experian™

Realizing the full **potential** of data

Companies are facing increasingly complex data challenges that can determine the success or failure of their business. Having accurate and reliable data has never been so important. Yet, many businesses are grappling with how best to utilize this asset.

Our 2019 global data management research uncovers key trends around global data practices and common challenges across industries. Here are our key findings.

Customer experience

98% of companies use data to improve the customer experience

Improving customer experience is the top priority for businesses

Trust in data

Businesses don't trust the data they have to take meaningful action

95% of organizations see impacts from poor data quality

Changing data ownership

75% think data quality responsibility should lie with the business

Shifting data ownership toward the business builds trust in data

Did you know?

89% of companies face challenges around how they manage data

29% of current customer or prospect data is believed to be inaccurate in some way, on average

70% of businesses say not having direct control over data impacts their ability to meet strategic objectives

Across this report, we look at key trends around data usage and management and how organizations can improve people, process, and technology to unlock data's true potential. Explore these findings and more in the 2019 global data management research.

Download the report at edq.com