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7 steps to maximize the power of data and AI

Data and artificial intelligence (AI) are indispensable tools for businesses seeking a competitive edge. From streamlining operations to unlocking hidden customer insights, data and AI—paired together—can help organizations make smarter business decisions, enhance customer experiences, and innovate for the future.

However, collecting data isn't enough to drive results. To maximize the potential of your data, you need to know what you want to achieve and a plan to get there. This checklist outlines seven steps designed to guide you in building that strategy. By the end of it, you'll be better equipped to leverage data and AI as strategic assets to achieve your business objectives.

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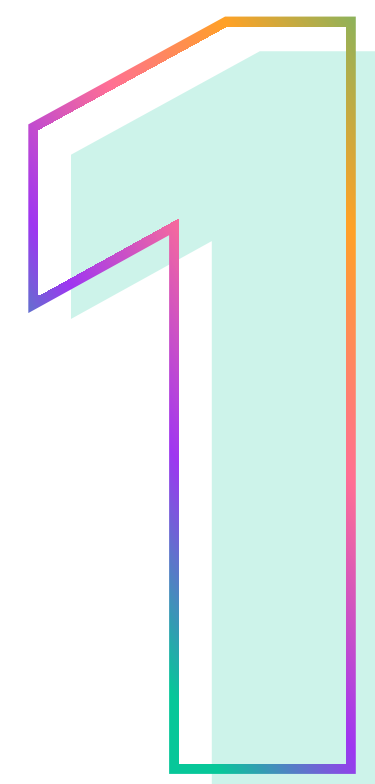
Understand your current data and AI maturity level

To build a strong foundation for the future, you need to understand where you stand today. Assessing your current data and AI maturity will highlight the gaps and opportunities that can drive your next steps forward.

Data maturity refers to how well an organization collects, manages, and uses data to drive decision-making and achieve business goals. At higher maturity levels, data becomes a strategic asset, supporting innovation and competitive advantage.

AI maturity involves leveraging artificial intelligence to automate processes, personalize customer experiences, increase productivity and efficiency, and uncover insights that would be impossible to detect through human analysis alone.

HOW TO ASSESS YOUR MATURITY

- [ ] **Evaluate current state:** Conduct a thorough evaluation of data quality, infrastructure, and governance practices.

- [ ] **Assess team skills:** Review your team's capabilities and identify training needs.

- [ ] **Identify key gaps:** Pinpoint your strengths, uncover weaknesses, and prioritize areas for improvement.

Still not sure where you stand?
Read our Behavioral Data Maturity Matrix to pinpoint your current stage and get practical tips for moving forward.

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Define your data and AI vision

On the journey to unlocking the power of data and AI, a well-defined vision acts as your compass to success. In other words, before you can succeed, you need to know what success looks like.

DEFINE YOUR VISION IN THREE STEPS

☐ **Set clear goals:** Define your long-term goals for data and AI maturity. Whether you want to personalize customer experiences, detect fraud, or identify missed revenue opportunities, your goals should be concrete and measurable.

☐ **Align with strategy:** Tie your data and AI objectives directly to broader organizational goals and strategy. Every initiative should support your company's mission and contribute to its success metrics.

☐ **Create a roadmap:** Develop a detailed plan with specific milestones to guide your journey. Break down your vision into actionable steps, anticipating the resources, timeline, and potential challenges.

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Understand and leverage different types of behavioral data

Now that you've assessed your current state and defined your vision, the next step is understanding how different types of behavioral data can help you achieve your goals. Behavioral data goes beyond basic metrics, offering insights into how users interact with your brand online.

TIPS FOR LEVERAGING BEHAVIORAL DATA

☐ **Map to objectives:** Align your behavioral data collection strategy with the goals identified in your vision. If you aim to personalize experiences, focus on first-party data that reveals customer preferences and pain points.

☐ **Choose the right tools:** Tools like Fullstory make it easy to track, analyze, and act on behavioral insights, ensuring you can optimize customer experiences and achieve your business objectives.

☐ **Ensure data quality:** Implement proper governance and validation processes for each data type, especially when dealing with second- and third-party data sources.

> "Behavioral data helps you build experiences without assumption."
>
> Jordan Morrow,
> **Bodhi Data**

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Types of behavioral data

First-party data

Collected directly
from customers

EXAMPLES OF FIRST-PARTY DATA:

Website clicks

App usage time

CRM data

Second-party data

Another company's first-party data
shared or sold for mutual benefit

EXAMPLES OF SECOND-PARTY DATA:

Data purchases

Partnership data

Industry consortiums

Third-party data

Sourced from external
aggregators or brokers

EXAMPLES OF THIRD-PARTY DATA:

Demographic information

Behavioral patterns across
various platforms

Purchase history from
external vendors

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Drive decision-making with data and AI

Data serves as the foundation for informed decisions, but AI is what transforms that data into actionable insights. By applying machine learning algorithms and predictive analytics, AI uncovers hidden patterns and trends that might be missed otherwise. AI-driven insights combined with human expertise enable more accurate and efficient decision making.

TIPS FOR MAKING AI- AND DATA-DRIVEN DECISIONS

☐ **Start with clear objectives:** Think back to the key business problems or opportunities you've identified. Find use cases where AI can add value, such as predicting customer behavior.

☐ **Integrate AI tools in daily operations:** Implement AI-powered tools to automate tasks, predict outcomes, and offer real-time recommendations to decision-makers.

☐ **Continuously evaluate AI insights:** Regularly review the accuracy and relevance of AI-driven insights, refining models and processes to improve decision-making over time.

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Leverage data and AI to ensure optimal customer experiences

Behavioral data is key to unlocking your website's full potential. By going beyond basic metrics like page visits and understanding how users engage with your content, navigate your site, and interact with key elements, you can create superior customer experiences that drive business results.

FOUR WAYS TO OPTIMIZE CUSTOMER INTERACTIONS WITH DATA AND AI

- [ ] **Personalize experiences:** Understand customer behavior—what they're browsing or buying—and tailor content, offers, and layouts to specific user groups.

- [ ] **Reduce abandoned carts:** Spot friction in key user journeys and remove obstacles to streamline the checkout process.

- [ ] **Optimize performance:** Identify slow page load times and performance issues that could be causing users to abandon ship.

- [ ] **Accelerate error resolution:** Detect issues in real time and fix them before they impact more users, ensuring a smoother, frustration-free experience.

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Use data to tell stories that resonate

Storytelling brings data to life by transforming complex information into narratives that resonate with audiences of all skill levels and backgrounds. Internally, your organization can leverage **data storytelling** to align teams around performance metrics, highlight trends, and drive data-informed decision-making. Externally, you can use data to craft compelling stories that resonate with your audience.

TIPS FOR EFFECTIVE DATA STORYTELLING

- [ ] **Keep it simple:** Avoid jargon and technical language, focusing instead on clear, concise messaging that is easy to understand.

- [ ] **Use visuals:** Incorporate charts, graphs, and other visual elements to enhance your storytelling and make the data more accessible.

- [ ] **Practice empathy:** Consider your audience's perspectives and experiences, and create narratives that resonate with their emotions and values.

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Develop data literacy across your organization

Democratizing data literacy across your organization ensures the longevity of your AI and data initiatives. It's probably not necessary for everyone to become a data scientist or an AI programmer. What is essential is fostering a sense of confidence with data and new technologies.

THE THREE Cs OF DATA AND AI LITERACY

- ☐ **Curiosity:** Foster a mindset of asking questions and exploring how data can improve processes. Don't hesitate to ask, "How can data help?" and write down your insights.

- ☐ **Creativity:** Use your creativity to engage with data, whether it's through coding, creating visualizations, or experimenting with new tools. Bring your unique perspective to the table.

- ☐ **Critical thinking:** Develop the habit of questioning and evaluating data. Dedicate time to reflect on, analyze, and challenge the data you're working with.

ASK YOURSELF:

- What is data literacy and how can it help me do my job better?
- Do I currently use data and AI in my role?
- Is my job threatened by AI?
- What can I do to be prepared for the changes AI is bringing?

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From defining a clear vision to turning insights into action, the tips in this checklist will help you stay ahead of the competition and drive meaningful results.

To truly harness the power of behavioral data, you need the right tools in your toolkit. Fullstory provides the actionable insights you need to unlock hidden opportunities, reduce friction, and win customers for life.

Ready to see it in action? Schedule a demo today to see how Fullstory's behavioral data platform can help you take the next step in your data and AI journey.

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About Fullstory

Fullstory is on a mission to help technology leaders make better, more informed decisions by injecting behavioral data into their analytics stack. The company's patented technology unlocks the power of quality behavioral data at scale by transforming every digital visit into actionable data and insights. With Fullstory, enterprises can get closer to their customers' true sentiment and intentions to predict what they want, create personalized experiences, and drive conversion, loyalty, and revenue. For more information, visit **www.fullstory.com**.

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