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5 Reasons Companies Fail to Connect Experiences — and the Costly Impact

If your organization has a disconnect when it comes to the customer experience — anywhere along the customer journey — it's likely your customers will realize it before you do. Missing links in the CX chain are often due to both functional teams and not sharing important issues and insights beyond their siloed walls.

As economic uncertainty doesn't seem to be exiting the scene anytime soon, today's business leaders need a recipe for continued growth without continued expenditures. A best-in-class customer experience is a great place to start. By optimizing current efforts to grow their roster of repeat customers, organizations can minimize the expense of new customer acquisition, build more cross-functional cohesion, and discover new ways to delight customers while minimizing employee frustration.

To create seamless, connected customer experiences, you need to find the missing links within your operations and technologies. Let's look at five reasons companies fail to connect experiences, what it's costing them, and how to strengthen the chain.

Ask yourself:

- Does your customer support center get a list of the most asked questions each week? Is it easy for agents to suggest new topics for self-service portals?

- Does the digital team know when customers call the support center because they can't find something online or encounter an error?

- Are you collecting data on ecommerce returns made both online and in-store and sharing relevant issues with warehouse teams?

- Are employees at your physical locations kept abreast of online-only deals and empowered to provide similar discounts or other mitigation if needed?

01

No one owns the entire experience

In most companies, responsibility for the customer experience sits with the CX team. Actual customer experiences, however, occur throughout the enterprise: on digital channels, through marketing efforts, when products are packed and shipped, when appointments are set, when product mix is selected and stocked, at the point of purchase, in the customer support center, and so on. It's impossible for the CXO alone to create a customer-centric organization without full support and true cooperation from the C-suite and LOB leaders.

What this costs: Lost customers and stagnant sales due to frustrating, disconnected experiences

What's needed: Reframe customer problems as business problems to align them to not just CX KPIs, but strategic enterprise goals, and support all LOBs with the right tools to improve the customer experience

02

Customer experience and employee experience data aren't centralized

Most large enterprises have invested in CX and EX systems, but they are often disconnected and used only by the direct team responsible; those who have access must learn two systems; and insights are rarely easily shared across the organization to all employees, from HQ to the front lines, who could benefit and drive better experiences.

What this costs: Lost opportunities to improve both CX and EX through accessible insights and less empowered employees who don't really know what customers want

What's needed: A fully-featured CX and EX platform that drives AI insights across the connected organization

03

Leadership is unsure about what efforts to prioritize

Once you have CX and EX tools in place, how are you prioritizing which changes to enact first? In disconnected businesses, important fixes and investments can languish in committees or queues. Employees who have great ideas feel unheard and customer experience issues persist. Organizations need an intelligent CX/EX solution that tracks the most effective digital channels, uses AI to surface common and trending issues and presents them to the right people, and provides voting mechanisms for idea submissions.

What this costs: Lost employee trust when ideas fall into black holes and detrimentally slow mitigation of important customer experience issues

What's needed: An experience system with intelligent insights that are properly shared across the enterprise, plus change management that gives departments more autonomy to quickly solve problems

04

Digital issues stay digital issues

While the negative effects of a disconnected customer experience extend their tentacles throughout the enterprise, it's beneficial to pay particular attention to the digital customer experience. Most interactions today, even in-person, have an element of the digital. A customer may have seen a deal online, searched for store hours, or made a dinner reservation. When they face a confusing form, an error, outdated information, or can't find what they need, a competitor is just a few clicks away. Determined customers may escalate their inquiry to the customer support center, but the experience worsens if the support agent can't help with the issue. A powerful way to keep customers happy is to make sure their digital experience is seamless — and a powerful way to reduce operational costs is to minimize customer support center calls.

What this costs: Fewer repeat customers and rising customer support costs

What's needed: The ability to connect digital CX insights and issues across the enterprise so that affected departments stay knowledgeable and are empowered to drive improvements

05

Frontline teams have limited access to the CX insights needed to do their job better

No one knows more about what plagues the customer experience than the frontline employees who interact directly with customers, from front-desk clerks and sales associates to delivery drivers and those who staff appointment and reservation lines. As the public face of the company, they bear the brunt of frustrated customers, as well as hear the praise of happy customers. But without CX insights, the ability to suggest improvements and be heard, and the autonomy to help create better customer experiences, they just aren't well-equipped to do their jobs, which causes both poor EX and CX.

What this costs: Lost customers due to frustrating frontline experiences and poor employee satisfaction due to disempowerment and frustration

What's needed: Frontline employee access to relevant customer insights and the ability to easily share ideas and surface common problems

To learn how you can better connect experiences across your enterprise to increase efficiency, reduce costs, and retain more customers, download The Executive's Guide to Driving More Profitable Growth.

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