



THE CLOUD STRATEGY COMPANY™

POLITICS & GOVERNANCE OF OMNICHANNEL

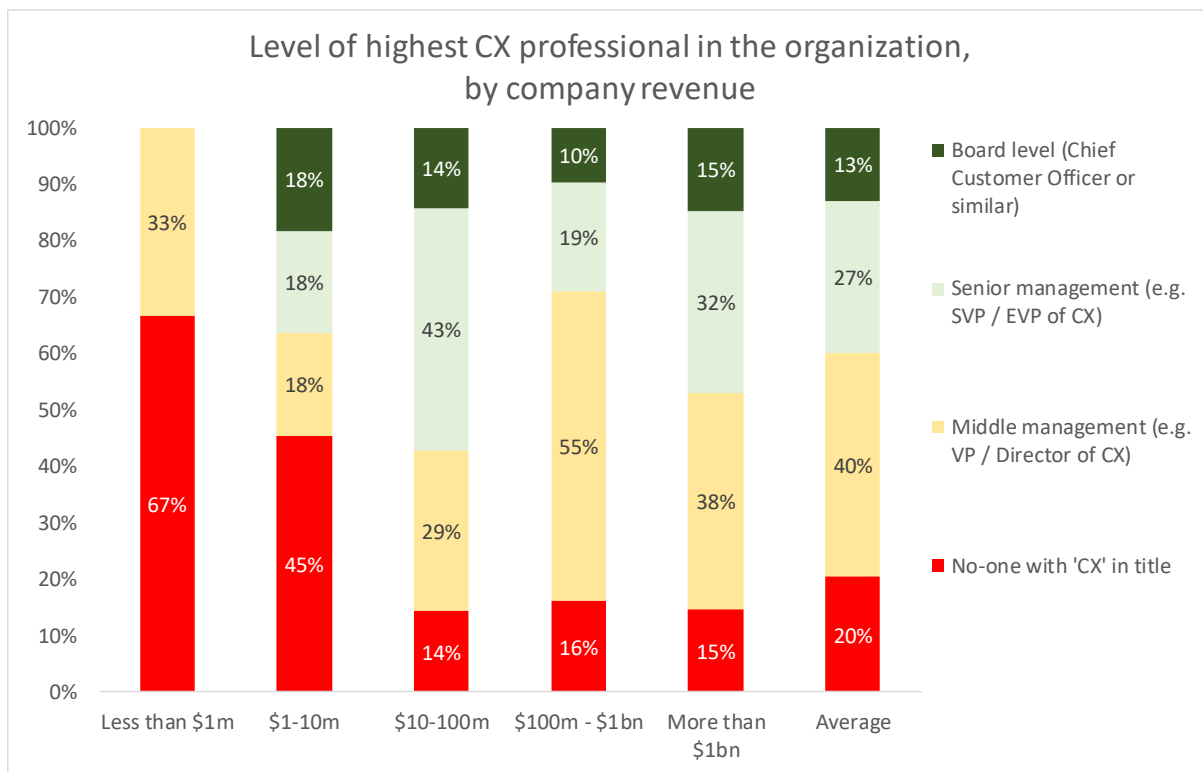
PULLING TOGETHER: THE POLITICS OF OMNICHANNEL

One of the major omnichannel issues to overcome is this: who actually owns the space? Telephony is established as a contact center function, and some other non-voice customer channels also fall under its auspices, but social media is often still owned by marketing (who may also lay claim to mobile strategy), and the wider self-service functionality may be a remit of the IT function. This fragmented and inconsistent ownership of multichannel customer contact functions means that maintaining the same high and reliable standard of information and service across channels has become an even more considerable challenge, and the path to true omnichannel even more fraught.

It may not be possible or even desirable for a single unified group to take charge of all such functions. However, because the customer neither knows nor cares about the internal structure of the organization, a bridge between the channels must be created to ensure that a customer experience does not break down if the initial channel cannot handle all the customer’s requirements effectively, and the growth in cross-functional customer experience teams is a response to this issue.

A question was asked to survey respondents about who in their organization was responsible for customer experience. Governance shows how seriously CX is being taken, and how capable organizations will be of driving radical CX programs which are likely to impact on many existing fiefdoms. Small organizations are far less likely to have a dedicated customer experience professional working within them. Even in the very largest organizations surveyed, only 15% had a CX professional at board level, although there is often representation for CX at very senior management level.

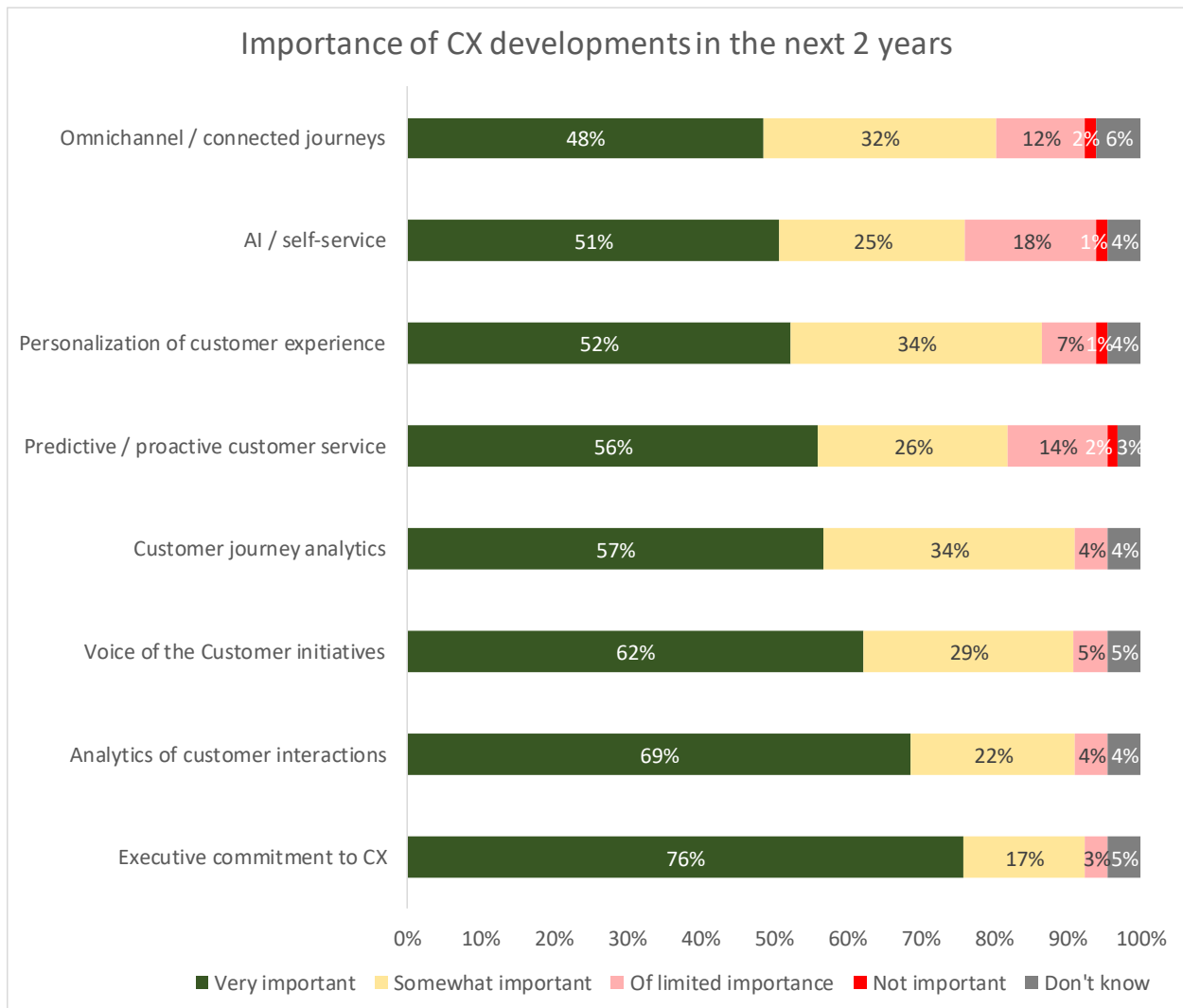
Level of highest CX professional in the organization, by company revenue



Survey respondents were asked their opinion on how important various customer experience developments would be to their organization in the next two years.

Perhaps the most striking finding was that the most important factor determining the future success of the customer experience program was not technology-related, but rather a requirement for the continuing and strengthening executive commitment to improving customer experience, without which the multi-departmental CX initiatives could not hope to succeed.

Importance of CX developments in the next 2 years



About Evolve IP's Contact Center: Your contact center is the lifeblood of your enterprise, so anything that you can do to improve agent results and customer experience is a major win for your business. Evolve IP's Gartner recognized omnichannel contact center provides all of the features you need to run a world-class omnichannel contact center.

For more information on Evolve Contact Suite, please email us at info@evolveip.net or call us at 877.459.4347