Aligning Cross-Organizational Customer Focus

The journey to a customer-centric operating model.

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Our client, which offers services and education for a highly regulated industry, struggled to provide a consistent experience to their existing customer base due to a number of inconsistencies across the organization.

Covalent Marketing partnered with stakeholders across the organization to develop a roadmap that addressed our client's challenges. We aligned the company across six key functional areas:

1. Marketing
2. Sales
3. Service
4. Operations
5. Finance
6. IT

obstacles

that hindered the client's ability to be customer-centric:

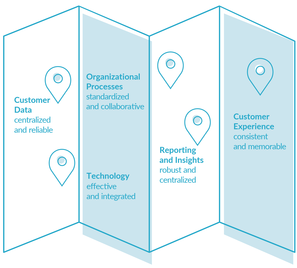
- Lack of standardized processes
- Inconsistent customer experience
- Limited reporting capabilities
- Antiquated technology capabilities
- Incongruent management of customer data

How We Built a Roadmap to become more customer-centric:

1. START
2. Conducted 50+ client discovery interviews ranging from Analysts to the C-suite.
3. Developed a customer interaction framework to align the organization.
4. Performed a gap analysis on organizational capabilities and technologies.
5. Identified enterprise-wide capabilities and aligned taxonomy across functional areas.
6. Developed a customer maturity model to guide decision-making, prioritization, and investment.

New Direction

Covalent Marketing then delivered an actionable and measurable 3-year, enterprise-wide roadmap aimed at creating a customer-centric operating model. It addressed the following areas:



Benefits of the Enterprise-Wide Roadmap

Destination Reached: Customer-Centric Operating Model

1. A shift from siloed activities to integrated collaboration.
2. A common language and taxonomy used by all functional areas.
3. A shared vision that the organization can rally behind.
4. Understanding of each functional area's impact on the customer journey.
5. A strategic approach to advancing customer-centric capabilities.
6. Measurable targets that align the organization.

Value to Our Client

We asked, they answered. See what our client had to say.

> "...we now have a living roadmap which will drive our technology priorities for the coming years and help ensure real IT-business alignment."
>
> *–VP, CIO/CTO*

> "The [enterprise] roadmap enables cross-organizational collaboration and a method of defining exactly what resources, processes, and technologies we require to advance each capability."
>
> *–VP of Marketing*

Interested in aligning your organization to be more customer-centric?

Connect with our team to find out how.

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