

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

34%



enriching customer experience in all aspects of the business



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

2

36%



making the connection between information management and customer experience



Executive attitudes toward information management practices

3

25%

if it doesn't help "move the product" it's not a high priority

25%

it directly impacts the business success

28%

it's a cost of doing business for legal and regulatory compliance

Perception of Information Governance is largely negative

4

28%

governance efforts are largely defined by/confined to retention schedules/policies

30%

workers' eyes glaze over at the mere mention of the phrase

Organizations are failing to align information management strategy with business strategy

5

C-

average business alignment grade on a scale from A (Excellent) to F (Poor)



Higher alignment scorers focus their information management efforts in three areas

6



Process improvement

44%



Information access

29%



Data analysis

16%

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

7

60%



have an explicit strategy and systems to support this



Customer journey-mapping competency is low

8

72%



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



Lines between "information" and "data" management blur

9

45%



yes, we differentiate between the two

38%



no, we don't differentiate between the two

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