



# Smarter Commerce - Cross-channel experience assessment

*Optimizing channel strategy to maximize value*



## Highlights:

- Rapidly develop a cross-channel strategy that reflects current customer trends and priorities.
- Assess company's Channel Capability Maturity and determine optimal future maturity needed to support the channel strategy.
- Identify, analyze and prioritize cross-channel operating model innovations. Create journey maps of key events to characterize the future-state of the customer experience.
- Develop company's roadmap and case for change.

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 becoming increasingly sophisticated and have higher expectations of organizations. Enterprises are responding by adding new interaction models and enhancing channel capabilities. However the challenge for businesses today is figuring out where to invest by determining which capabilities will be most impactful to customers.

## 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:

- What matters most in customer interactions with our organization?
- How can we tell if capabilities are table-stakes or will really make a difference in the customer experience?
- What can we learn from customer experience innovation across industries and competitors?
- What are the current pain points and future capabilities or features are our customers are seeking?
- What should the role of each of our channels be? (Web, device, IVR, contact center, retail store, etc.)
- Where, when and how much should we invest?
- What is required to drive the most intelligent and efficient experiences?
- How do we make the business case work?

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 will 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, a set of targeted customer experience workshop(s), we will explore cross-industry leading practices by leveraging IBM's **customer journey mapping to create actionable plan** for realizing the target customer experience across channels.

## Benefits of our cross-channel experience accelerator

- Quickly develop a channel strategy that is reflective of your brand
- Establish design characteristics, key capabilities and an investment strategy for each channel
- Identify and prioritize channel innovation opportunities
- Understand the high-level technical requirements to support the channel strategy.

## About IBM Strategy & Transformation

IBM Strategy & Transformation represents the management consulting capability within IBM. Our practice enables client success through executable strategies focused on business and technology-enabled transformation – from strategy to implementation – and increased efficiency in cross-functional collaboration.

## For more information

Please contact your IBM Strategy & Transformation representative or visit:

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May 2011  
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