

BIG DATA CREATES A COMPELLING USER EXPERIENCE

If you want to engage customers, you have to provide a great user experience. How? Big Data provides actionable insights that help create the best possible user experience—across all channels and devices, online and offline.

WHERE CAN BIG DATA ENHANCE USER EXPERIENCE?

Improving the user experience means taking a close look at all aspects of how you interact with customers. Big Data provides the detailed analysis that lets you improve the experience—while boosting the bottom line. Here are just some of the areas where Big Data can help:

EMPOWER FRONT-LINE EMPLOYEES

If you can't deliver insights that are actionable by your business users, then why bother? Big Data gives you insights that you can put to work immediately, making changes in your processes, product line, and more.

DRIVE A MORE ENGAGING CUSTOMER EXPERIENCE

The customer, product, and market insights you glean from Big Data fuel new levels of innovation. Create market-driven products—and sell more of them.

EMPOWER FRONT-LINE EMPLOYEES

Deliver customer and operational insights and recommendations to your front-line, customer-facing employees. Optimize product selections and product pricing. Flag potential waste, fraud and loss situations. Customize product performance based upon customer usage behaviors.

WHY CREATE A MORE COMPELLING USER EXPERIENCE?

DIFFERENTIATE YOUR BUSINESS

60% of firms surveyed describe their customer experience strategy as a way to differentiate their business from other leaders in their industry.



IMPROVE CUSTOMER ENGAGEMENT

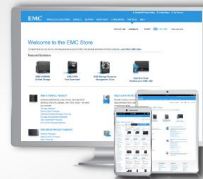
35% of marketers say data has improved customer engagement through personalization.



MEET THE NEEDS OF ONLINE SHOPPERS

3 out of 4

online shoppers prefer retailers that use personal information to improve the shopping experience.



61% of online shoppers would trade increased privacy for personally relevant offers.

73% of online shoppers want relevant ads on their mobile devices.



IMPROVE THE DRIVING EXPERIENCE

Experts estimate that Big Data will help drivers save \$500 a year through better navigation and smarter routing.

IMPROVE CLICKTHROUGHS WITH BETTER TARGETING

60% of firms surveyed describe their customer experience strategy as a way to differentiate their business from other leaders in their industry.



EMPOWER CONSUMERS TO BUY THE WAY THEY WANT

Experts estimate that more than **66%** of adults online own two or more connected devices—and they don't just use them at home. Developers must optimize predictive apps for a wide range of devices—desktops, laptops, smartphones, tablets, embedded interfaces in televisions and other appliances, and devices in cars.



GET MORE ON MONETIZATION

Get the latest insights from the "Dean of Big Data," Bill Schmarzo, chief technology officer for EMC Global Services' Enterprise Information Management & Analytics operations.

Check out Bill's blog for more >>



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