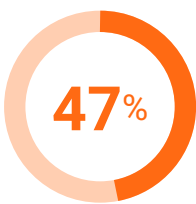


# The Data Pulse: Current State of Data Management and AI-Driven CX

Get a behind-the-scenes look at how 300+ business and IT leaders are managing data to advance artificial intelligence (AI) and elevate customer experience (CX).

## Bad Data Prevents CX Growth



of C-suite leaders rate their customer data as excellent, compared to just 8% of directors and senior managers



### Key Insight

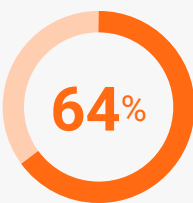
While top executives see progress, those closer to day-to-day data use still face challenges.



### Action Item

Ensure data excels in accuracy, completeness and connectivity.

## Teams Tackle Visibility Gaps



of IT professionals have a 360-degree customer view across business lines



### Key Insight

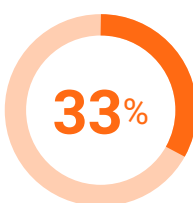
Over half of respondents have achieved a single source of customer data, yet some still lack a full picture.



### Action Item

Maximize business value with data that meets higher standards — extending beyond infrastructure to usability, reliability and alignment.

## CX and AI Go Hand in Hand



of business professionals say AI is critical to their CX strategy



### Key Insight

Many respondents feel underprepared, unconvinced or unclear on how AI applies to their daily work.



### Action Item

Develop strategic messaging and share real-world use cases to demonstrate AI's impact on CX.

## AI Hinges on Data Prep



of IT professionals aren't entirely sure what "AI readiness" means for data



### Key Insight

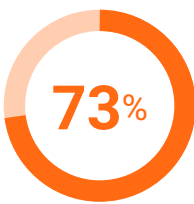
Uncertainty around "AI readiness" can lead to overlooking crucial data qualities essential for effective AI outcomes.



### Action Item

Focus on the core attributes of AI-ready data: consistency, integration, timeliness, relevance and accessibility.

## Trusted Data Powers AI



of total AI inputs come from first-party data



### Key Insight

Organizations rely heavily on data collected directly from customers, including behavioral signals and transactional records.



### Action Item

Deliver high-quality data to fuel AI initiatives, customer support tools, marketing programs and predictive insights.

Great CX starts with great data.

LEARN MORE

Source: Informatica and Bodine & Co. Survey, From Data Silos to AI-Enabled Customer Engagement, 2025



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