

October 2, 2015

## **Interview Premise Document: Spatial Insights Power Actions Throughout The Customer Journey**

The mass adoption of personal mobile devices, equipped with an array of context-gathering sensors, has nurtured the expectation amongst customers that applications must adapt to meet their in-the-moment and contextual needs. Spatial data such as location, speed, acceleration proximity, and find-the-nearest routing are some of the core pieces of data needed to extract the insights to keep up with these expectations. Today, 1/3 of smartphone users expect applications to adapt based on spatial parameters such as location, proximity etc... but they are also equipping enterprises with the data to create these contextual experiences: more than half already share data about their location with apps they use. Application developers need to understand the landscape of available technologies and use-cases so they can empower their customers with spatially-linked experiences, and their colleagues with insights enhanced and enriched by spatially-based data. Customer insights and analytics professionals need to change their data management, insights generation and optimization practices to subsume spatial information into their contextual customer understanding. Doing so will provide the base for optimizing customer interactions across the customer life cycle within marketing, ecommerce, customer support, product development, product delivery, etc.

This research aims to highlight the opportunities, use-cases, and practices for application developers/customer insights professionals must consider when supporting applications, analysis, and business processes with spatial data and context.

### **Sample Questions:**

How would you describe spatial analytics and location intelligence as they apply to your solution?
Which types of customers or industry verticals are most advanced in their use of spatial analytics?
How has the use of spatial analytics and location intelligence matured within your customers' organizations?
What types of spatial data does your solution collect?
What types of other data is spatial data collected / merged with? How do you do this?
What does your location / spatial technology stack look like? Did you build or buy the technologies?
How pervasive is the use of location / spatial information?
What parts of the customer journey are being supported by insights from spatial information?
What business problems are being solved with spatial analytics? What metrics are spatial insights used to influence?
What advice would you give to other firms who wish to use location / spatial analytics?

What would you estimate for average customer spend on spatial analytics practices and technology this year?

Do executive teams / senior management understand the importance of location / spatial data and insights?

If you have any questions about this research, the questions we will ask, or how your answers will be used, please do not hesitate to contact me.

Best regards,

James McCormick  
Principal Analyst  
+44 7867125 645  
jmccormick@forrester.com

Rowan Curran  
Researcher  
617-613-6557  
rcurran@forrester.com

Emily Miller  
Research Associate  
617-613-5870  
emiller@forrester.com