

# The [ CMO/CIO ] paradox

*How can establishing and maintaining this relationship allow you to have a single view of your customers?*

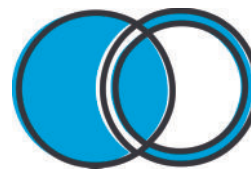
**As claimed by Forrester, situations where the CMO and CIO have little to no interaction at all are paradoxes, as to enable a successful state of market for a business, synchronization of marketing, data, and technologies is essential.**



The CIO, as the representative interface between the technology department and the rest of the business, and the CMO, as lead for development and overseeing of marketing and advertising plans, have a history for minimal or strained collaboration. Yet when the two parties do collaborate, the possibilities for cross-functional alignment, increased visibility, and organisational cooperation are endless. Most importantly is the impact that this all has on the customer experience. Through encouraging and promoting a working relationship between the CMO and CIO, marketing and technology can work together to share understanding and insight, enabling a clearer, consistent, single view of their customer.

## CMO-CIO collaboration to enable a single view of the customer

**According to Experian, a Single Customer View (SCV) is where all the data you hold about each of your customers is stored and consolidated into one single, easy to read, record in your database; and when jointly created and utilised by both the CMO and CIO, the boundaries for CX potential are unlimited.**



When the CMO and CIO work together to create a SCV, the technology and the people come together.

The CIOs focus is most commonly on cost optimisation, ensuring secure technology implementation, and having an enterprise architecture landscape that efficiently keeps a business operational. This sometimes reduces and misaligned with the needs and expectations of customers.

Meanwhile, the CMOs focus is on customer perception and omni-channel brand experience, actively thinking about the technology needed to support their campaigns. This does not necessarily consider financial or operational costs that this may entail. When working together, the CMO can ensure that a customer-focused perspective is central and the CIO can support through technological enablement, aligning all internal and external systems to create a central view.





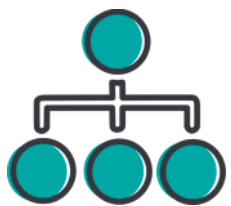
## How can your CMO and CIO create a centralised view?

**To promote the creation of this central view - across internal and external systems and between customer and technology, we have three top tips for you and your organisation to take on board:**



### Ensure proactivity in relationship building and at every point in the customer life cycle.

Is a weekly meeting between the C-level parties really enough? Is the relationship between CMO/CIO effective? Does high-level planning of enterprise and architectural solutions go through a vigorous customer lens?



### Where possible, avoid having different systems for different business units (BUs).

A good CRM system can handle different sales processes for different products/BUs rather than having separate systems for different product lines/BUs.

It often takes the view of a marketer/CMO, who is continually considering the customer's viewpoint and needs, to remind those in technology/the CIO, that one single system offers a different experience for customers better. Having a single CRM offers a far easier, seamless experience for customers.



### If you do have customer data across multiple systems, have a clear approach to which is the "master" system for account/contact records, and how duplicates "roll-up" to give you that single view of the customer.

That "roll-up" approach should be consistent across the business and all its functions.

Having consistency is key to coordinating all areas of the organisation and can often work to bring the CMO and CIO, and their relative departments (marketing and technology), together to work more efficiently and therefore offer an improved customer experience overall.

When you do have customer details stored across different systems, this requires a lot of additional effort and can take hours as multiple teams are needed to corroborate the detail required for a single customer.

The data extraction process is therefore not only overly and unnecessarily complex but also time-consuming. Moreover, having multiple sources of data also means that some data is wrong, or out-dated. This means decisions can be based on inaccurate data, which often leads to the delivery of a customer journey that is full of friction and does not give the customer the positive experience that they are seeking and that you are aiming to offer.





## So, why should you focus on building the relationship between your CMO and CIO?

**Although there are various other ways in which you can improve your CX capabilities, through establishing and utilising a SCV, multiple benefits are possible:**



### Personalisation of customer content

According to Epsilon research, 80% of customers are more likely to engage with a company if it offers personalised experiences and 90% of customers found personalisation appealing.



### Better service and support for individuals

Microsoft found that 96% of consumers, globally, claim that customer service is an important factor in their choice of loyalty to a brand.



### Stronger affinity to a brand with increased improved loyalty to the organisation as a whole

Harvard Business Review shows the importance of brand loyalty, with increasing customer retention rates by 5% increases profits by 25% to 95%. This offers a win-win situation for both the CIO and CMO as profits and brand loyalty increase simultaneously.



### Increased operating efficiency through managing the inventory and distribution levels to ensure follow-through on promise of offering

Through increasing organisational efficiency, you increase your organisational excellence, offering you the benefits of reduced operational risk, lowered costs, and increased customer satisfaction.

## To summarise...

So, although the CMO and CIO relationship has been a fraught and much-debated one for many years, if you do want to enhance your CX offering and increase your customer satisfaction scores, you should do that through initial collaboration to create a single view of the customer. This SVOC can then be carried forward to enhance your CX and offer your customers a far better experience that then encourages loyalty and return customers, promoting the success and sustainability of your organisation.

**Find out how we can help your organisation to enhance its CX at [www.clarasys.com/customer-experience-transformation/](http://www.clarasys.com/customer-experience-transformation/) or contact us at [info@clarasys.com](mailto:info@clarasys.com)**

