



August 15, 2016

## Barriers Preventing You From Telling a Consistent Story in the Customer Experience.



**James O'Gara**  
CEO / Founder, OnMessage

In the experience economy we live in today, customers have unprecedented access to your company. Their experience spans more people, processes and technologies than ever before. This has resulted in an explosion in the number of ways they interact with your business.

The greatest impact of this explosion has been felt in three key areas:

**Organizational structure:** There are more individuals and teams that have customer-facing communication ownership and responsibility within the enterprise than ever before. Think about all the customer-facing areas of your business and the interactions they have directly or indirectly (via technology) with your customers.

**Communication channels:** Never before has there been more channels through which companies communicate with customers and through which customers communicate with companies. From websites, to social channels, customer portals, online chat and email, the list goes on and on.

**Partner ecosystem:** Technology has had a dramatic impact on the number of sales and marketing partners' companies must manage. A few years ago, a single advertising agency may have handled the majority of how, when and where the company story was told in the marketplace. Today, companies have dozens of partners developing and delivering messages at distinct points in the customer experience.

These changes become even more difficult to contend with when you add barriers that have been constructed throughout your organization:

**Distributed ownership:** the number of individuals, teams, partners that are responsible for developing and / or delivering the corporate story throughout the customer experience has dramatically increased.

**Functional silos:** the independent functions / roles within departments, business units, divisions and partner ecosystem that communicate with customers has grown significantly.

---

## Customers have unprecedented access to your company.

---

**Multi-channel integration:** the sheer number of channels and communication vehicles used to communicate and interact with customers has exploded.

All of these changes, combined with barriers that have been formed over time, have had a tremendous impact on how companies develop and deliver their story.

**Visualize How Your Story Told Today.** Take a moment to paint a customer-facing picture of your organizational structure, communication channels and partner ecosystem. Look at each of these through the lens of how your corporate story is developed and delivered throughout the customer experience. Which areas of the organization interact with the customer? How many communication channels are being utilized? Which partners are involved in specific aspects of the customer journey?

If you are like most CMOs, the picture you see includes:

- > Highly distributed ownership of messaging development and delivery internally and externally.
- > Functional silos across the business that interact with customers on a consistent basis.
- > Limited connectivity between a wide-range of communication channels used in each phase of the customer experience (self-service, sales, post-purchase).

Ultimately, this picture illustrates the very real and growing complexity that you must contend with if you want to develop and deliver a consistent corporate story throughout the customer journey.

Ask yourself, “Do I really have the disciplined, enterprise-wide messaging development and delivery processes required to tell a consistent story throughout all three phases of the customer experience?”

If you are honest, the answer is probably no. And that’s okay. Most companies don’t apply the discipline, time or resources required to truly breakdown these barriers and put intentional processes in place to ensure that a consistent story is told throughout the customer experience. However, companies that do address these barriers and deliver a consistent story reap significant rewards.

---

## CMOs can no longer ignore the enterprise -wide messaging development and delivery problem that exists within their companies.

---

In fact, a recent McKinsey study revealed the number one trait of companies that succeed in delivering a superior customer experience is the ability to develop and deliver a clear, consistent corporate message. That’s why, if CMOs want to establish competitive differentiation based on customer experience, they must deliver a consistent story across all three phases of the customer experience (self-service, sales, post-purchase).

The simple truth is, CMOs can no longer ignore the enterprise -wide messaging development and delivery problem that exists within their companies. It’s time to apply the discipline, energy and resources required to breakdown these barriers and put intentional processes in place that will ensure a consistent story is told throughout the customer experience.

### More Information:

To learn more visit [www.itsonmessage.com/resource](http://www.itsonmessage.com/resource).