

# The Journey to Data Enablement

Delivering an exceptional customer experience (CX) starts with a foundation of trusted, data-driven insights. You wouldn't build a house on a faulty foundation, right?

**With CX taking center stage on C-suite agendas, we spoke with more than 500 data practitioners to understand where they are on their journey to data enablement.**

Here's what they had to say:

## 83%

see data enablement as a focus to a great extent

### What is data enablement?

The practice of empowering a larger group of individuals within a business to understand and harness the power of data and analytics.

## Top challenges across industries:

**8 in 10** have invested in multiple data initiatives, and yet...

### 69%

say their organization struggles to be data-driven

### 65%

say bad data undermines business initiatives

### Data maturity

Maturity Level	Percentage
Developing	38%
Emerging	32%
Limited	19%
Mature	11%

### Areas of focus:

#### Data quality

#### Big data analytics

#### Data governance

### Let's dive deeper

## 30%

cite a lack of data literacy as their biggest challenge

## 1 in 4

businesses report inadequacies or a lack of technology

Many businesses continue to **operate in silos**

## 69%

say most data management initiatives occur in individual departments—only a few on an enterprise level

## 58%

say data management primarily sits with IT

## 42%

say data management primarily sits with business users

### But the tide is turning

## 1/3

of businesses are taking a **holistic approach** to data governance

## 78%

of businesses are currently working or intend to **undertake data literacy initiatives** in the next 12 months

**Mature organizations** see the data enablement benefits:

- 1 Compliance with regulations
- 2 Better decision-making
- 3 Improved customer experience

Becoming a data-driven organization is a massive and holistic change, but there are changes you can make today to empower your business to leverage data insights for a better customer experience.

**Want to learn how you can get started with data enablement?**

