

Where are organisations struggling to get connected?

We conducted a survey* with organisations across multiple industries to find out where they're struggling to create and implement software to connect all aspects of their business.

The results showed organisations are struggling with...

Developing a data-driven culture

78%



“ The biggest barrier is collecting data efficiently and making it accessible to the right people and teams. ”

💡 Gathering valuable real-time data on as many aspects of the business as possible, can enable evidence-based decisions and foster a data-driven culture. This can be achieved by deploying inexpensive IoT sensors or making use of various sensors in smartphones to help close the gap in your metrics.

Empowering staff and customers

39%



“ We need to increase the speed of delivery and support [organisational] change to deliver stronger outcomes. ”

💡 Enable and equip your staff and customers with the access and ability to make well-informed decisions. Creating engaging, intuitive interfaces and services can boost adoption and empowerment, resulting in fewer bottlenecks and things getting done faster – whether that's buying a product or solving a customer query.

Collaborating across departments

39%



“ Our culture and leadership refrains us from collaborating effectively. ”

💡 Silos prevent an organisation from becoming more than the sum of its parts. However, software and the information and ideas that flow through it can act as connective tissue across departments, channels and teams. With the right software, this can foster knowledge sharing and enable better-aligned decision making.

Learning and responding to insight

28%

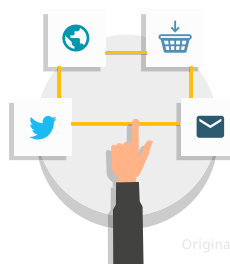


“ The company culture limits our teams. ”

💡 Connected Organisations are true learning machines. They don't just generate insights but use them to change quickly to better meet customer and business needs. Business intelligence tools that generate valuable live insight and make it visible to the right parts of the organisation can enable faster, more enlightened decision-making.

Getting close to the customer

17%



“ There's a lack of understanding that the customer matters. ”

💡 Truly connected organisations weave technology in day-to-day processes to unlock insights needed to deeply understand customer needs and create valuable offerings to end users. This can be achieved by optimising touch points to gather feedback, surfacing it across the organisation and continually testing improvements to the offer.

Original Illustrations by Freepik

* The data is based on respondents rating their organisation's performance against each behaviour. Scores below 5 – when rated out of 10 – have been recorded as 'struggling'.