

La promessa dei Dati come fonte di valore

Per decenni è stato scritto molto del valore potenziale dei Dati- Eppure poche aziende ancora hanno sperimentato concretamente questo valore

InformationAge

Can data become your most valuable asset?

information-age.com/can-data-become-your-most-valuable-asset-123486694/

Editor's Choice

December 27, 2019

In the digital world, every interaction leaves a data footprint – and organisations make no secret of the fact they want to get their hands on as much of it as they can. But why?



Data can play an important role in customer experience, says the DMA's MD

Because there is a notion that this data is valuable. It helps run businesses, form engaging marketing campaigns and strategies, and provides them with key insights into their customers'

Do not sell my data

The Economist



Leaders

May 6th 2017 edition >

Regulating the internet giants

The world's most valuable resource is no longer oil, but data

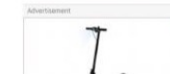
theguardian

'The goal is to automate us': welcome to the age of surveillance capitalism



Shoshana Zuboff's new book is a chilling exposé of the business model that underpins the digital world. Observer tech columnist John Naughton explains the importance of Zuboff's work and asks the author 10 key questions

We're living through the most profound transformation in our information environment since Johannes Gutenberg's



I dati come strumento per comprendere le evoluzioni del comportamento dei clienti



- I clienti richiedono sempre più tempo e più attenzione da parte dei consulenti
- Le banche devono evolvere il loro modello di customer engagement, supportando maggiormente i consulenti
- I dati e gli algoritmi possono essere un valido alleato per aumentare il supporto

