

Six reasons why a global data office creates your competitive advantage

Our latest research reveals how leading firms instituted a global data office to deliver superior value and delight customers.

There has never been a better time to be a customer-centric business. Customer data is abundant, and data analysis tools are readily available. And yet, our research reveals that only one-in-seven of over 300 U.S. businesses¹ are excelling at turning customer-facing data into actionable insights. These outliers are called customer-obsessed and -clairvoyant businesses; they collect more data at a higher quality than the rest. They also derive more useful insights from their data. They've got the basics right when it comes to building a strong data foundation.

Many of these leaders have instituted a global data office (also known as a central data office) and evolved them to meet the demands of this new reality. Their global data offices are more than just arbiters of common data policies and standards—they act 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.

This infographic, the second in a three-part series, highlights six reasons they deliver industry-leading value.

Only **1 in 7**

of over 300 U.S. businesses are excelling at turning customer-facing data into actionable insights.

1 They have more people working on their data

Obsessed and clairvoyant businesses employ far more people at their global data offices than the rest, giving them a distinct advantage in terms of sheer workforce.

The global data office is well-staffed

X-axis: Average headcount of global data offices | n = 305



2 They elevate and share ownership of insights

These leaders understand that a global data office is not the responsibility of just the technology people. With a diverse set of stakeholders working together, especially CEOs and COOs, it ensures that data mastery remains a top priority and the global data office delivers maximum impact.

The C-suite knows what's going on

X-axis: % of respondents that say who the global data office reports to | n = 305

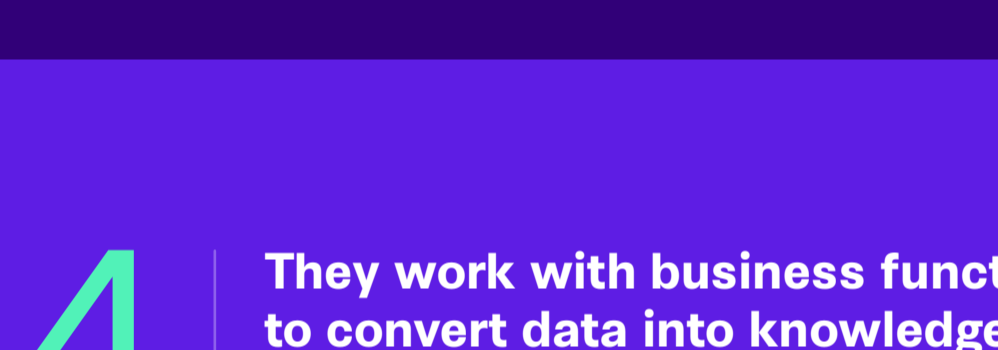


3 They know greater customer-centricity begets greater data literacy

Their global data offices understand the importance of a data-literate organization and actively work toward bridging the gap between IT and other functions.

Focus on data literacy and ownership

X-axis: % of respondents that encourage business data ownership and data literacy | n = 305



4 They work with business functions to convert data into knowledge

Working closely with business functions is coded into the global data office's DNA. To fulfill this mandate, they work with business teams to ensure the optimal use of customer data. But their job doesn't end here.

They ensure optimal use of data

X-axis: % of respondents say the global data office is somewhat or very effective at helping business functions learn how to use customer data | n = 305



5 They deliver insights on how to use new technologies

Keeping up with customers' needs and wants requires the know-how for using new data tools. Global data offices at customer-obsessed and -clairvoyant firms use their superior wherewithal to keep business functions updated and ready.

Helping business functions learn how to use new technologies for analyzing customer data

X-axis: % of respondents saying the global data office is somewhat or very effective at helping business functions learn how to use new technologies for analyzing customer data | n = 305



6 They keep business abreast of new data and analysis tools

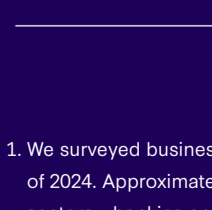
Importantly, they keep track of emerging technologies and customer data types and ensure business functions' readiness to leverage said by alerting them about what's coming next.

Alerting business functions to new types of customer data and technologies for leveraging that data

X-axis: % of respondents saying the global data office is somewhat or very effective at alerting business functions to new types of customer data and technologies for leveraging that data | n = 305



Based on our research, how does your company compare to the leaders in customer data?



For more, read our report

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

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

