"Customer Experience, the Customer-Focused Organization and the Role of IT"
Thought Leadership Roundtable on Digital Strategies
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As we emerge from the downturn, we face a changed set of circumstances: a new baseline, slower economic growth, and increased uncertainty and risk. These circumstances call for continued cost-cutting yet simultaneous innovation and growth; a need for flexibility during a prolonged period of uncertainty; and a renewed focus on the customer experience and getting closer to the customer, amongst other things.

Our discussion will focus on what it means to have a customer-focused organization, how to enable that focus and how to create the right customer experience. Meeting this challenge requires a focus on the customer that comes from all areas of the enterprise, an increased customer intimacy that creates a great customer experience without stepping across certain privacy and trust lines. Combined with new expectations from customers and the ever increasing pervasiveness of technology, there is much to be discussed. Perhaps of particular interest is the role of IT in this. Specifically, we will address such questions as:

- What does it mean to be customer-focused? How have firms created a customer focused culture? Who in your company is responsible for this?

- How do you define, identify, capture and disseminate the right customer information to the various parts of your organization?

- How can you use digital strategies to help all parts of your organization understand changing customer needs and preferences? How do you use technology to integrate the marketing cycle, gain deeper customer insights and communicate more completely?

- How are you dealing with the blurring of the dividing line between customer and organization (including pervasive autonomy and self-service and considering consumer buying mega trends)?

- How are companies ensuring they get smarter from every customer interaction? What is technology's role in that?

- How do we use the emerging ecosystem to facilitate customer co-creation and encourage widespread innovation and open business models? Is that the response that is called for?

- How do you use social networking applications to reach your customers (or your customers' customers), engage them, and gain knowledge from them?

- What role does personalization play for companies dealing with consumers? Is there a parallel for those who do not deal directly with the consumer?

- How do you decide what customer information to share with the other organizations in your value chain?

- What are the rising business risks? How do we appropriately protect a corporation's information assets and IP? Are there other business risks we should be considering (e.g. brand integrity, corporate identity)? What do they all mean for security, control, liability?