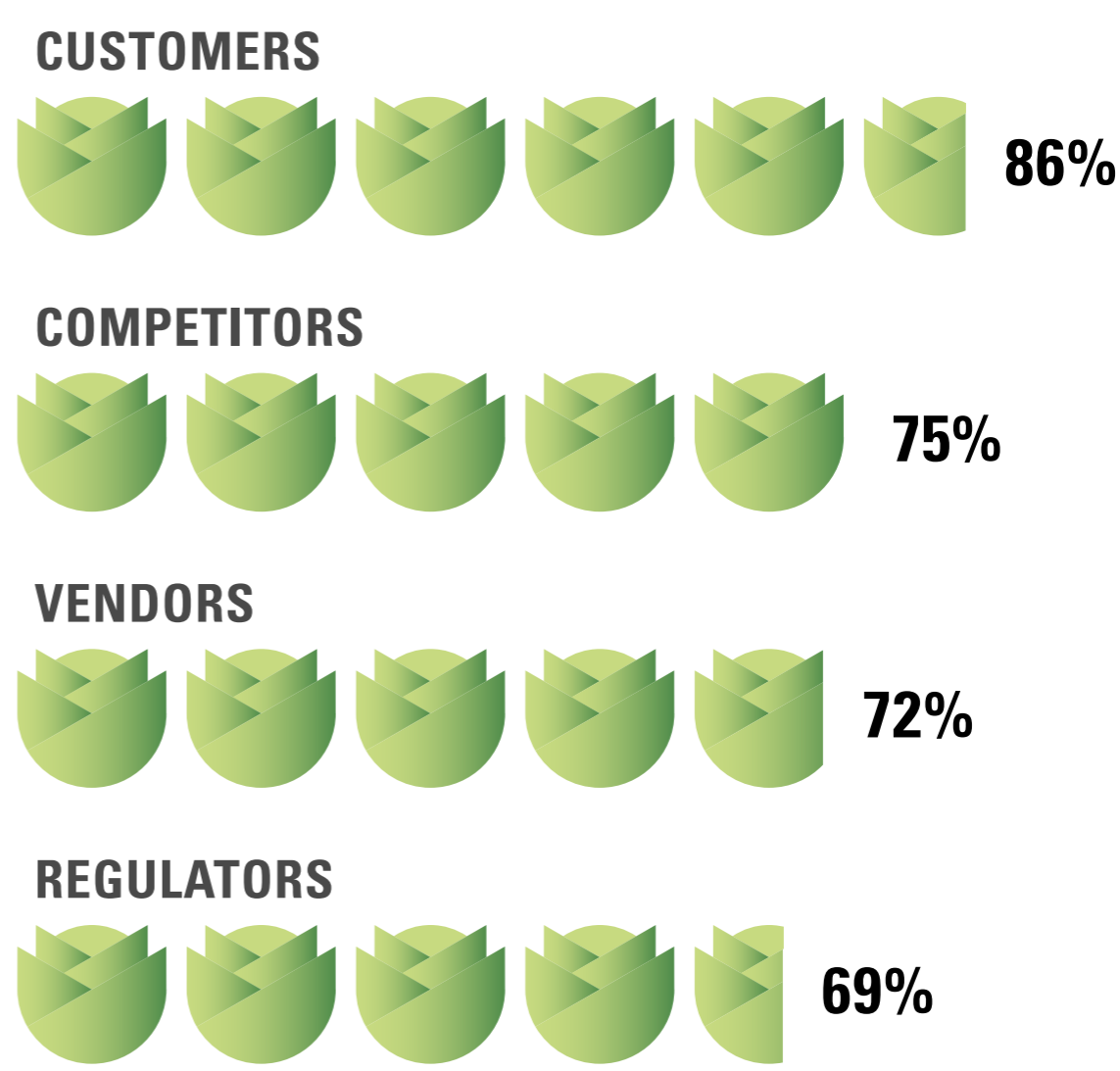


Customer engagement is 25% greater
with companies that demonstrate analytical maturity

Customer engagement depends on

Collecting and using data from various sources for richer insights

Sharing data with certain groups to increase influence



Companies that use data from multiple sources rank higher on the Analytics Core Index¹, a measure of their core analytics abilities.

True innovators are 5x more likely to leverage data from customers, vendors, and competitors

ON AVERAGE, B2B COMPANIES SEE **12% MORE** DATA-DRIVEN CUSTOMER ENGAGEMENT THAN B2C BUSINESSES



Bountiful harvests still need direction

While **77%** say their access to useful data has increased...

...only **49%** are able to use data to guide future strategy

For more on the opportunity to engage customers using analytics, read the latest *MIT Sloan Management Review* Big Ideas report, "Using Analytics to Improve Customer Engagement."

sloanreview.mit.edu/analytics2018

¹ The 2018 Data & Analytics Global Executive Study and Research Report by MIT Sloan Management Review finds that innovative, analytically mature organizations make use of data from multiple sources: customers, vendors, regulators, and even competitors. The report, based on MIT SMR's eighth annual data and analytics global survey of more than 1,900 business executives, managers, and analytics professionals, explores companies leading the way with analytics and customer engagement.