

The Chief Customer Officer: *Human Duct Tape* to Reduce Dueling Silos

Unite the Operation from the Customer Experience Perspective (slide 1,)

1. Facilitate company wide definition of your customer experience

Identify Cross-Silo Dependencies (slide 2)

1. Identify the silos required by stage of the experience and rate the ability today to coordinate among the silos to deliver a united experience.

Rate the Experience Delivered Today Across the Silos. (slide 3)

This will give you a sense of the work ahead required to unite the silos.

1. For each stage, rate if the silos are united to always, sometimes or rarely deliver a reliable experience.

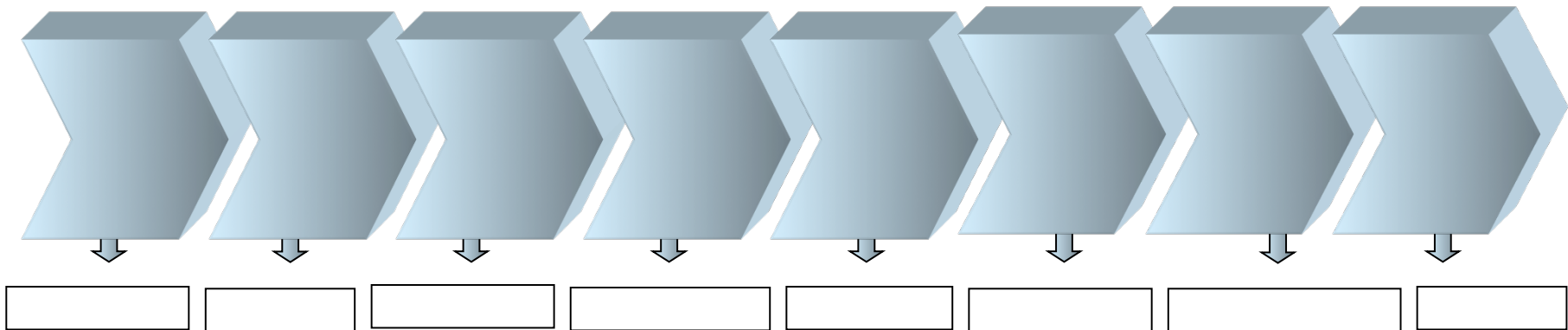
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Connect the Silos: Unite the Operation from the Customer Experience Perspective

Define Your Customer Experience Stages.

This is where you create operating clarity across the organization for experience delivery, accountability and metrics.

- ✓ Label the continuum to define the lifecycle stages with your customer
- ✓ Take this back to your company and facilitate sessions to gain consensus
- ✓ Begin using these stages to align your organization around customer experience
- ✓ Use it to frame and to assign cross-company accountability
- ✓ Use it to identify and track performance metrics



Connect the Silos: Identify Cross-Silo Dependencies

1. For each stage of your customer experience, identify silo required to deliver a comprehensive experience
2. Rate how hard it will be to get the silos to coordinate their efforts to unite the experience

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Connect the Silos:

Evaluate the Silo Impact Across the Customer Experience.

- ✓ Is this experience stage usually positive for customers? Are the silos united to consistently deliver reliability in experience delivery due to clear hand-offs and common silo goals?
- ✓ Is this experience stage often disappointing for customers? Do we deliver some negative experiences, due to competing silos, agendas and lack of coordination?
- ✓ Is this experience stage inconsistent? Inconsistently positive then negative?

