

Four things customer-obsessed and customer-clairvoyant firms do better with data

Our latest research reveals how leading firms are engineering their data foundations to anticipate and deliver on customer needs and desires—now and in the future.

In a world overrun by data, it's easy to assume that businesses have all the data they need about their customers and are putting it to use wisely. That's why Virtusa decided to test this hypothesis by studying how the best companies collect, manage, and utilize their customer data¹. Our findings reveal that this assumption holds true—but only for a small proportion of surveyed respondents². Our cohort of leaders is relentless in their pursuit of data-driven insights and has built the technological foundations, talent pipelines, and policies to out-market, out-sell, out-service, and out-innovate the competition. We call these leaders customer-obsessed and-clairvoyant. *So, what is it they do differently with data? A lot, actually.*

This infographic, the first in a three-part series, looks at the data-to-insights cycle of the obsessed and clairvoyant businesses and the four things that set them apart.

So, what is it they do differently with data?

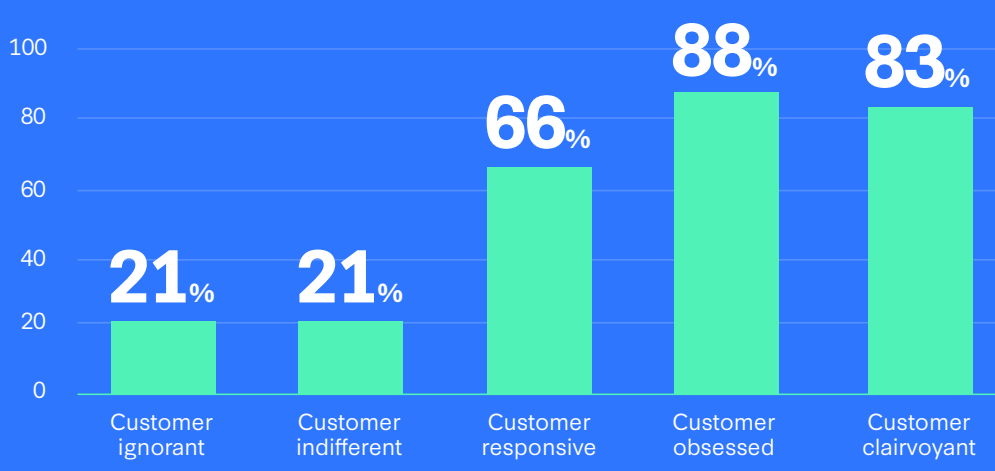
A lot, actually.

1 They relentlessly collect more data

Whether it's the type of data they control, i.e., structured and internal data, or the type they don't control, i.e., semi- and unstructured data, obsessed and clairvoyant firms are skilled at collecting larger volumes of customer data from various sources continuously and relentlessly.

Leading firms build up a vast data war-chest

% of respondents that have sufficient/highly sufficient quantities of data | n = 305

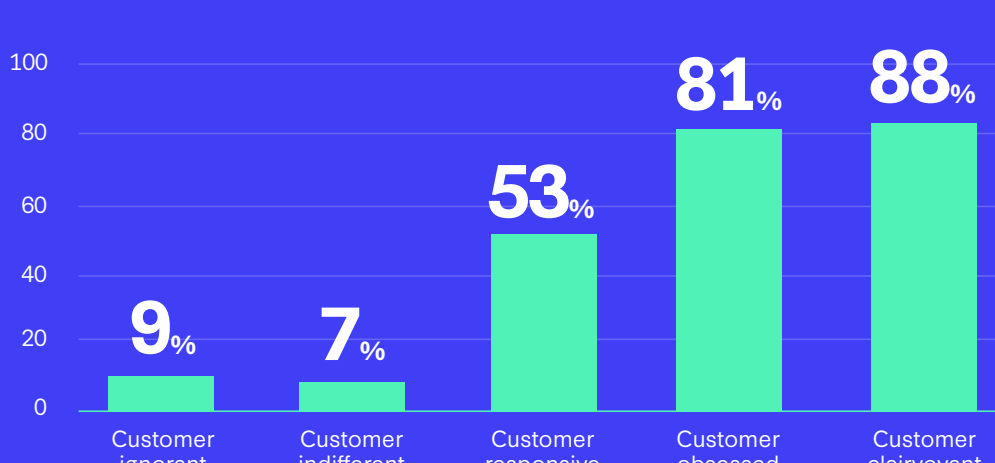


2 They relentlessly focus on data quality

These companies have data foundations and data engineering talent to collect, clean, and process all customer data types and ensure that it's always available and continuously current.

Leading firms prioritize data quality

X axis: % of respondents with sufficient/highly sufficient quality of data | n = 305

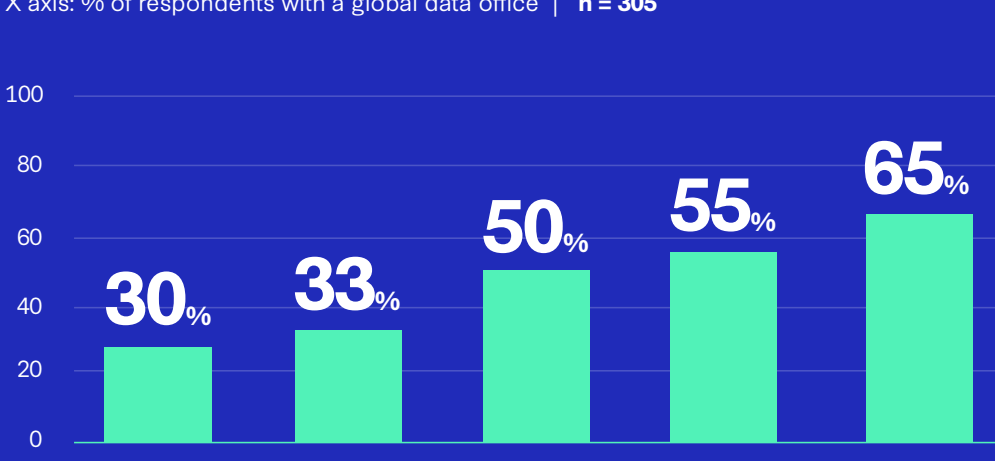


3 They've instituted a global data office to drive insights

Their global data office acts as a center of excellence, setting guidelines and overseeing architecture, platforms, governance, and the enterprise-wide coordination of data and AI as well as providing specialists who have hard-to-hire skills.

Have a global data office

X axis: % of respondents with a global data office | n = 305

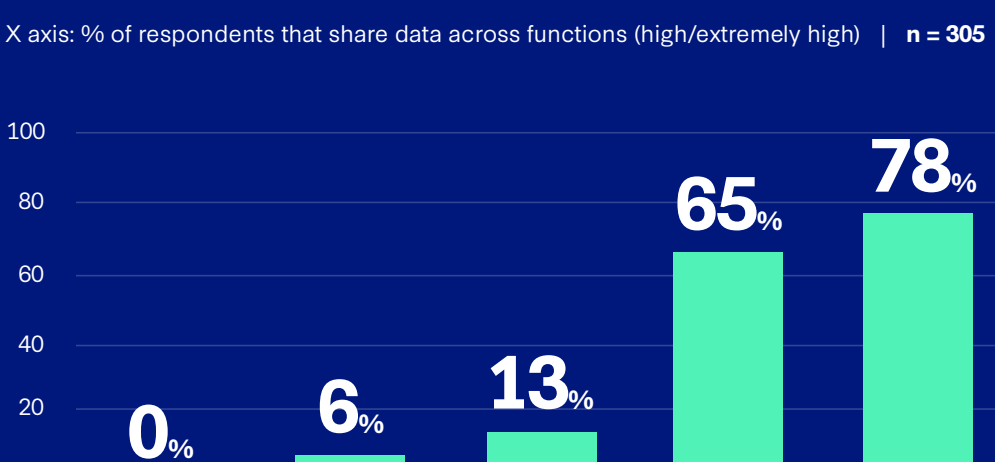


4 Leading firms follow the mantra: sharing is caring

They understand the importance of sharing customer data and insight across functions and have instituted organizational structures and policies to actively encourage it.

Leading firms prioritize data quality

X axis: % of respondents that share data across functions (high/extremely high) | n = 305



How does your company compare to the leaders in customer data, based on our research?



For more, read our report

Beyond customer obsession:
Engineering data mastery for what comes next.

1. We surveyed 305 U.S. companies in September/October of 2024. Approximately 20% of respondents originated from each of five sectors- banking and financial services, insurance, healthcare services and insurance, life sciences (pharma, biotech, medical devices, medical products), and telecommunication services.

2. The survey respondents that we grouped as "customer ignorant" or "customer indifferent" said they were not effective in using any of the five data types. In contrast, every survey respondent that we designated as "customer responsive," "customer obsessed" or "customer clairvoyant" used at least one of those five data types effectively or highly effectively. Most used multiple data types effectively or highly effectively.