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### **Ten Key Customer Insights - Google Books**

Ten key customer insights by Robert Schieffer, 2005, Thomson edition, in English

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10 Key Insights from 15 years of Customer Journey Mapping. Click here to view SlideShare. Yep, we've been at this a while. It was hard to boil these down to just 10, but we think these are the most important insights to emerge from over 100 client engagements.

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Customer data management is a vital requirement to the whole process of customer insight. All the quality of behavioural analysis, predictive analysis and database marketing/targeting are dependent on the quality of data gathered.

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