

Unlock customer-centric innovation

How a centralized customer insights hub drives growth



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The need for customer-centric innovation

According to Hubspot's *Annual State of Service Report*, **88% of respondents say customer expectations have never been higher**, while **85% believe customers are more likely than ever to share both positive and negative brand experiences online**.¹

The *State of the AI Connected Customer Report* by Salesforce reveals that **80% of customers consider the experience a company provides equally important as its products and services**.²

Customers today want a personalized, seamless experience that adapts to their evolving needs. Meeting this demand requires much more than creating a good product. Sustainable growth now depends on a company's ability to continuously innovate in ways that surpass customer expectations—this applies not only at the point of purchase but throughout every stage of the customer journey.

Embracing customer-centric innovation helps you stay relevant and protect millions in potential revenue. The key to making it possible is **customer insights**. These insights come from dozens of sources, including survey forms, face-to-face research, website analytics, and more. This feedback holds the key to user-driven innovation.

Insights can reveal what your customers value most, their pain points, and, most importantly, how your business can adapt to their changing needs. While gathering customer feedback is easy, many organizations struggle to turn raw customer data into actionable insights, losing ground in the innovation race. A **customer insights hub** simplifies the process and makes innovation achievable.

With a central platform to collect, analyze, and research customer insights, teams gain a single source of truth. This unified hub provides the space, information, and tools they need to drive innovation. Better still, it creates opportunities for cross-functional collaboration, creating an organization-wide culture of customer-centric innovation.



Ready to innovate and outpace the competition?

Discover how centralizing insights can break down silos, streamline decisions, and fuel the innovation your customers demand.

¹ [HubSpot Annual State of Service Report – 2022](#)

² [State of the AI Connected Customer – Salesforce.com](#)

Challenges with fragmented customer data

Talking to customers is easy.
Listening to customers is hard.

Companies can access customer data through surveys, interviews, support tickets, user analytics, and many other channels.

But truly listening to customers and extracting meaningful, actionable insights from the data is far more complex. Some of the difficulty comes from the fragmented way customer data is collected, stored, and shared.

A lack of cohesion in data handling results in challenges such as:



Data silos

Customer insights are often scattered across various tools, teams, and departments. Feedback from sales might live in a CRM platform, while customer support tickets are stored elsewhere, and research is tucked away in team-specific files. This fragmented data makes it impossible to see the bigger picture of the customer's needs. A sales team might not know what the tech team learns, while marketing remains unaware of customer support insights. When teams operate in isolation, organizations miss out on innovation opportunities and waste time and money on redundant efforts.



Overwhelming volume of data

Organizations gather vast amounts of customer feedback from sources like web analytics, call center notes, A/B testing, social media, and more. This influx of data can quickly become overwhelming, making it difficult for teams to analyze effectively. Without a clear way to separate meaningful insights from background noise, valuable information often goes unused. As a result, critical insights are buried under irrelevant details, slowing decision-making and stifling innovation.



Lack of collaboration

Customer-centric innovation thrives on collaboration, as cross-functional input leads to more dynamic solutions. Without alignment, turning insights into coordinated actions becomes a significant challenge. Fragmented data and the need to balance privacy and security compliance often hinder effective information sharing. This disconnect prevents teams from unlocking the innovative opportunities that come from working together seamlessly.



Difficulty connecting research to action

Even with valuable customer insights, customer-facing teams often struggle to influence roadmaps and strategies without a clear process for turning insights into action. This disconnect can result in missed opportunities, unmet customer needs, and demotivated teams when their input is overlooked. Innovation shouldn't be confined to product teams. Cross-departmental collaboration ensures that every perspective contributes to meaningful change.

Fragmented data is more than an inconvenience; it's a significant barrier that stifles innovation and frustrates employees, leading to disengagement. Overcoming this challenge requires solutions that simplify the management, sharing, and application of insights. A centralized customer insights hub provides an effective way to align teams and unlock innovation.

What is a customer insights hub?

A customer insights hub is a centralized platform that brings together customer feedback, analytics, and research into a single source of truth. It integrates data from various sources, such as:

- Surveys
- Support tickets
- Usability testing
- Analytics tools
- Social media comments
- Call center notes
- Chatbot conversations
- Customer interviews
- Customer service feedback

Rather than scattering this information across departments or burying it in disconnected systems, a customer insights hub consolidates everything into one unified platform.

With shared access, product, design, marketing, and customer support teams can align effortlessly, breaking down silos and fostering collaboration. Beyond simply storing data, a robust customer insights hub analyzes it, leveraging AI-powered tools like tagging, transcription, and categorization to process feedback quickly and identify actionable opportunities.

By centralizing and analyzing customer data, organizations can eliminate inefficiencies, streamline information sharing, and make smarter, faster decisions. This creates a direct path from listening to customers to acting on their needs. Insights that once sat idle in spreadsheets or static reports now fuel customer-centric innovation, empowering teams to drive meaningful change across the organization.

Benefits of a customer insights hub

Centralizing customer feedback with a customer insights hub goes beyond solving fragmented data issues. It lays the foundation for long-term, sustainable business growth in several ways:



Enhanced cross-team collaboration

Customer insight hubs foster collaboration by breaking down silos and enabling effective communication across teams. Housing all insights in a single source of truth ensures that product, design, marketing, and support teams align seamlessly. Shared access minimizes misunderstandings and maximizes opportunities to develop customer-centric strategies.



Better alignment with customer needs and market demands

Accessible and actionable insights ensure teams can respond effectively to customer expectations and market trends. Rooting product roadmaps and strategies in accurate, up-to-date data eliminates the guesswork. Teams gain a clear direction, enabling them to innovate with confidence and exceed customer expectations.



More efficient product iteration cycles

With centralized insights, identifying trends and pain points becomes faster and easier, reducing delays in product development. Real-time insights from tools like Dovetail streamline processes, eliminate context switching, and keep teams aligned. This continuity shortens the time from ideation to implementation, allowing teams to iterate faster and deliver solutions to customers sooner.



Increased retention and reduced churn

Customer insight hubs empower organizations to address pain points proactively and deliver positive experiences at every touchpoint. Acting on this data builds loyalty, increases retention, and reduces churn. By delighting customers with tailored solutions and experiences, organizations create a foundation for long-term growth and sustained revenue.

Turn customer insights into action

Real-world case studies

Organizations of all sizes can leverage a customer insights hub to stay ahead of the competition. By consolidating data into a single source of truth and extracting actionable insights, companies can transform their approach to innovation and better meet customer needs.

But don't just take our word for it—see how some of today's leading organizations are putting this into practice:

 **ATLASSIAN**

Breaking down silos to promote smarter decisions

Atlassian serves over 250,000 organizations globally. Even with its incredible reach, it has cultivated a strong sense of customer-centric service. Atlassian uses Dovetail to connect over 100 researchers to thousands of customer interviews and insights, streamlining customer research across teams and geographies. It was able to create a single source of truth for its teams quickly.

With Dovetail as its insights hub, Atlassian broke down silos and gave teams the ability to access, use, and analyze customer data more efficiently.

Its product team makes smarter decisions faster, driving innovation and aligning efforts more closely with user needs.

Exposure Hours became a company-wide initiative that encouraged employees across roles to dive into customer research to look for new insights. It was an effective way to promote collaboration across the organization and generate more customer-centered innovation. It gives everyone a stake in what customers are saying and lets them discover real feedback that impacts how their departments operate.

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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**



Breaking down silos to promote smarter decisions

As a leader in identity and access management, OKTA uses customer insights to balance cutting-edge tech with strict security standards to build world-class authentication tools.

They needed a way to connect more than 30 teams around the globe and give them access to a single, centralized platform that housed their customer research without compromising data security.

Dovetail's custom data retention settings are the answer. These customizable options streamline data redaction and track data expiration dates so the teams can concentrate on innovating instead of worrying about compliance. OKTA's teams collaborated more efficiently with secure, organized access to sensitive information that complied with strict regulations like GDPR.

OKTA's product teams can now use these insights to shape roadmaps, develop solutions, and deliver exceptional user experiences—without compromising security.

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For us, custom retention is all about taking that need to remember to delete assets or manage assets manually off our researchers' plate so they can actually focus on doing research. The second part is the security and comfort in knowing that those assets will be taken care of and removed from our systems per the guidelines our product and privacy teams have established.

Jared Forney **Research Ops Principal, OKTA**

Canva

Driving the roadmap with centralized customer knowledge

Canva's mission to "empower the world of design" is fueled by a commitment to customer-centric innovation.

With a global team of over 4,000 members, Canva leverages Dovetail to centralize customer insights and optimize how its design research team captures, organizes, and shares data.

Dovetail serves as Canva's central research hub, providing a single, accessible platform where teams can store and revisit customer feedback. Product managers, designers, and researchers use the hub to identify key themes and apply insights to drive decisions at every stage of product development.

This centralized approach fosters a culture of informed innovation, empowering teams across the fast-paced global organization to conduct their own research and collaborate more effectively.

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One of my favorite things is seeing people not behave the way we expect them to behave. That's research doing what it's supposed to be doing; uncovering things that we were a bit uncertain about.

Craig Boustred **Design Researcher, Canva**

The future of customer insights

Customer insights are becoming more proactive and less reactive. The tools used to generate insights are rapidly evolving. Historically, businesses relied on analyzing past data to inform decisions—a method that’s now being overshadowed by forward-looking approaches designed to predict and meet customer needs in real time.

These shifts are driven by breakthroughs in AI, real-time feedback tools, and integrated platforms that offer a more holistic view of the customer journey. As a result, customer insights are becoming more dynamic and actionable than ever before.

This evolution in customer-centric innovation is just the beginning. Here’s what the future holds for customer insights:



AI-powered insights

AI is transforming the data analysis process, automating much of the work and uncovering deeper insights. AI and machine learning can process vast amounts of feedback, identify trends, and predict customer behavior with remarkable accuracy.

Here’s how AI can enhance customer insights:

Sentiment analysis

Discover the emotion behind actions as AI analyzes surveys, A/B tests, call center notes, and more. AI-powered sentiment analysis can detect satisfaction levels and highlight recurring issues.

Demographic analysis

AI can analyze large data sets to identify key attributes of your most valuable customers. This drives smarter decisions in marketing, product development, and customer support.

Personalization

Today’s customers want personalized experiences. AI can help businesses analyze behaviors and craft tailored experiences—from product recommendations to customized email sequences. These tools help organizations stay ahead of customer needs by delivering relevant experiences at every touchpoint.



Predictive analytics

The future of customer insights goes beyond understanding the past and present; it anticipates the future. Predictive analytics will use historical data to forecast customer preferences, allowing teams to proactively design products and services that align with future demand.



Real-time feedback

Waiting days, weeks, or even months for feedback is a thing of the past. In today's fast-paced digital world, acting on insights in real time is crucial. AI-driven tools provide immediate feedback, enabling organizations to respond quickly, adapt, and strengthen customer relationships.

For example, real-time insights can immediately alert teams to issues like spikes in cart abandonment, enabling prompt action to resolve the issue and ensure a seamless experience.



Cross-platform data integration

As organizations interact with customers across an increasing number of platforms, they need to integrate insights from various tools and channels.

Customer insight hubs will continue to expand their ability to pull data from CRMs, social media, web analytics, and more, creating a complete view of the customer journey, wherever it takes them.



Democratized research

Research is no longer limited to the research team. User-friendly platforms like Dovetail empower anyone to conduct high-quality research and extract valuable insights.

More teams can now perform their own research, speeding up decision-making and fostering a culture of customer-focused innovation across the organization.

Centralize your customer insights in Dovetail

Becoming a customer-centric organization starts with the right tools. Dovetail makes it easy to create a central research repository and gain actionable insights from across your organization. Here's how:



Synthesize data from anywhere

Dovetail consolidates feedback from a variety of sources—customer interviews, surveys, support tickets, usability testing, and social media—into one central hub.

By creating a single source of truth, data silos are eliminated, enabling teams to work together seamlessly and uncover patterns that drive customer-centric strategies.



Make sure the work you've done in the past is always available

Dovetail enables you to quickly find and access research from days, months, or even years ago. The platform connects related insights and generates summaries, allowing teams to build on existing knowledge rather than start from scratch. This eliminates duplication of work, saves resources, and accelerates decision-making.

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I can jump into Dovetail, search for either “strategic initiative” or a keyword, and—boom. [C]ontext building really quickly is very helpful.

Roy Olende **Head of UX Research, Zapier**



Get customer insights, fast

With features like automatic transcription, tagging, and categorization, Dovetail speeds up the process of turning raw feedback into actionable insights. Teams can quickly identify real-time trends, empowering them to make faster, data-backed decisions that not only benefit the customer but also drive revenue.



Collaborate across teams

Dovetail is designed for cross-team collaboration. Product managers, UX designers, and customer success teams can easily access, share, and act on insights in one centralized space. This universal access fosters alignment across departments, ensuring that everyone is on the same page when it comes to customer needs.



Integrate with your existing tools

Dovetail integrates seamlessly with the tools your team already uses, such as Slack, Jira, and Figma. This high level of integration makes it easier to gather and analyze insights, improving communication and efficiency across workflows.



Control how you share access

Dovetail's advanced security features—like SSO (Google, Okta, Microsoft, OneLogin) and SCIM 2.0—help organizations manage access control with ease. You can set custom data retention periods, streamline authentication, and ensure compliance with data privacy regulations—all with just a few clicks. You can update access permissions quickly if teams, projects, or data change, ensuring the right people have the right access.

Start confidently innovating to meet customer needs and exceed expectations. With Dovetail's all-in-one platform, your teams can seamlessly gather, analyze, and act on customer insights. Set up your workspace, import your data, and start receiving analysis and insights in minutes. Create templates, organize projects, and uncover what your customers truly want—and how you can deliver it.

Unlock customer centricity across the org

Picture your team confidently creating solutions that meet customer needs and exceed expectations. It all starts here.

Uncover insights today

