

Rapid change in a global pandemic impacts data perception and usage

As we face this global health crisis, businesses are actively learning how data-driven initiatives will help them accelerate digital transformation and prepare for the future. Read our latest research to discover how organizations are leveraging data insights to succeed, even in crisis-mode.

Experian spoke with more than 700 business leaders across the U.S., U.K., and Brazil about how the pandemic has impacted data perception and usage.

Our 2021 global study reveals:

84%

of respondents say there has been more demand for data insights in their organizations with COVID-19.



67%

say COVID-19 has accelerated many of their data initiatives.



Data has been top-of-mind for years, but now, insights are more important than ever. In economic crisis, data has become the golden ticket to building resilience for today and the future.

The need for rapid transformation



Was the data ready?



Preparing for what's ahead



THE NEED FOR RAPID TRANSFORMATION

Top business priority

Customer experience & data security



75% say they have seen a dramatic change in their customer's behavior during the pandemic.

Digital transformation is a necessity in this state

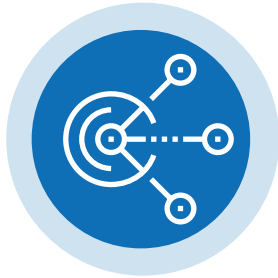


72% say an acceleration to digital transformation has made their business more reliant on data and data insights.

86% of leaders are interested in 'data for good.' This is could be:



Increasing collaboration with other organizations to better support those in need.



Sharing talent and resources to develop or deliver data products for societal good.



Providing training, tools, or opportunities to those who have lost employment.



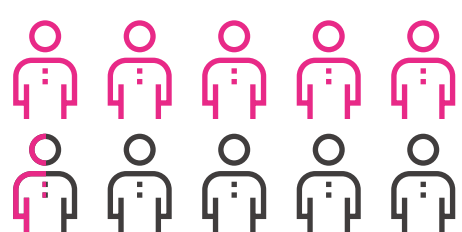
Allowing data staff time to spend on **voluntary projects**.

WAS THE DATA READY?

Lack of trustworthy data

55%

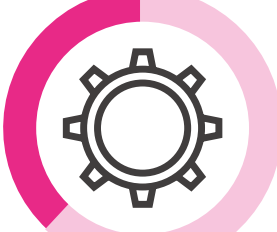
of business leaders say they **lack trust in their data assets**, hurting their ability to be fully data driven.



Lack of agility

62%

admit that a **lack of agility in data processes** hurt their response to changing business needs.



Hindsight is 2020

72%

say **better data insight** could have helped improve the response to the pandemic.



PREPARING FOR WHAT IS AHEAD

Data resilience

9/10

businesses are focused on improving data management resilience to at least some degree over the next year.

Data quality

51%

are looking to improve data quality.



People, skills, and technology

85%

say sourcing more **technology** for staff is a priority.



85%

of organizations are **hiring data roles** in the next 6 months.



62%

say a lack of basic **data literacy skills** is impacting the value they get from their investment in data and technology.



Today's digital economy demands your business runs on trusted data. **Read the full report to learn about how rapid change in a global pandemic impacts data perception and usage.**

