

DIGITAL ANALYTICS MATURITY PLAYBOOK

Are your digital analytics driving outcomes or just output?

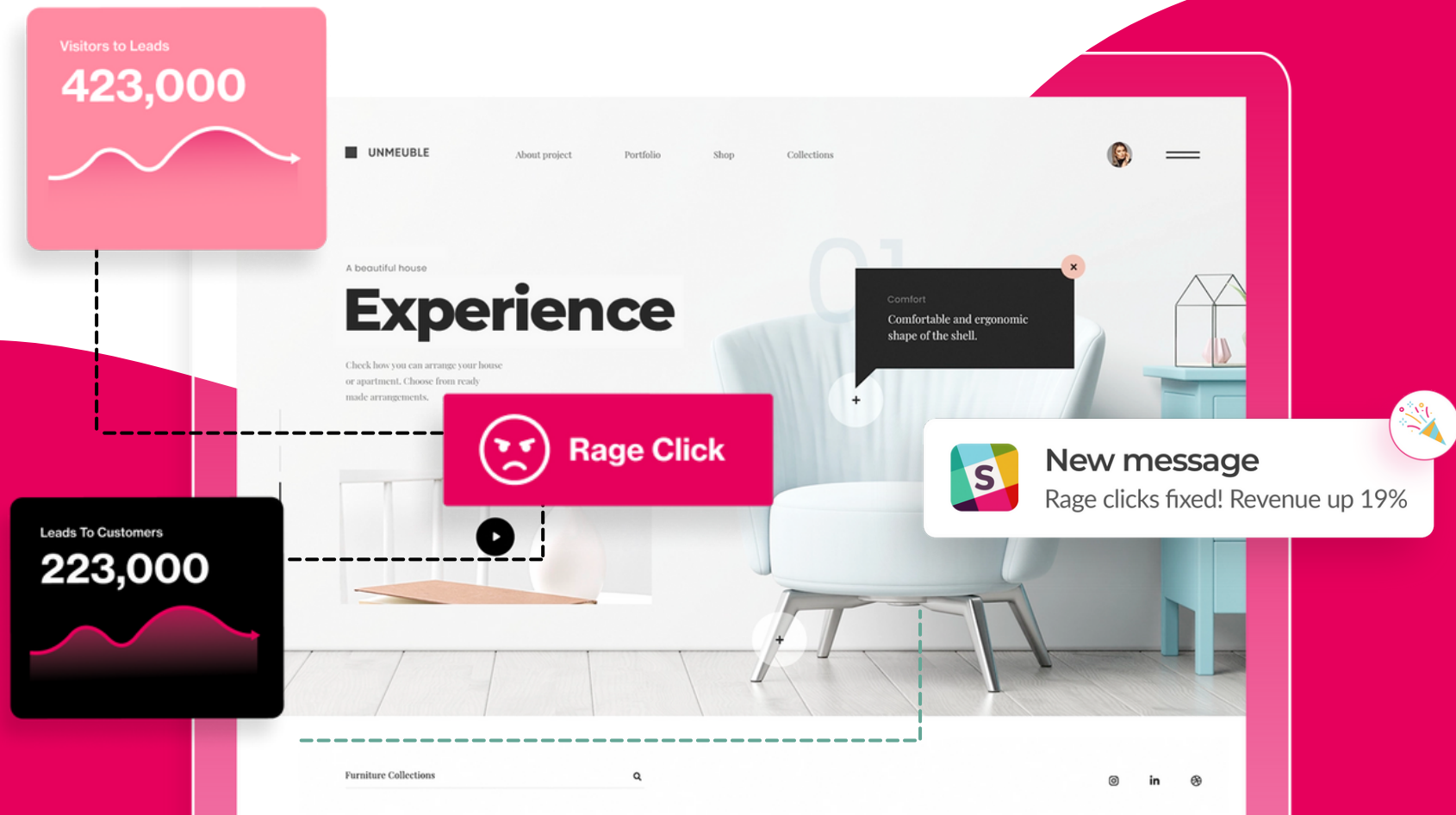




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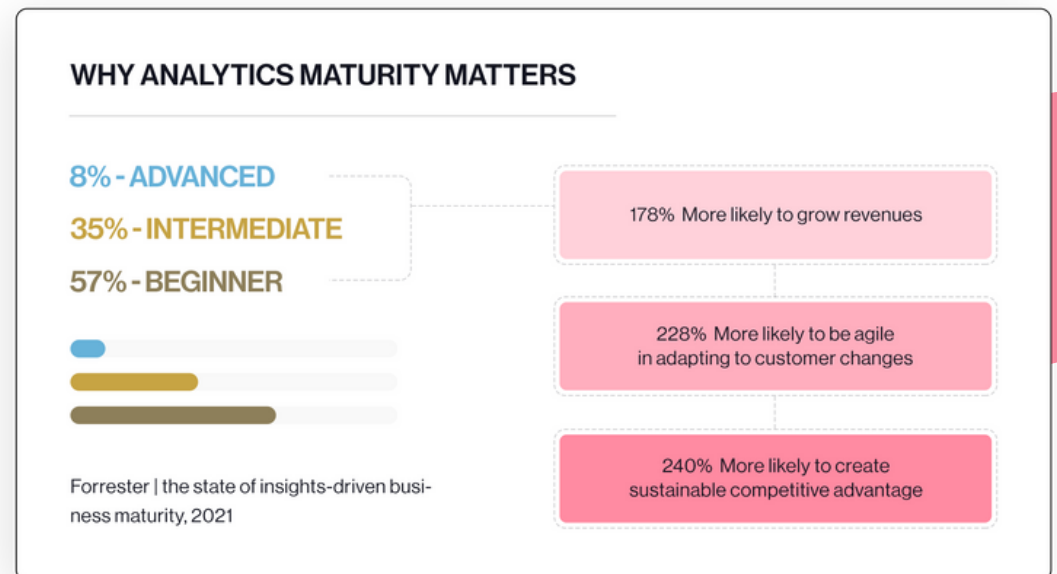
Why analytics maturity matters to the business.

You're a big enterprise with big investments in big data and analytics. You may even consider your organization to be data-driven. But do you leverage your data to build truly customer-centric digital experiences?

Every digital interaction is an opportunity to create a positive impact on your customers. Optimizing the digital experience means constantly understanding your customers and providing relevant experience across their customer journey – in real-time.

But being successful with digital experience demands a more analytically mature organization. And the impact of this can mean real advantageous business outcomes. Companies with higher analytics maturity tend to drive better business results. A Forrester survey found that companies with advanced analytics maturity are 178% more likely to grow revenues and 228% more likely to be agile and adapt to customer changes.

So to keep you refreshed on analytics maturity, Blast Analytics and Quantum Metric have identified both mature and immature practices of today's enterprise digital organizations, as well as the drivers of digital analytics maturity.



The 5 drivers of digital analytics maturity.

To build data-driven customer-centric digital experiences, you need not just great technology, but a culture and operational framework that increases your competitive advantage.

We developed a maturity model with five drivers that influence digital analytics maturity. Although these categories stay relatively consistent, the technology and approaches that drive them are always evolving.

The five drivers of digital analytics maturity span across people and foundation:

PEOPLE

- 01 CULTURE
- 02 CAPABILITY
- 03 PROCESS

FOUNDATION

- 04 TECHNOLOGY
- 05 DATA

Understanding the analytics maturity model and how each driver can influence it will help your organization evolve your people, process and technology to be more customer centric and drive better business outcomes.

CATEGORY FOCUS AREAS

PEOPLE



Culture

- Executive sponsorship
- Executive buy-in
- Decision making
- User adoption
- Accountability



Capability

- Analyst resources
- analytics team structure
- Data literacy
- Training
- Community



Process

- Performance management
- Collaboration
- Digital transformation
- Experimentation
- Value validation

FOUNDATION



Technology

- Tool capabilities
- Data access
- Single version of truth
- Automation
- Innovation



Data

- Strategic alignment
- Data quality
- Data timeliness
- Data governance
- Community

Defining mature vs. immature practices.

In the next section, we'll define the five drivers of the analytics maturity model and compare what it looks like in both mature and immature analytics organizations. This should help you begin placing your organization on the analytics maturity spectrum.

And in the end we'll wrap it all up, and give you some recommendations and next steps for you to get a deeper understanding of both your analytics maturity as well as measuring your overall ability to deliver better digital products with speed and confidence.

01 Culture.

A core driver of digital analytics maturity is culture. It can be very easy to develop a culture that is simultaneously dependent on data yet constantly frustrated by it. Analysts in particular may feel that they are forever working on data, rather than having the data working for them. That's why the cultural aspect is so critical to get right when it comes to analytics maturity.

Mature practices	Immature practices
Cross-team alignment on a single version of truth.	Multiple data sources and decisions by highest paid person.
Empathize with the customer experience and quantify impact.	Argue about whose numbers are correct until someone gives.
Every team member is enabled with data to address customer needs proactively.	No one besides top management is data-enabled so everyone reacts to vague ad-hoc requests.
Executive buy-in and sponsorship of data-driven priorities.	Resistance to data-driven decision making.

02 Capability.

Your digital analytics capability specifies the people-related aspects that are essential to accelerate insights and achieve business outcomes. A mature analytics capability ensures your employees and teams have the fundamental skills and support necessary to succeed with data.

Mature practices	Immature practices
Focus on outcomes	Focus on output
Insight driven	Data driven
Guess smarter	Flip a coin
Learn fast	Build fast
Data literacy	Fear of data
Prioritize backlog based on real-time customer signals	Prioritize backlog based on highest paid person's opinion (HiPPO)

03 Process.

Mature analytics organizations are continually refining their processes and approaches for how data and analytics are used to build better digital experiences.

A strong analytics program isn't made up of order takers who simply fulfill reporting requests for stakeholders. You need business partners, along with a center of excellence, supported by a dedicated team of champions who can advocate, provide leadership, training, strategy and expertise.

To truly democratize data, you need to operationalize analytics across your organization, while ensuring data governance. This way, you can achieve sustainable growth and results for your digital business without relying on a small group of dedicated experts.

Mature practices	Immature practices
Business partner	Analytics order taker
Analytics and/or data center of excellence	Data islands with no governance
Customer-driven process & approach	Delivery-driven process & approach
Product-driven approach	Waterfall projects
Build products faster, with customer empathy at the heart	Build fast and break things

04 Technology.

Analytics technology can make or break your digital analytics strategy. Good analytics technology won't create data silos, require data wrangling or demand new data lakes.

Advanced analytics platforms can assess business opportunities and risks while allowing you to empathize with customers and quantify frustration in real-time.

They should also enable you to seamlessly integrate disparate data and systems in one place so teams can share proactive insights, instead of relying on reactive data.

Mature practices	Immature practices
Automatic and proactive detection of customer frustration	Install code-heavy tags and wait for analysts and/or customer complaints
Proactively listen to customer signals in real-time	React to data captured last month
Speed to insight	Speed to delivery
Correlate page speed to business impact	Track load times

05 Data.

There's no shortage of data. In fact, most big companies are drowning in data but thirsty for insights.

To grow analytics maturity, you'll need to move from understanding simply "what" happened from a transactional perspective to understanding "why" things happened to "how" they'll react in the future.

But sometimes even answering basic questions takes too long because data is trapped in silos, inaccessible or untrustworthy. Understanding mature vs. immature analytics practices will help you address these barriers.

Mature practices	Immature practices
Data is findable, accessible, interoperable, and reusable (F.A.I.R.)	Multiple data sources and decisions by highest paid person
VoC feedback linked to replay of the customer experience	Argue about whose numbers are correct until someone gives.
360 degree view of the customer	Scattered views of the customer across data silos
Democratized data	Data trapped in siloed systems
Understand why customers abandon	Capture how often customers abandon

How to start growing your digital analytics maturity in two steps.

01. Take the Blast Analytics Maturity Assessment.

[Learn more](#)

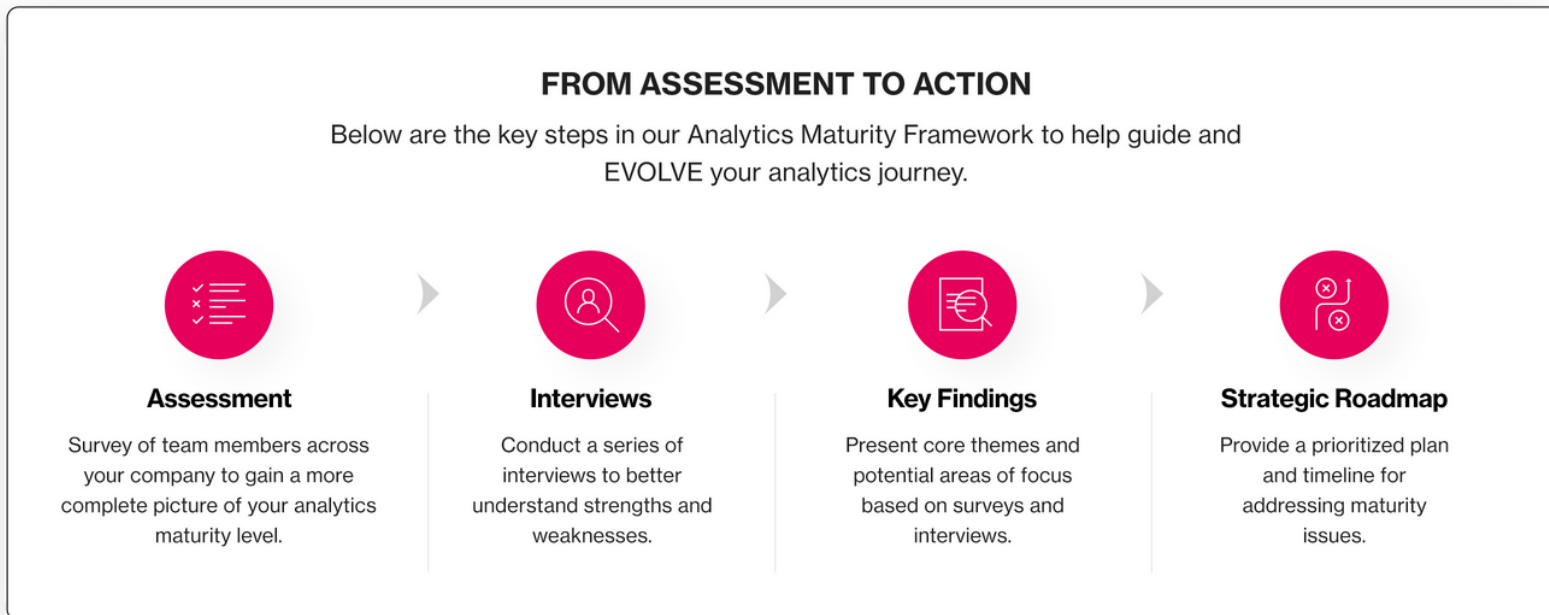
When it comes to your organization's analytics journey, are you a laggard, an innovator, or somewhere in between? Are you lacking resources that can turn your data into actionable insights? Or is the issue more around data governance, agreed-upon business goals, or overall organizational buy-in?

Whatever's holding you back, Blast can help you advance to the next level of analytics maturity — beginning with the Blast Analytics Maturity Assessment.

Blast Analytics Maturity Framework

With an end-to-end analytics maturity action plan, almost every organization of every size struggles with one or more of the challenges associated with building an analytics team and becoming a data-driven organization.

That's where Blast's end-to-end Analytics Maturity Framework comes in, meeting you where you're at and providing the expertise and resources to evolve. After you take the Analytics Maturity Assessment, get recommendations on how to prioritize your analytics efforts, increase structure and governance, and ensure it all drives better business outcomes.



02. Take the Continuous Product Design (CPD) maturity assessment and get certified in CPD.

[Learn more](#)



Being analytically mature is half the battle. You need an approach that enables you to act on those insights.

Iterating your digital products with speed and confidence is easier said than done for even the largest brands that have moved to agile. Across business and tech, too many digital teams aren't aligned on what matters to customers and this makes prioritization difficult. Products launched hastily based on hunches or guesswork rather than quantifiable data usually fail — only affirming the cautionary voices that argue for circumspection and delay. Thus, speed requires an essential partner: confidence.

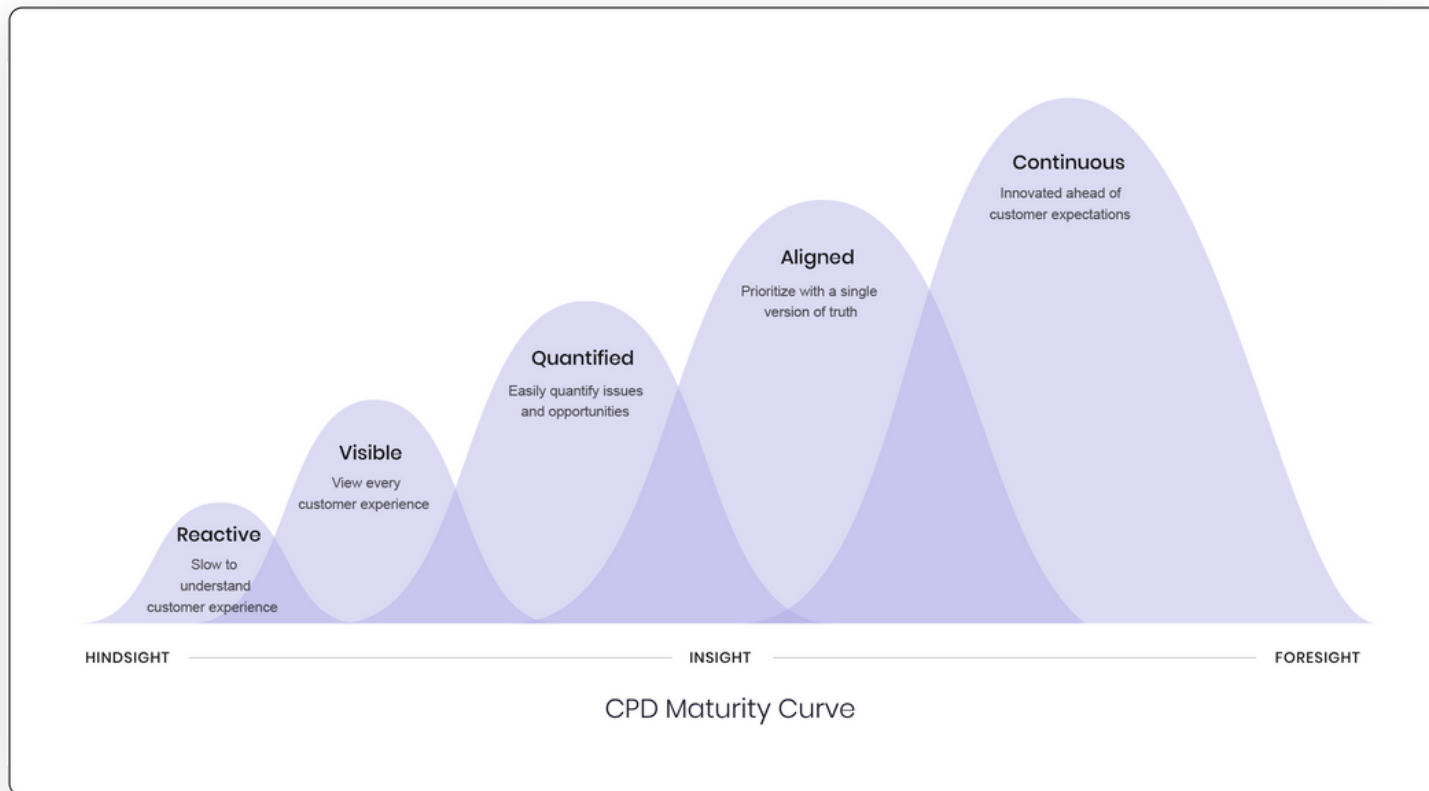
Continuous Product Design is an approach that helps you overcome organizational and technical barriers that slow agile down. It extends agile by enabling better cross-team alignment and improved customer signals, so you're more focused on building products that matter to your customers.



Continuous Product Design is a cross-team approach to building better digital products faster — based on a shared, quantified, and continuous view of customer signals.



To understand your place on the CPD maturity curve, take the Continuous Product Design maturity assessment. Then get certified in Continuous Product Design and begin adopting this approach to build better products faster.



Evolve your analytics with Quantum Metric + Blast.

When it comes to building digital products that improve the customer experience, never settle for simply knowing what happened to your customers. You need the right technology combined with the strategic expertise to unleash your data, understand the “why” and drive desired outcomes.

With Quantum Metric's Continuous Product Design platform, you get a customer-defined and quantified approach to building better digital products faster. Get out-of-the-box anomaly detection, including rage clicks, possible frustration, page reloaded, back button used, JS errors, API errors, and many more.

And with Blast you get trusted business partners to help you set goals and maximize the lightning speed insights from Quantum Metric.

Learn how Quantum Metric + Blast can help your organization evolve your analytics strategy today.

Request a demo



Connect with experts





Quantum Metric helps companies build better digital products faster, by keeping business and technical teams aligned, efficient, and focused on what matters most to customers.

Our platform gives businesses real-time visibility into how their digital business is impacted, where exactly customers are struggling or engaging, and what efforts need to be prioritized based on economic impact.

www.quantummetric.com



Founded in 1999, Blast Analytics & Marketing is a strategic analytics consulting company accelerating the complex analytics journey for enterprise and mid-market clients. We solve clients' data challenges to help optimize marketing campaigns, improve customer experience, increase competitive advantage, and, ultimately, EVOLVE their organizations.

With our teammates sharing a purpose to “Make Your Mark” — on our company, clients, industry, community, and each other — Blast has been named one of Inc. magazine’s top 5000 fastest-growing private companies and is also a Great Place to Work-Certified company.

www.blastanalytics.com