

# Smarter Commerce – omni-channel experience assessment

*Integrating and aligning brand touchpoints for more compelling customer experiences*



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## Highlights:

- Rapidly develop a customer experience strategy that reflects current and future customer trends and priorities
  - Assess a company's channel capability maturity and determine optimal future maturity needed to support the omni-channel strategy
  - Create journey maps of key events to characterize the future-state of the customer experience
  - Develop a roadmap and business and organizational cases for change
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Social networking, increased mobility, adoption of digital channels, increased consumer expectations and transparency across industries are just a few of the factors fundamentally reshaping customer interaction. Customers are increasingly sophisticated and have higher expectations of organizations in order to give them their trust. Enterprises are responding by adding new interaction models and enhancing channel capabilities to engage customers when and where it makes sense. However, the challenge for businesses today is figuring out where to invest by determining which capabilities are most impactful to the customer experience.

## Aligning customer expectations with enterprise investments

Most companies have no shortage of ideas on how to improve the customer experience. The real challenge is to select the right set of initiatives that maximize value, taking into account the dependencies on other elements of the operating model. Key questions for consideration include:

- Which touchpoints matter most in customer interactions with our organization? What are the future capabilities or features our customers are seeking?
- How can we tell if our capabilities are table-stakes or really differentiate the customer experience we deliver?
- What should the role of each of our channels be and how should we skew our investment? (Mobile, web, device, IVR, contact center, or retail store)
- How do we develop the business case for investing in better customer experiences?

Answering these questions requires a thoughtful and proven approach to understanding the demand side – what do customers want and value? And, the supply side – how are companies responding to these needs across channels?





## How can IBM help your company?

Through an accelerated, 6-week engagement, our industry, business and channel specialists perform customer-centric analysis and facilitate an intensive innovation workshop(s) designed to develop a cross-channel strategy and set of enabling capabilities. In addition, through a set of targeted customer experience workshop(s), our IBM Interactive consultants can apply customer journey mapping to identify the desired experience from your customer's perspective and then create actionable plan for realizing the target across each touchpoint.

## Benefits of our omni-channel experience accelerator

- Develop a customer-centric view of engagement with your brand across touchpoints
- Identify opportunities for a more compelling customer experience
- Establish design characteristics, key capabilities and investment case for priority touchpoints as part of an integrated plan.

## About IBM

IBM Global Business Services helps you navigate the complexity brought on by the empowered consumer and deliver measurable business outcomes.

## For more information

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August 2012  
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