

Data silos are holding you back:

How fragmented insights hurt product development



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Introduction

Organizations today have more access to customer data than ever before. Yet, despite this abundance of information, many enterprises struggle to turn insights into action. The reason? Data silos.

Nielsen's 2014 *Breakthrough Innovation Report* analyzed over 12,000 new product launches across Western Europe between 2011 and 2013. The study revealed that approximately 76% of these new products failed within their first year, with two-thirds selling fewer than 10,000 units.

The report identified four key principles common to successful product innovations:

- 1. Choice:** Selecting the right innovation by deeply understanding consumer needs and uncovering demand-driven insights.
- 2. Process:** Developing a winning execution that translates insights into a compelling market-ready offer.
- 3. Marketing:** Implementing a creative and effective activation strategy to engage consumers and drive trials.
- 4. Togetherness:** Ensuring organizational alignment and commitment to the innovation process.

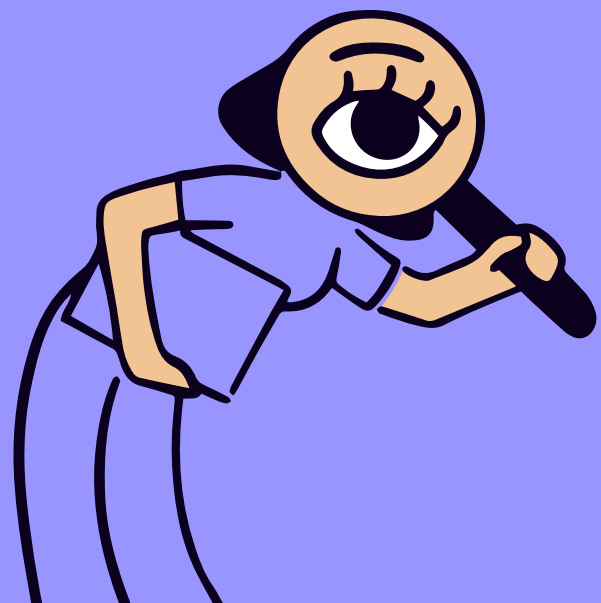
When customer insights are scattered across teams, tools, and departments, businesses lose valuable opportunities to innovate and effectively meet customer needs.

This ebook explores how fragmented data can hinder product development and outlines strategies for overcoming this barrier.



The impact of data silos on product development

Knowledge workers spend **30%** of their time looking for data.



Lack of a unified customer view

Data silos prevent teams from accessing a comprehensive view of customer needs and behaviors. Sales, support, marketing, and product teams each hold different pieces of the customer puzzle, but without a shared platform, valuable insights remain isolated.

Customer research is increasingly decentralized, with product managers and customer support teams playing a growing role alongside traditional research teams. Without a centralized system, these insights, including direct interactions, often remain inaccessible across departments, impeding collaboration and strategic decision-making.



Slower decision-making

Without a centralized source of truth, teams spend excessive time searching for data, verifying sources, or duplicating research efforts. This inefficiency delays product iterations and slows innovation.

An online survey conducted by Forrester in 2022 with 1,022 respondents in roles from individual contributors to the C-suite in the US and the UK found that:

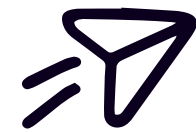
- Organizations with 20,000+ employees use an average of 367 software apps and systems.
- Knowledge workers spend 30% of their time looking for data.



Repeated research (wasted time and money)

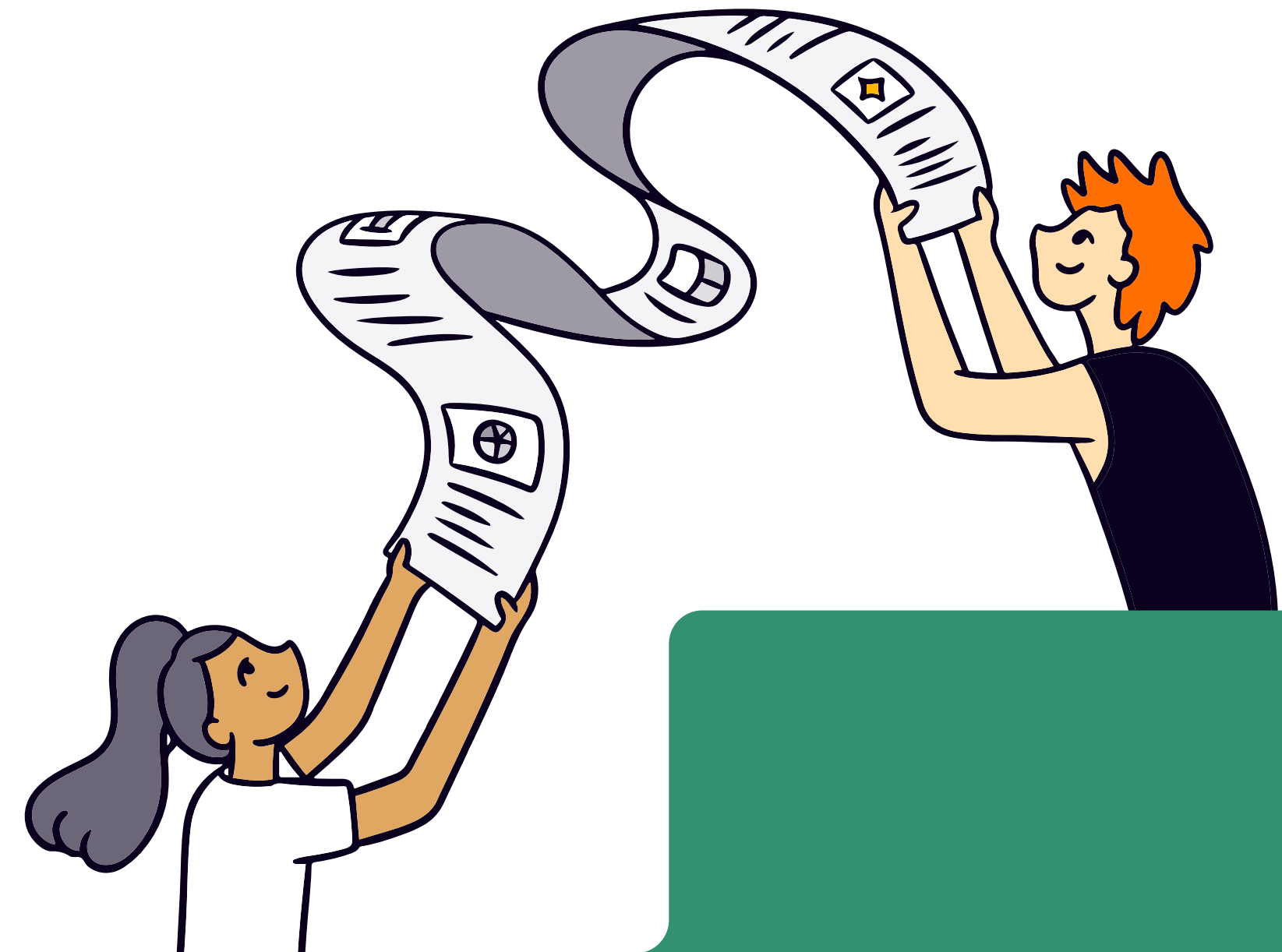
Duplicate research is a common challenge for organizations. A 2018 Alteryx [study](#) surveyed over 400 data professionals across North America and Europe and found that inefficiencies in data discovery and cataloging cost US companies \$1.7 million annually for every 100 employees.

This redundancy exemplifies the challenges organizations face in managing research efficiently, leading to wasted resources and slower product development.



Missed opportunities for innovation

When insights are not shared across departments, teams cannot identify key pain points, emerging trends, and customer expectations. This lack of collaboration stifles creativity and hinders the ability to develop products that truly meet market demands.



Common challenges

Organizations collect vast amounts of customer insights, yet fragmented data storage, inconsistent governance, and poor tool adoption make it difficult to extract meaningful value.

As teams struggle to align on a single source of truth, decision-making suffers, leading to inefficiencies, missed opportunities, and compliance risks.



This table summarizes the most common challenges and potential consequences.

Challenge	Description	Impact	Fallout	Additional risks
Inconsistent data storage and governance	Customer insights are scattered across CRMs, spreadsheets, and third-party tools, making it difficult to create a unified view.	Poor data quality leads to flawed insights, making alignment challenging.	Teams lack a shared understanding, leading to misinformed decisions.	Compliance risks increase with inconsistent data governance.
Data overload without clear insights	Large volumes of collected data lack structure for meaningful analysis, so it often goes unused or misinterpreted.	Decision-makers struggle to extract value, leading to inefficiencies.	Critical insights are missed, leading to weaker strategy execution.	Data misinterpretation can lead to poor product or business decisions.
Siloed decision-making	Teams operate independently, making product decisions based on incomplete data.	Product features may fail to address user needs, weakening business outcomes.	Misalignment between product, UX, marketing, and sales leads to inefficiencies.	Shadow IT emerges as teams seek alternative tools, creating security gaps.
Scalability and performance bottlenecks	Increasing volumes of data strain existing systems, leading to slow performance and increased costs.	Operational slowdowns and processing delays hinder business growth.	Teams experience delays in retrieving, analyzing, and using data.	System failures or unscalable infrastructure can disrupt business continuity.
Low adoption of data tools	Teams revert to inefficient processes if tools are difficult to use or don't integrate with existing workflows.	Reduced adoption limits the effectiveness of data strategies.	Data silos persist, reinforcing fragmentation and inefficiencies.	Unsecured workarounds may introduce compliance and security risks.
Legal and financial risks	New tools may not meet compliance standards (GDPR, HIPAA, SOC 2), and weak vendor security (poor encryption, missing audit logs, or non-compliant data storage) adds risk.	Security breaches, regulatory fines, and operational disruptions may occur.	The organization may be exposed to financial penalties and reputational damage.	Failing to conduct thorough vetting can lead to compliance violations and increased liability.

The solution:

Breaking down silos with a customer insights hub

What is a customer insights hub?

A customer insights hub is a centralized platform aggregating, organizing, and analyzing customer data from various sources. This hub is a single source of truth, ensuring that all teams can access consistent and reliable insights.



How it works:

- **Data integration** can pull information from qualitative and quantitative research—surveys, support tickets, usability tests, web analytics, and social media.
- **AI-powered analysis** uses machine learning to tag, categorize, and identify trends within customer feedback.
- **Cross-team searchability** provides shared access to insights for product, design, marketing, and customer support teams—find answers to burning questions about your customers with data that's indexable and easy to query.
- **Real-time updates** ensure teams work with the latest customer data rather than outdated reports.



Key benefits of centralized customer insights



Improved cross-team collaboration

With a shared platform, teams can seamlessly communicate and align on customer needs, reducing redundancy and increasing efficiency.



Data-driven decision making

A centralized hub eliminates guesswork by ensuring product decisions are based on actual customer insights rather than assumptions.



Faster product iteration cycles

Real-time insights enable teams to quickly identify trends, test new features, and iterate based on customer feedback.



Increased customer satisfaction

Companies acting on well-organized insights can create products that better address customer pain points, leading to higher satisfaction and long-term loyalty.



How enterprises are overcoming data silos with Dovetail

Dovetail is the first AI-powered customer insights hub to drive innovation by centralizing insights in one platform, empowering teams to make faster, more informed decisions.

amazon

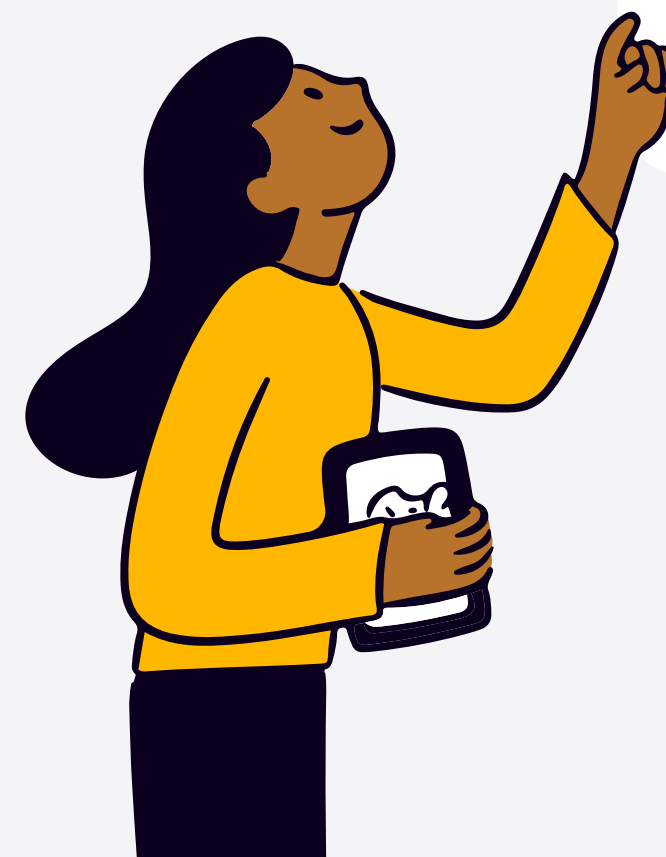
Google

 Notion

Deloitte.

 Spotify®

 Pinterest





Enhancing research accessibility

Dovetail allows Atlassian's global team of product managers, designers, and marketers to easily access, share, and analyze insights. Instead of using a patchwork of tools, employees can use Dovetail wherever they are to build a deeper understanding of customers.

HQ: Sydney, Australia

Employees: 8,000+

Industry: Technology

Website: atlassian.com



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Simply put, Dovetail enables collaborative work. It also gives us the opportunity to use, analyze, and re-use data to pull together stories, which is time-saving and really valuable.

Natalie Rowland, Lead Researcher, Atlassian



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It's super important to 'think customer' when we're making any decision. It's where everything starts from, and how we measure impact.

Matt Hinds, Product Manager, SafetyCulture



SafetyCulture

Putting the customer at the heart of product decisions

SafetyCulture, a global tech company focused on workplace safety, uses Dovetail to centralize customer insights and ensure customer needs drive every product decision. With research initially scattered across multiple platforms, Dovetail helped the product team consolidate insights into one accessible platform, enabling faster, data-driven decisions. The result is a product development process that's always informed by the voice of the customer.

HQ: Sydney, Australia

Employees: 600+

Industry: Technology

Website: safetyculture.com



Driving customer-centric innovation

Canva's design research team uses Dovetail to organize and share insights across the organization, ensuring product decisions center on user needs and behaviors.

With Dovetail's centralized platform, the design research team has nurtured a research culture at Canva, empowering designers and product managers to conduct research, transcribe sessions, and analyze findings.

HQ: Sydney, Australia

Employees: 4,500+

Industry: Technology

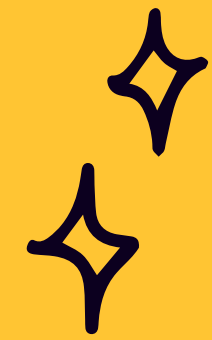
Website: canva.com

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Especially for non-researchers, Dovetail makes getting started with research analysis more approachable and even fun. Product teams can analyze in whichever way is best for them and their study. When they start to see those emerging themes and insights from the data—that's the real power of Dovetail.

Becky White, Head of Design Research, Canva

Steps to implementing a customer insights hub



Step 1

Assess your current data landscape

Identify where customer data is stored, who has access, and what tools are used.

Step 2

Choose the right platform

Select a tool that integrates with your existing systems and offers AI-driven analysis, customizable reporting, and role-based access.

Step 3

Check that your preferred tool is secure and compliant

Security, reliability, privacy, and compliance are at the heart of everything we do at Dovetail.

Assess your current data landscape

Define who owns the data, how it will be maintained, and how teams will contribute to and extract insights from the hub.

Step 4

Train teams and encourage adoption

Ensure all teams understand the value of the insights hub and are trained to use it effectively.

Step 5

Continuously optimize and iterate

Regularly review how the insights hub is being used and make improvements to enhance efficiency and usability.

Step 6

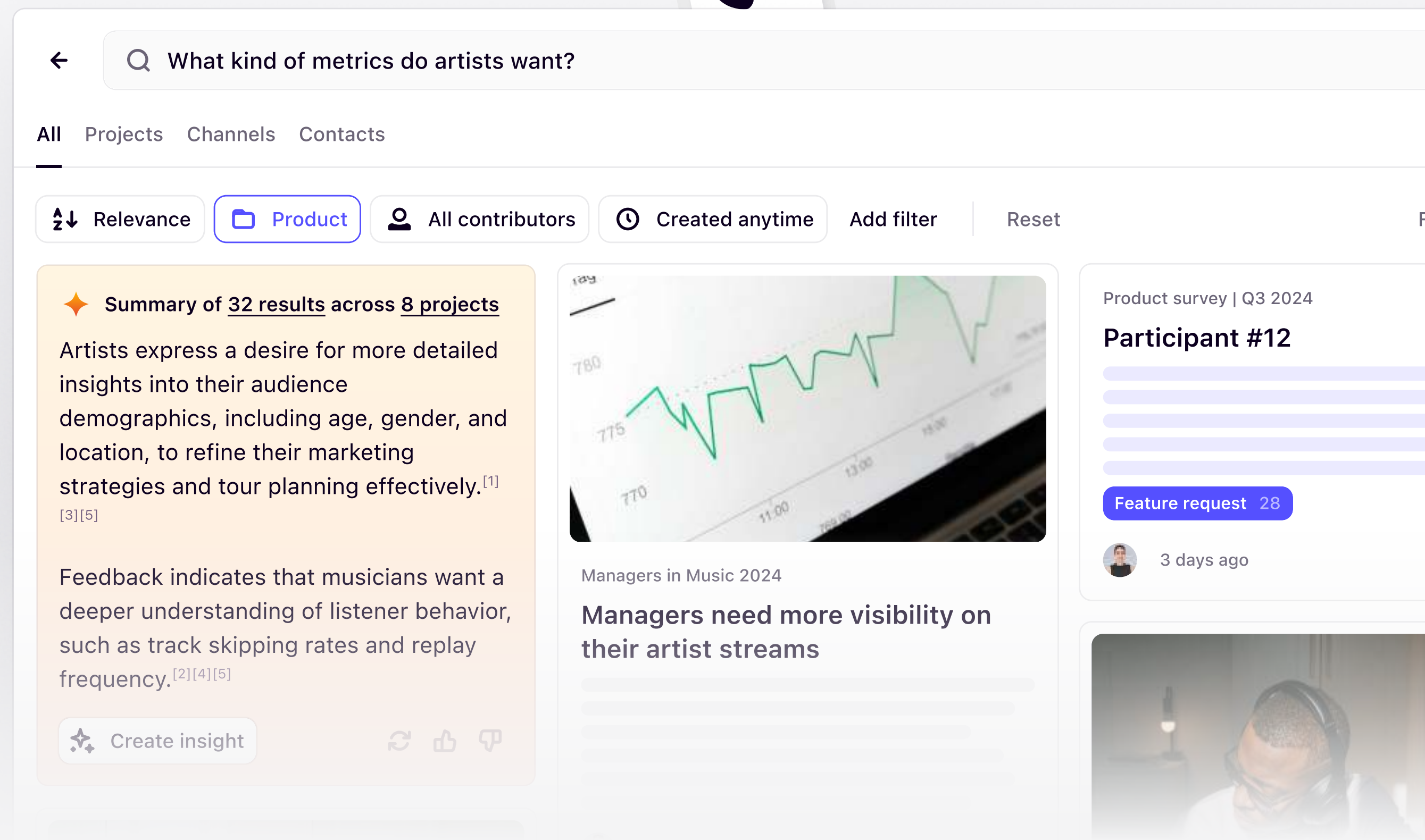


Making fragmented insights a thing of the past

Data silos are a major barrier to customer-centric product development.

By centralizing insights into a single, accessible platform, businesses can break down barriers, foster collaboration, and drive meaningful innovation.

Investing in a customer insights hub ensures that every decision is informed by real customer data, leading to smarter products, faster iteration cycles, and higher customer satisfaction.



Take the next step toward customer-centric innovation

Ready to unify your insights and transform how your organization makes product decisions? Explore how a customer insights hub can help you centralize data, enhance collaboration, and drive innovation.

[Request a demo](#)



Stay connected to our latest insights

