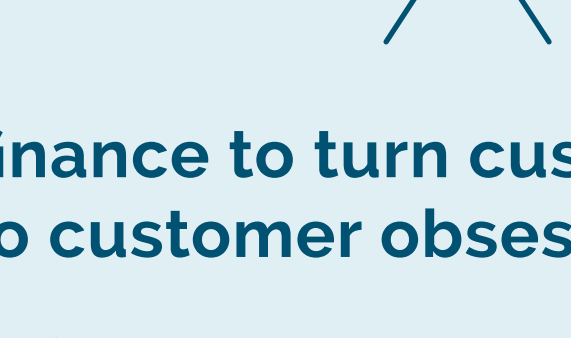


# FINANCE-LED CUSTOMER OBSESSION IN THE AGE OF DATA

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.**



**53%**

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



**89%**

of organizations are prioritizing improving customer experience



**89%**

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)

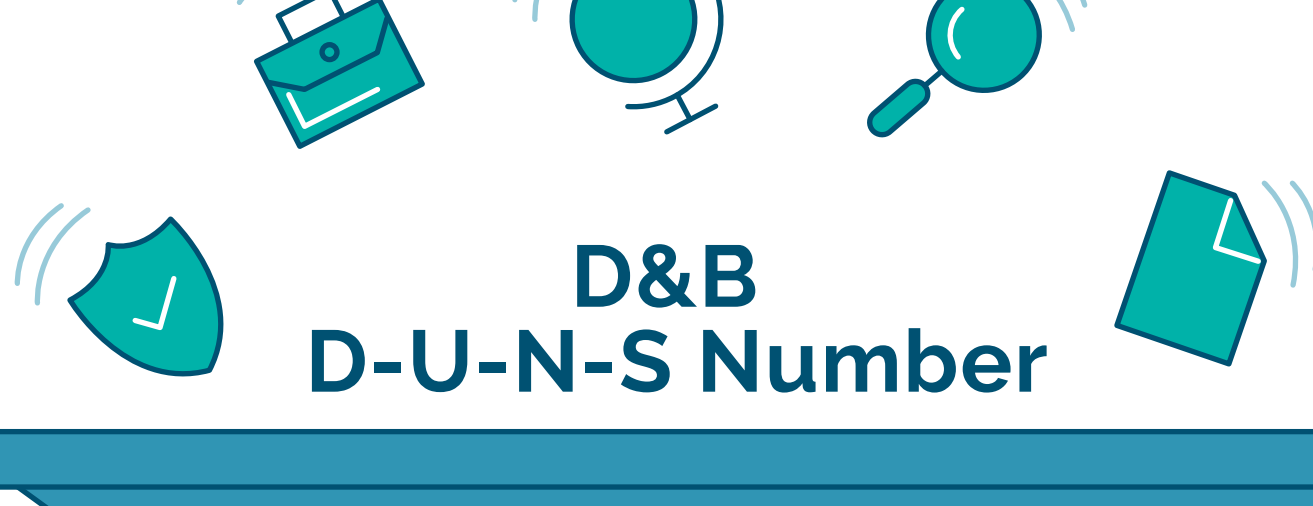
Average number of customers per company

**Total revenue**

|  |                                 |                |   |                    |   |                      |
|--|---------------------------------|----------------|---|--------------------|---|----------------------|
|  | Auto manufacturers: mass market | <b>\$48.50</b> | x | <b>18 million</b>  | = | <b>\$873 million</b> |
|  | Hotels: upscale                 | <b>\$7.54</b>  | x | <b>44 million</b>  | = | <b>\$332 million</b> |
|  | Wireless service providers      | <b>\$3.39</b>  | x | <b>82 million</b>  | = | <b>\$278 million</b> |
|  | Big-box retailers               | <b>\$2.44</b>  | x | <b>100 million</b> | = | <b>\$244 million</b> |

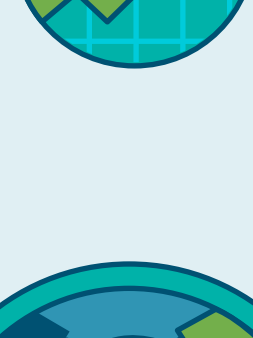


**Data- and insights-driven organizations are 39% more likely to report year-over-year revenue growth of 15% or more.**



**CUSTOMER OBSESSION**

**The D&B D-U-N-S Number is the key to fully unlocking truth and meaning in business relationships.**



**POSITIVE FINANCIAL RETURNS**



## 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**

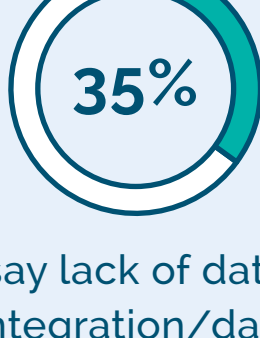
**Organizational silos**

**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

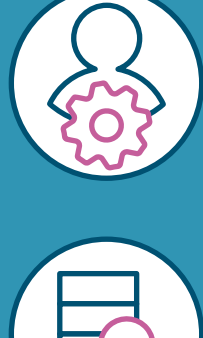


say disparate ways of calculating and looking at KPIs across the organization

**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



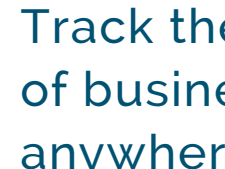
Investing in data and technology

**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

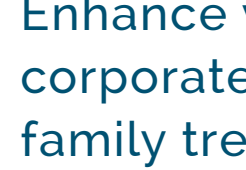
With the D-U-N-S Number, finance leaders can integrate data and stimulate deeper relationships to build an operating model that is truly customer-obsessed.



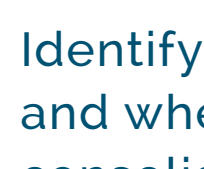
Track the activities of businesses anywhere in the world



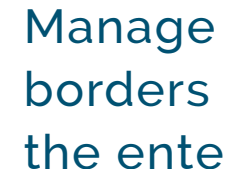
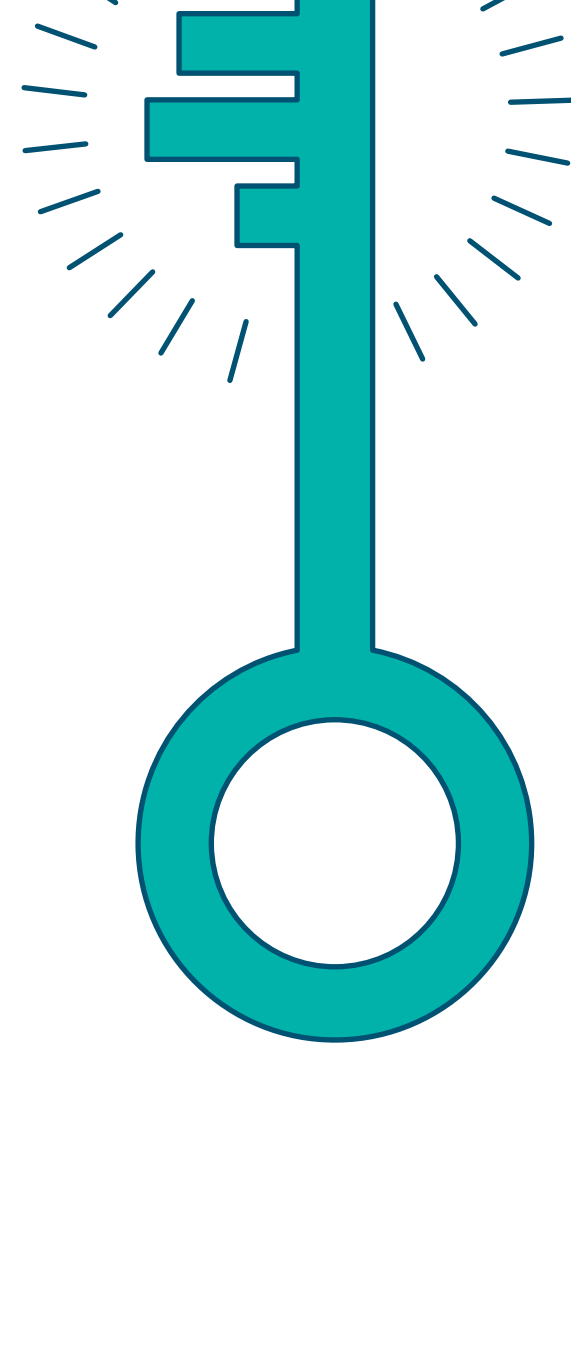
Understand growth opportunities



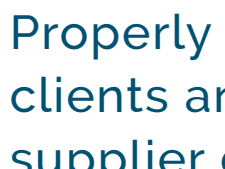
Enhance visibility into corporate linkage and family tree relationships



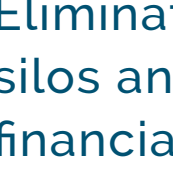
Identify when and where to consolidate spending



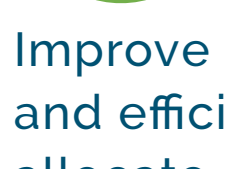
Manage risk across borders and the enterprise



Properly vet potential clients and enhance supplier diversification



Eliminate data silos and share financial insight



Improve cash flow and efficiently allocate resources



Manage business credit more effectively

**ARE YOU READY TO GET CUSTOMER-OBSESSED?**

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)