

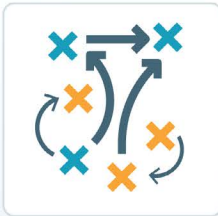
It (Still) All Comes Down to the Customer. 9 Key Data Points for Information Managers

The most **IMPORTANT** ingredient in your digital transformation strategy

1



enriching customer experience in all aspects of the business



The most **EFFECTIVE** strategy for getting stakeholder support

2



making the connection between information management and customer experience



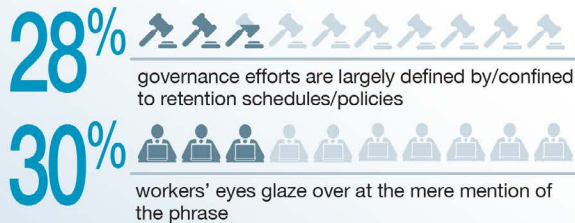
Executive attitudes toward information management practices

3



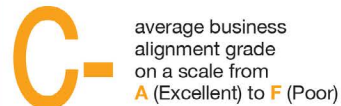
Perception of Information Governance is largely negative

4



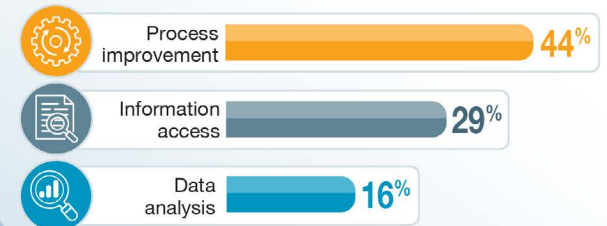
Organizations are failing to align information management strategy with business strategy

5



Higher alignment scorers focus their information management efforts in three areas

6



Higher alignment scorers encourage content collaboration across virtual workforces and organizational boundaries

7



have an explicit strategy and systems to support this



Customer journey-mapping competency is low

8

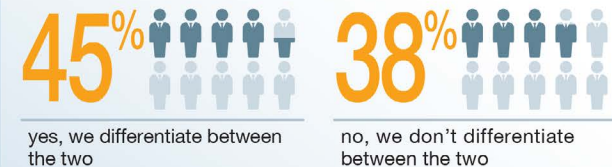


would grade their organization as average or worse in documenting customer experience across key processes



Lines between "information" and "data" management blur

9



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