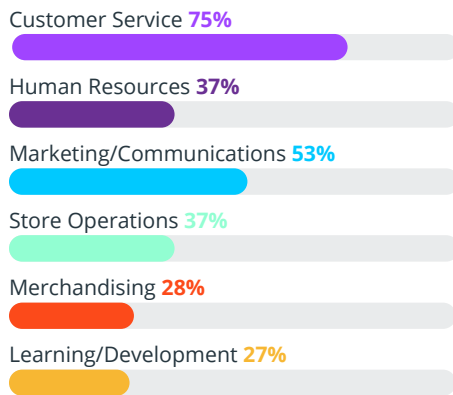


CUSTOMER EXPERIENCE:

Every Department is Working On It

Are all departmental initiatives aligned?

DEPARTMENTS THAT WORK ON CUSTOMER EXPERIENCE INITIATIVES:



77% of retailers believe their organization has room for improvement when it comes to sharing customer experience data and insights across the organization.

42% of retailers say their initiatives are not well-integrated across the business.

When it comes to customer experience, isolated efforts—whether by tool, department, channel, or role in the organization—can limit the return on investment in customer experience initiatives.



But the way to a customer's heart is rarely obvious. In solving customer experience conundrums (product stock-outs, honoring online promotions, employee training, and more), every department is working towards delighting customers. This goal unites a brand, but without aligned communication and strategy, retailers risk an inconsistent experience between channels—something that customers crave in every interaction.

Some things to consider:

- *Do the systems in place inspire quick collaboration?*
- *Is it possible to connect with other people in the organization to learn and improve strategy?*

Get the full customer experience story and survey methodology at square-root.com/customer-experience.



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