8 PRACTICES TO MAXIMIZE ROI FROM CDP

One of the top challenges organizations face in building a successful CX program is the lack of a unified customer view. Aberdeen research found that 53% of companies currently use a customer data platform (CDP) to eliminate fragmented insights and hyper-personalize interactions with current and potential buyers. In addition, the research shows that companies maximize CDP investment returns when they follow eight specific CDP best practices. Firms that use or plan to use a CDP should bolster their technology investment by incorporating these practices into their workflows.

☐ **Standardize customer data throughout the business** to make it easier to unify data across all sources. This will make it easier to build accurate and holistic insights into each unique customer profile.

☐ **Build and maintain a formalized policy to ensure compliance with data privacy regulations** (e.g., GDPR, CCPA, HIPAA) impacting your business activities. This will minimize potential operational risks, cost of potential litigations, and loss of customer trust.

☐ **Segment your unified CX data by various criteria** (e.g., demographic, client spend) to reveal hidden insights such as factors influencing your key performance metrics. This will make it easier to achieve your goals through a truly data-driven approach.

☐ **Don't just unify your CX insights; act on them by personalizing each interaction and ensuring their consistency**. This enables your business to deliver hyper-personalized interactions across all channels and business departments — a key differentiator for successful companies.

☐ **Use unified CX data to build dynamic customer journey maps**. Building and maintaining journey maps that reflect evolving customer behavior and sentiment uncovers root-causes of successes and challenges when managing interactions throughout the journey, enabling your organization to use these insights to address inefficiencies while maintaining strengths.

☐ **Enable all employees with the right data at the right time**. Struggling to access the right data at the right time is a key reason why many employees are challenged with addressing client needs. Providing easy and timely access to unified views of CX data helps address this challenge, boost employee productivity, and improve overall company success.

☐ **Use analytics to observe inflection points throughout the customer journey**. By unifying CX data and incorporating analytics within your activities, you uncover key factors influencing your success in attaining desired results when managing customer interactions.

☐ **Provide business leaders with tailored views of CX insights**. Determine relevant CX insights for each department and enable leaders of these departments with tailored dashboard views of these results.

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