

# Enterprises in Denial: Dealing with the Personal Data Deluge (Global Survey Results)

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*A remarkably high percentage number of C-level executives indicate their companies' lack of a defined strategy to deal with all the "personal data" provided by customers and prospects through a multitude of channels. Yet they also tell us of their plans to incorporate that data into "understanding intent" and forging better communications links that promote loyalty, profitability and product refinement.*

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**Dan Miller, Senior Analyst**

Opus Research, Inc.  
350 Brannan St., Suite 340  
San Francisco, CA 94107

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## Key Findings

In a survey, 200 C-level executives in Western Europe and the United States revealed that today's data-and-analytics heavy infrastructure crowds out genuine, real-time interaction with customers and prospects:

- **Enterprises aren't ready for real time** – Customers and prospects are taking more control of their options for connecting directly with merchants and businesses; their efforts are at odds with enterprise investment in systems and personnel designed to ascertain "intent." While only 46% of organizations report that they communicate with customers and prospects "in real time," it is noticeable that only 39% say that they are making the most out of data generated by customers and prospects with their current systems.
- **Execs exhibit low awareness of personal data management initiatives** – Only 14% of respondents indicated deep understanding of the emerging "Personal Data Ecosystem," while 60% "had not heard of it at all."
- **Still, personal data is an "asset" to be protected** – Execs aren't quite clear on the concept of protecting privacy because, at base, they see their customers' data as their own asset and 54% of organizations say that to foster trust they must protect personal information of customers and prospects.
- **Europe and U.S. use personal data differently** – Executives at U.S. companies more readily apply what they learn about people to "create efficiencies" or "influence design of new products."
- **Businesses lack strategy for managing mobile data** – A surprising 60% confessed to lacking a defined strategy for capturing and managing personal data from the growing population of mobile users, and only 17% of those who **do** have a strategy say that they believe it to be "very effective".
- **But execs have turned it into a "people problem"** – The two most common reasons for not implementing effective strategies for managing personal data are: "data protection laws" (in Europe) and "lack of people/resources" (U.S.).
- **Divergent views on whether IT is "up to the task"** – More than two thirds of the execs in the U.S. are confident that their IT departments are ready to handle big data and personal data, while less than 50% of European respondents show such confidence.

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**For More Information Contact Pete Headrick:**  
**[pheadrick@opusresearch.net](mailto:pheadrick@opusresearch.net)**