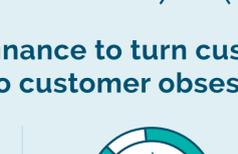


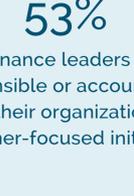
# FINANCE-LED CUSTOMER OBSESSION IN THE AGE OF DATA

It's no longer enough to be customer focused in today's marketplace; competitive survival now depends on **customer obsession**. Finance leaders have data and insight that uniquely positions them to lead initiatives that will enhance the customer experience and build better relationships.

But customer obsession requires the integration and collaboration of data across the entire organization. The key to success for finance leaders driving profitable customer obsession efforts is the **D&B D-U-N-S Number**®.



**It's up to finance to turn customer focus into customer obsession.**



of finance leaders are responsible or accountable for their organization's customer-focused initiatives



of organizations are prioritizing improving customer experience

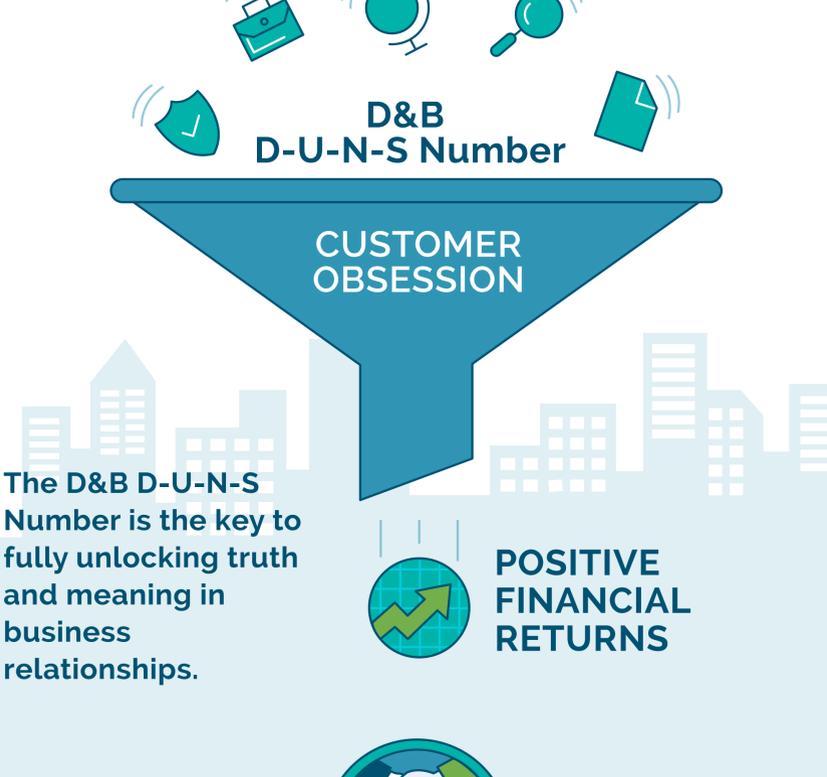


of organizations are prioritizing addressing rising customer expectations

## THE ROI ON CUSTOMER OBSESSION

	With an improvement of just one CX index score point, organizations in all industries can see significant results.	Annual incremental revenue per customer (one-point increase)	x	Average number of customers per company	=	Total revenue
	Auto manufactures: mass market	\$48.50	x	18 million	=	\$873 million
	Hotels: upscale	\$7.54	x	44 million	=	\$332 million
	Wireless service providers	\$3.39	x	82 million	=	\$278 million
	Big-box retailers	\$2.44	x	100 million	=	\$244 million

**Data- and insights-driven organizations are 39% more likely to report year-over-year revenue growth of 15% or more.**



## TRANSFORMING CUSTOMER RELATIONSHIPS WITH DATA

Relationships are central to customer obsession, but in the age of data they're not as simple as they used to be.

- Disparate data
- Organizational silos
- Lack of consistent metrics

**"What are the biggest obstacles to leveraging data and analytics to drive decisions and strategy?"**



of CFOs say departmental silos make it difficult to get insight from business stakeholders



say lack of data integration/data is siloed



say difficulty aggregating data from different sources



say disparate ways of calculating and looking at KPIs across the organization

**Finance can promote customer-obsessed operating models through:**

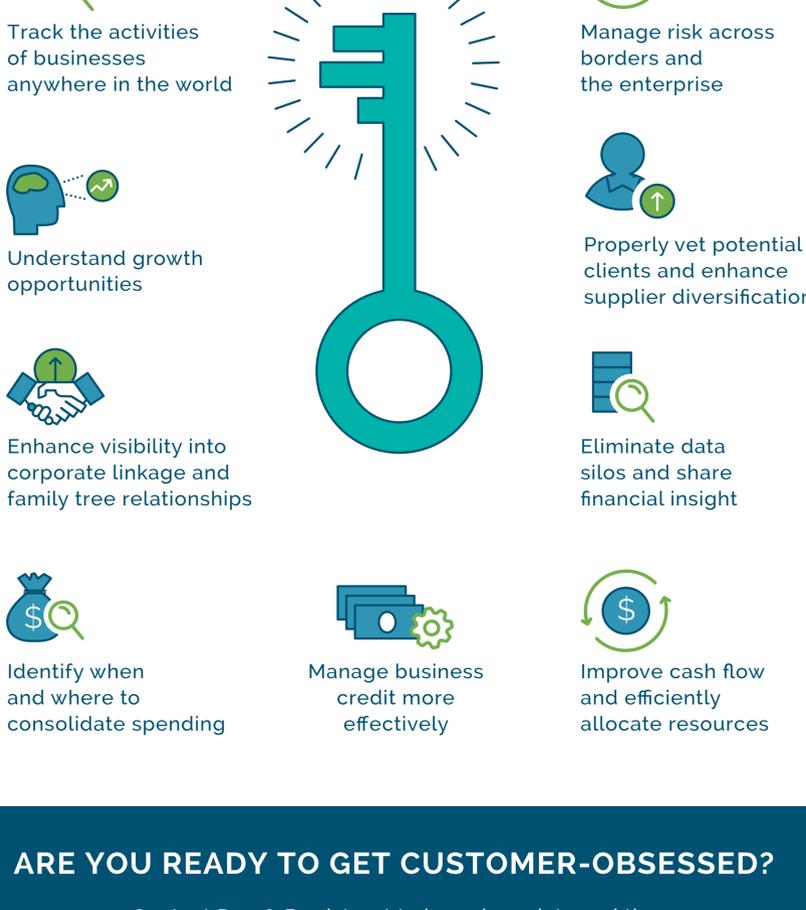
- Leading the customer-obsessed conversation
- Extending financial insights to include the wider customer experience
- Integrating cross-functionally across the organization
- Investing in data and technology

**Finance can stimulate deeper relationships with data competency and data-driven strategy.**



## ONE MASTER KEY TO UNLOCK IT ALL: THE D&B D-U-N-S NUMBER

With the D-U-N-S Number, finance leaders can integrate data and stimulate deeper relationships to build an operating model that is truly customer-obsessed.



## ARE YOU READY TO GET CUSTOMER-OBSSESSED?

Contact Dun & Bradstreet to learn how data and the D-U-N-S Number will unlock your most valuable relationships and help your company become customer-obsessed.

[www.dnb.co.uk/customerobsessedCFO](http://www.dnb.co.uk/customerobsessedCFO)

SOURCE: The Customer-Obsessed Finance Leader in the Age of Data. A Forrester Consulting thought leadership paper commissioned by Dun & Bradstreet, July 2017. Based on a commissioned study conducted by Forrester Consulting on behalf of Dun & Bradstreet, April 2017. Base: 250 CFOs and EVPs of finance familiar with their organization's use of data/analytics to inform decisions and strategy.