

Top channels to reach your customers

In our 2022 Global Data Management Research report, we surveyed business leaders across the globe on how data quality impacts customer experience and operational efficiency. Now more than ever, we find that organizations are laser-focused on knowing who their customers are and how to reach them through preferred channels.

Data quality plays a critical role in connecting and staying in touch with consumers across various channels. Our research uncovers the importance of getting back to basics with quality consumer contact data.

Keep reading to learn more about the top channels organizations are using to reach their customers.

Types of contact channels

With the help of digital acceleration, brands can leverage popular channels to effectively connect with customers and deliver a personalized customer experience.



Phone

42% believe this will continue to be an important type of contact data over the next year



Email

72% of respondents stating that it is the channel most relied upon to reach and stay in touch with customers



Address

46% of organizations say that they address has become more important over the last year



Social media

44% of respondents say they currently rely on social media handles and identification to reach and stay in touch with customers

89% say contact data has become more important than ever to reach their customers during the pandemic and now

93% say the quality of contact data has become more important over the last 12 months



As a data program matures, organizations are now able to tap into their customer contact data to understand who their customers are and how to reach them. With a constant flow of reliable contact data to teams across the business, organizations can be certain they are connecting with customers at every step of the buyer's journey.

Download our 2022 Global Data Management Research report