

Data-Driven Customer Experience: Uniting D&A and CX Teams

How effectively are customer experience (CX) teams and data and analytics (D&A) functions collaborating?



More than half of respondents describe collaboration between D&A and CX at their organization as effective



Those with effective collaboration usually have D&A professionals dedicated to CX analytics



CX and D&A teams that collaborate effectively are typically aligned on strategy and success metrics

Data collection: Nov 15, 2023 - Feb 10, 2024

Respondents: 110 IT and data and analytics leaders with visibility into the strategy and operations of their organization's data and analytics function

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

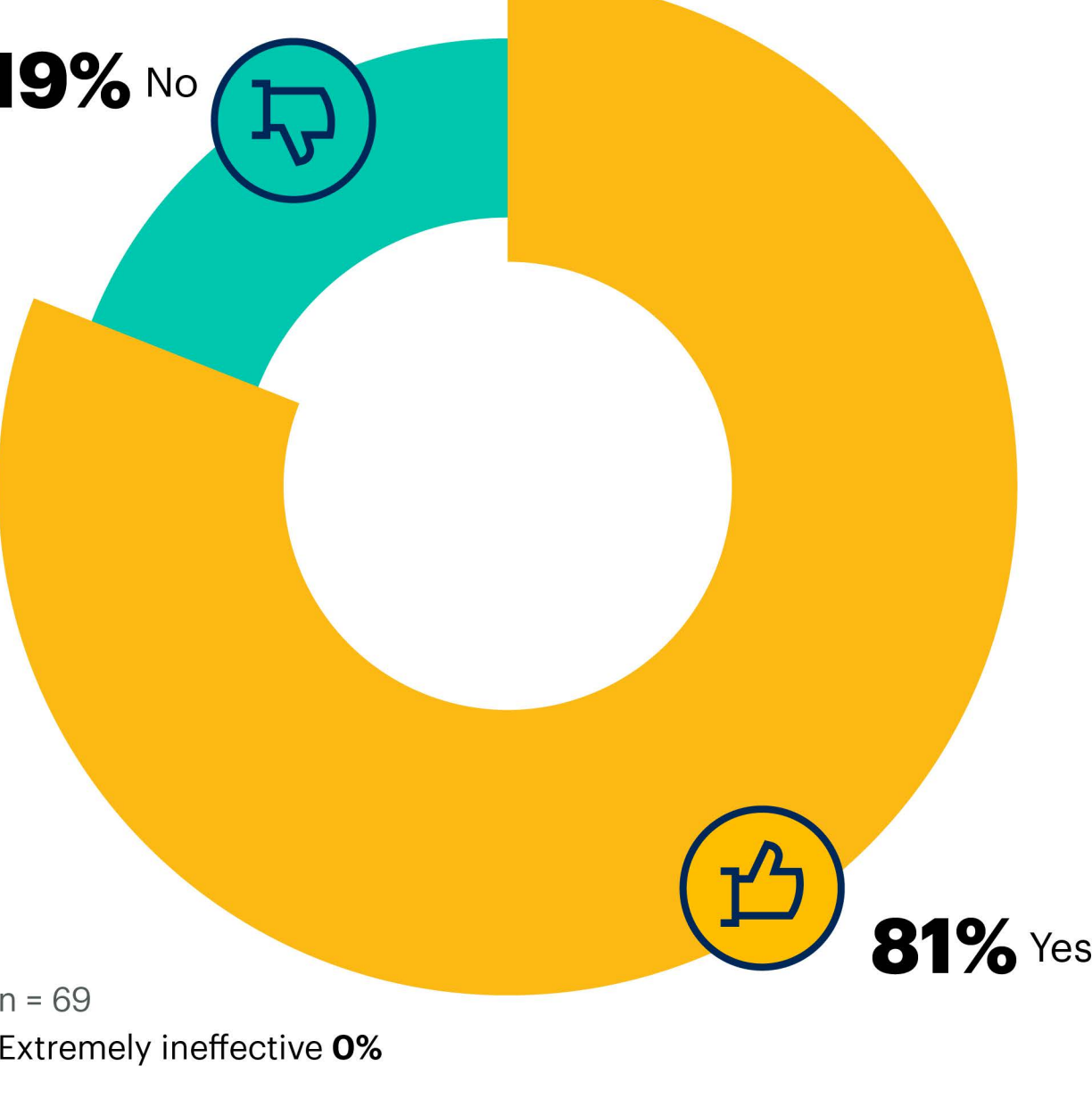
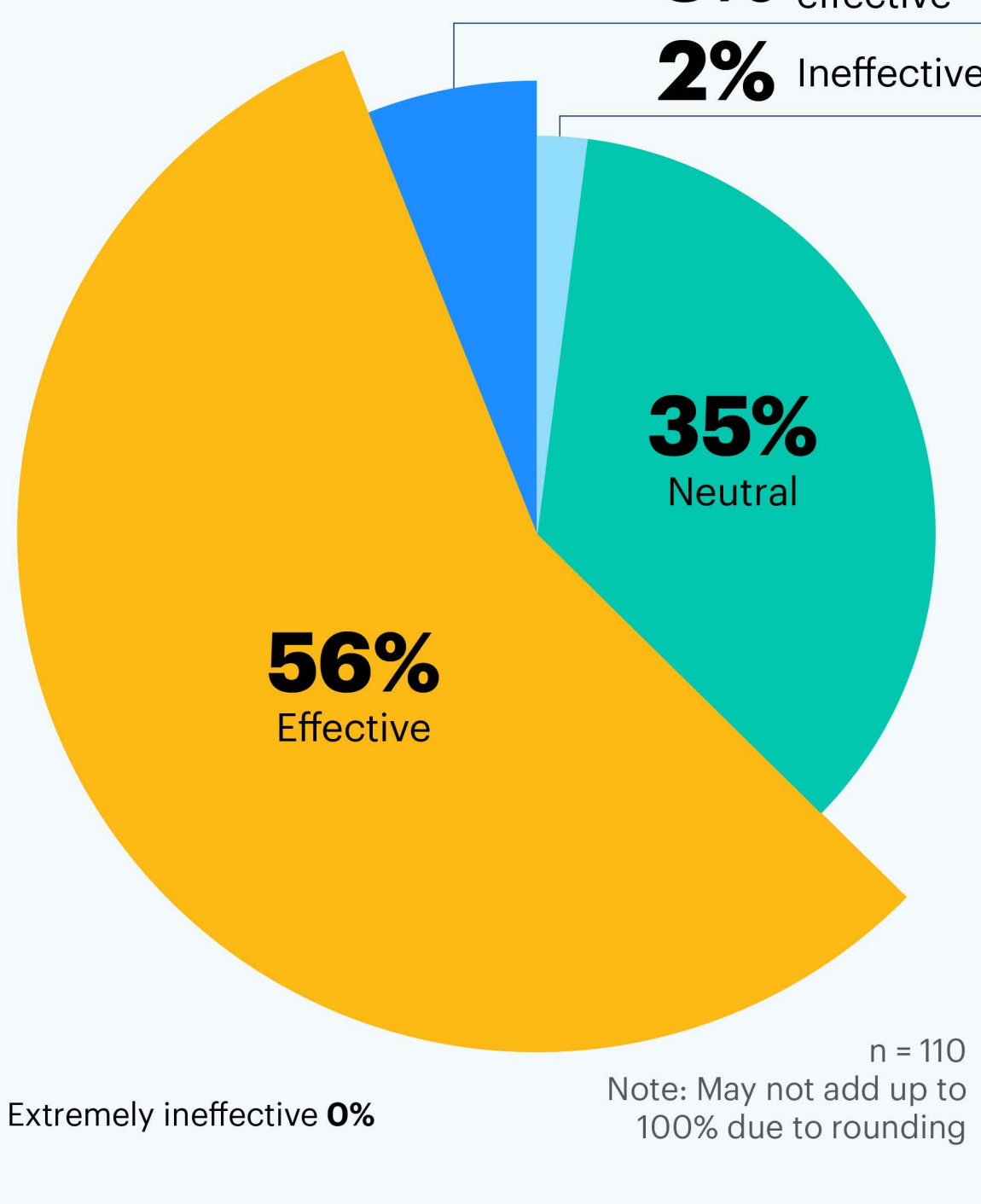
The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



Most rate their D&A function and CX team collaboration as effective

62% of respondents rate their D&A function and CX team collaboration as **effective or extremely effective**.

How would you rate the effectiveness of collaboration between the D&A function and CX team(s) at your organization?



81% of respondent organizations with effective CX and D&A collaboration (n = 69) have **dedicated D&A professionals focused on CX analytics**.

Does your organization have D&A professionals that are specifically dedicated to CX analytics?¹

“[The] D&A function should be customer-centric and should always prioritize [...] business effectiveness and customer satisfaction.”

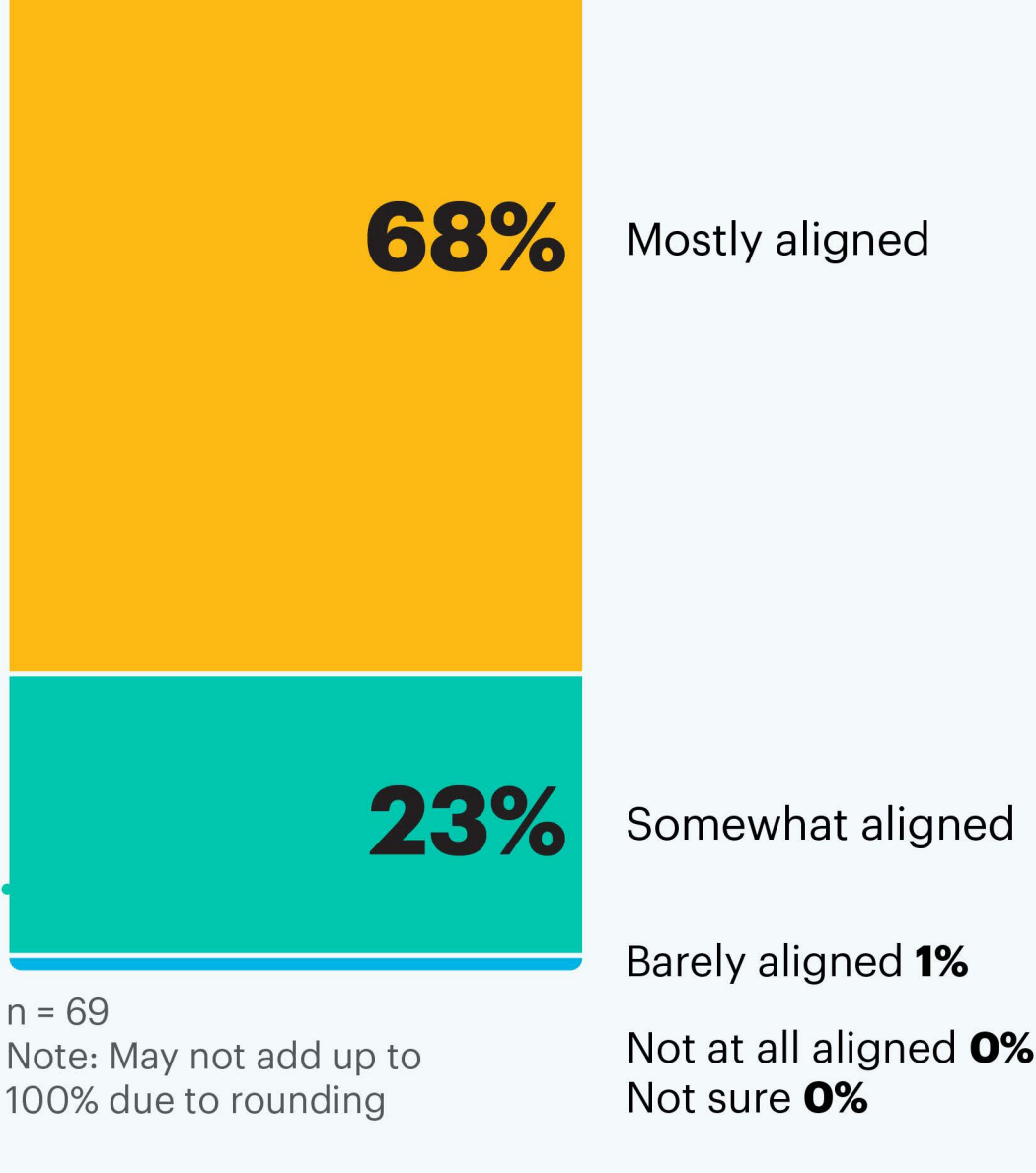
VP, educational services industry, 10,000+ employees

Question: Do you have any additional thoughts about how the D&A function can improve customer experience?

Organizations with effective collaboration have aligned D&A and CX strategies

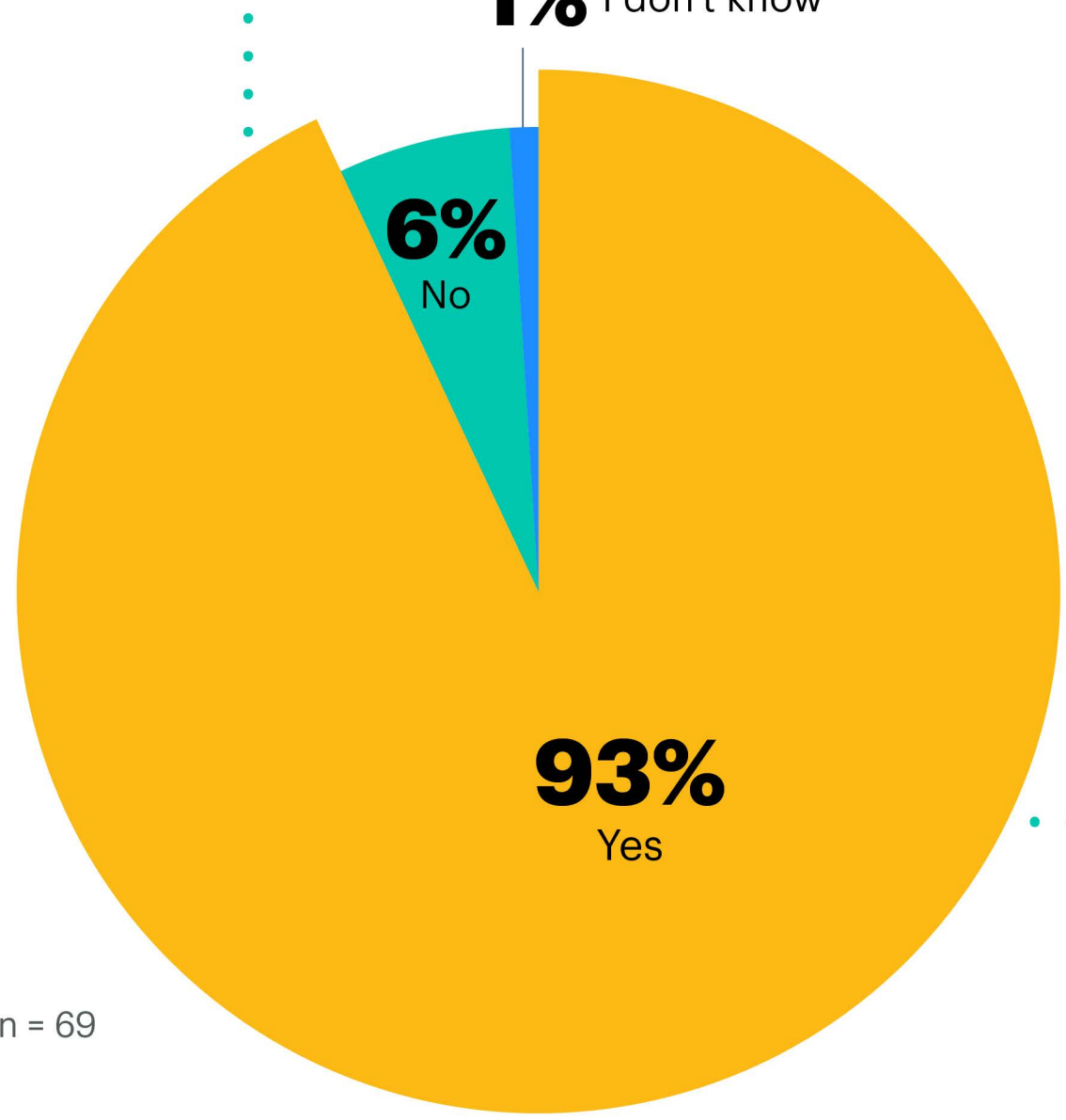
75% of respondents at organizations with effective CX and D&A collaboration (n = 69) describe their CX and D&A strategies as **mostly or completely aligned**.

To what extent is your organization's D&A strategy aligned or not aligned with its CX strategy?¹



The vast majority (93%) have **CX represented in their D&A function's success metrics**.

Is customer experience (CX) represented in the success metrics for your organization's data and analytics (D&A) function?¹



“Early engagement leads to better understanding of the final deliverable.”

VP, consumer goods industry, 10,000+ employees

“Good communication embedded in shared strategy [can improve effectiveness of collaboration].”

C-suite, healthcare industry, 1,000 - 5,000 employees

Question: Do you have any advice for data leaders that want to improve the effectiveness of collaboration between their organization's D&A function and CX team(s)?²

Advice for better CX and D&A collaboration

“Work in silos and report together.”

- Director, finance industry, 1,000 - 5,000 employees

“Introduce the members of the two (or more) teams to each other to build trust and familiarity.”

- C-suite, healthcare industry, 10,000+ employees

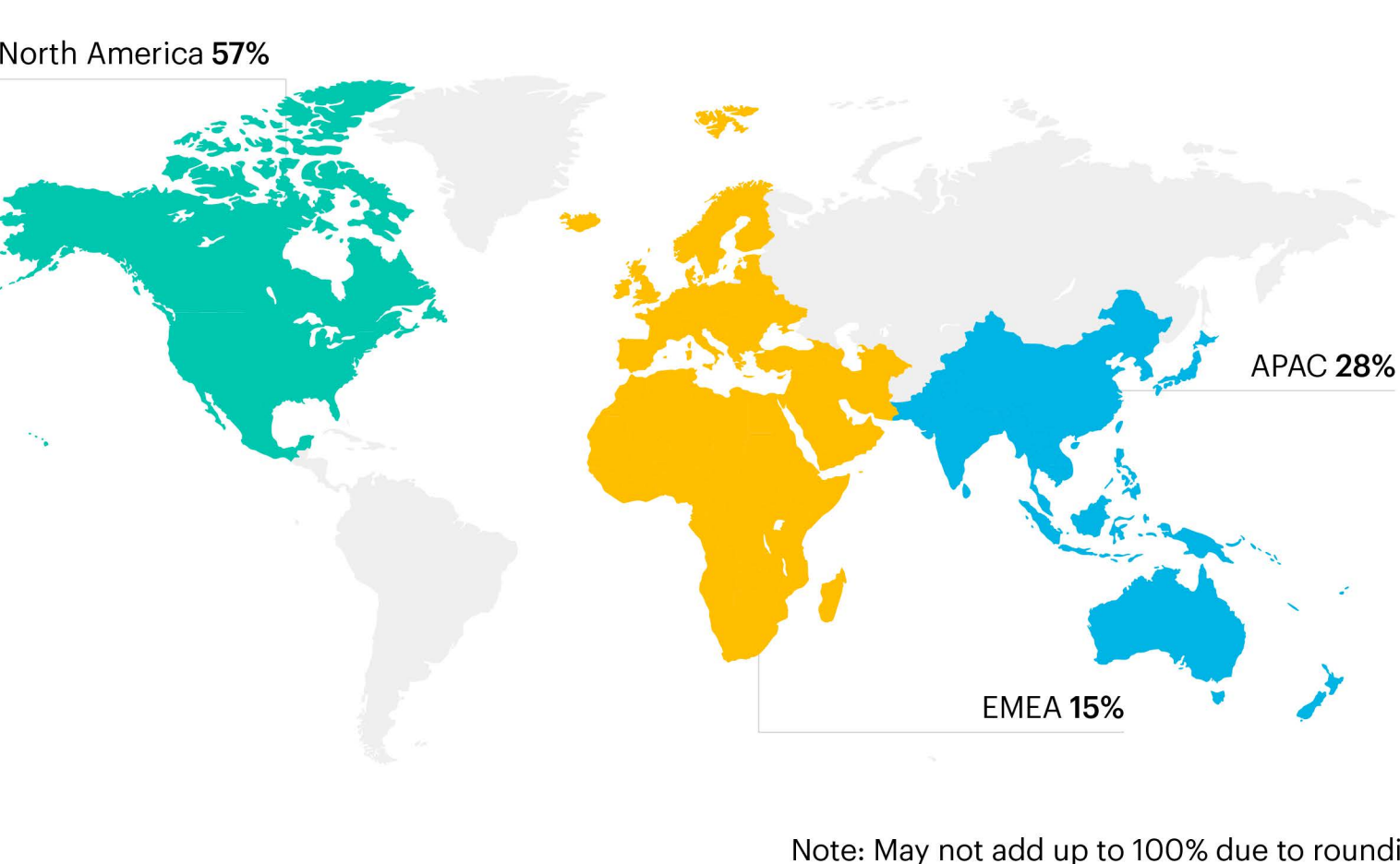
“Listen to each other. A lot [of] times ego gets in the way.”

- Director, healthcare industry, 5,000 - 10,000 employees

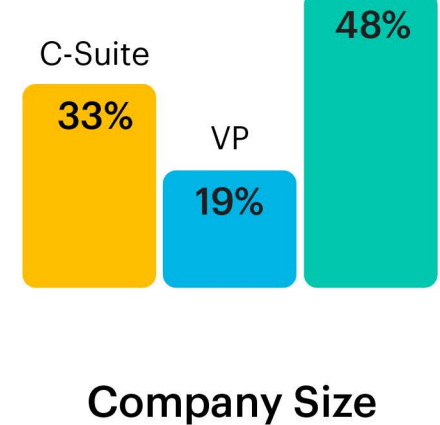
Question: Do you have any advice for data leaders that want to improve the effectiveness of collaboration between their organization's D&A function and CX team(s)?²

Respondent Breakdown

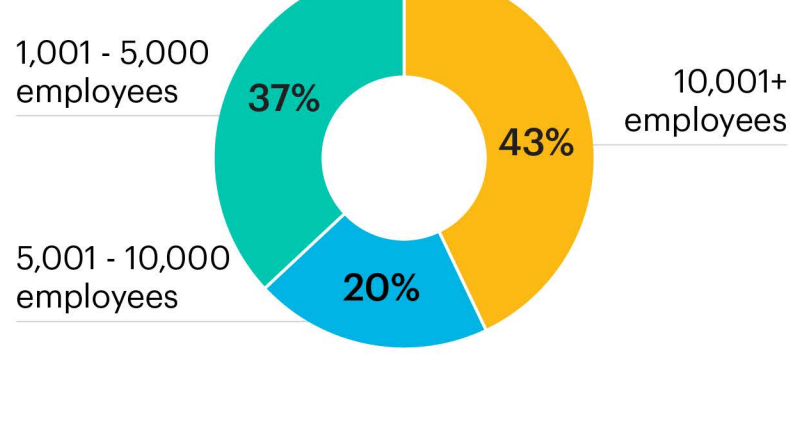
Region



Job Level



Company Size



Note: May not add up to 100% due to rounding

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Source: Gartner Peer Community, Data-Driven Customer Experience: Uniting D&A and CX Teams survey

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¹ Filtered to show only respondents who answered “Extremely effective” or “Effective” to “How would you rate the effectiveness of collaboration between the D&A function and CX team(s) at your organization?”

² Question shown only to respondents who answered “Extremely effective” or “Effective” to “How would you rate the effectiveness of collaboration between the D&A function and CX team(s) at your organization?”