It (Still) All Comes Down to the Customer. 9 Key Data Points for Information Managers



34*****

enriching customer experience in all aspects of the business



The most EFFECTIVE strategy for getting stakeholder support

36*****

making the connection between information management and customer experience



Executive attitudes toward information management practices

25% if it doesn't help "move the product" it's not a high priority

it directly impacts the business success

28%

it's a cost of doing business for legal and regulatory compliance

Perception of Information Governance is largely negative

governance efforts are largely defined by/confined to retention schedules/policies

workers' eyes glaze over at the mere mention of the phrase

Organizations are failing to align information management strategy with business strategy

average business alignment grade on a scale from A (Excellent) to F (Poor)



Higher alignment scorers focus their information management efforts in three areas

Process improvement 44%

Information access 29%

Higher alignment scorers encourage content collaboration across virtual workforces and organizational boundaries

60%

have an explicit strategy and systems to support this



Customer journey-mapping competency is low

would grade their organization as average or worse in documenting customer experience across key processes



Lines between "information" and "data" management blur

analysis

yes, we differentiate between the two

no, we don't differentiate between the two

In Partnership with





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