

Data Driven Organisation

The Customer Focused, Data Driven Organisation

The traditional sales model for most companies is that they sell products or services that become less valuable to the consumer over time. I drive a new car off the dealer's forecourt, and it is immediately worth less than it was 10 feet ago. In this traditional model companies use data to identify customers and drive repurchase and use brand positioning to drive brand affinity and loyalty. This approach is the one we are all familiar with – the need for constant customer acquisition growth, and that NPS score will lead the way to higher customer lifetime value and repeated sales.

Data Driven organisations are those companies that put the use of data to optimise everything they do. In the customer relationship they use data to make the value of their product or service become more valuable to the consumer over time. They use data and machine learning to improve the value to customers and build a network of products and services over time. For example, If I have Spotify and it has all my playlists and can predict which music, I am likely to like – it's a big upheaval to move to a rival service. These brands use experience data driven affinity and utility to drive brand loyalty. Think about amazon prime. I don't know many people who are massive fans of the amazon brand but ask yourself how much they would need to increase the cost of Prime before you stopped subscribing. In the case of Apple where this is combined with a strong brand unheard-of customer loyalty levels of over 90% are achieved

And consistently these data driven businesses outperform their competition. Harvard business school studies have shown that a 5% increase in customer retention adds at the minimum 25% to profits. Over time, these companies spend less on marketing as a percentage of revenue. The correlation follows for most categories, but Consumer electronics and sports apparel are probably the most visceral examples – Revenue and marketing spend are almost inversely proportional. The companies that have used data to drive services that built constant or "always on" engagement with customers spend less on marketing than their less connected competitors.

Objectives

- New perspectives and ideas for all involved
- Pragmatic and implementable take aways from the conversation

Key discussion points

- What are the key characteristics of a Customer focused Data Driven Organisation. Is there a definition and measure of one?
- How do you focus the business on using data to drive better experiences?
- Data Mesh, Data Fabric, new models require comprehensive organisational and cultural change management. Just the latest buzzwords or implementable frameworks?
- How do you measure the value of your data assets within the business?
- Use of AI flips the data use case in organisations. We are moving from Function (Applications) that generate data, to a world where data generates function. How does this fundamentally affect organisation in a data driven business?

Roundtable Chairs



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Discover the power of data-driven organizations that prioritize customer value and loyalty over time, revolutionizing the traditional sales model. Explore how these companies leverage data and machine learning to enhance customer experiences, build brand loyalty, and outperform competitors. Gain insights into key characteristics of customer-focused data-driven organizations, implementing data-driven frameworks, measuring data assets' value, and navigating the transformative impact of AI on organizational dynamics.