The Evolving
ROLE OF DATA
in the Experience Economy

In the past decade, **the creation of data and the hunger for data has grown exponentially.**

Businesses have experienced fundamental changes to the way data has been collected, managed, viewed and used.

Data as the
EXHAUST

Historically data output from interactions and processes were viewed as spent exhaust, of little or no value.

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Online form that enables leads to register to attend an event or request access to a resource.

Every website visitor interacts with the same form, submits their details, and data is collected.

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In this scenario, data is combined with hard-wired programming logic to deliver interactions, content or functionality.

For example, based on a search term submitted, a web page can feature basic customization.

Data as the
ENGINE

Overtime, data became viewed as a necessary element to run the engine.

Data as the
BRAIN

Now, data is viewed as the brain, fueling the AI-powered, self driving functions in the modern world.

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Rather than basic, programmed interactions, data fuels proactive decision making and rapidly adapts to changing conditions.

WATCH ▶

The Disconnected Customer Experiences:
4 Keys to Bridging the Gaps

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