

Prevent clashes and promote collaboration:

5 tough questions to ask your digital teams.

Introduction.

Has this ever happened to you?

A large brand recently re-platformed their digital stack:

- A product owner received negative survey feedback, but could not reproduce the issue.
- Web analytics identified a conversion drop in the purchase funnel, but couldn't say why.
- VoC teams sifted through session replays, but had no way to identify the magnitude or prioritize the issue.

The only outcome of the entire multi-team effort was speculation about what to do next. With so much data at their disposal, it turns out data silos were causing confusion and lost confidence in data-driven decision-making. And who suffered the most? The customer.

It's time to step on the accelerator of silo-busting digital transformation and start putting the customer at the center of everything.

In this guide, we'll share why breaking down silos is not necessarily about making sure everyone knows everything—it's about building a truly customer-centric culture and making sure all teams are aligned around a shared view of the digital customer experience.

What leads to data silos.

Data silos can crop up naturally as companies grow, often mimicking our organizational structures. Each department collects and stores data for its own purposes.

It's normal for different departments to have their own lingo, technology, and business processes. But then silos can develop when these teams don't have a shared reference point for defined customer success. And there's a widely-held belief that operating silos like this are part of the normal course of business—they're just an internal problem that doesn't impact actual customers or the overall business.

But the reality is that silos do have tangible consequences on the customer experience. In fact, [44%](#) of digital CX executives say that data silos are the biggest obstacle to providing an excellent customer experience. They not only lead to low trust in data integrity, but declining customer loyalty and lost revenue opportunity.



5 strategies to break down digital silos.

Breaking down data silos can be overwhelming, but you have to get started somewhere.

Here are the five questions you can ask when beginning to break down digital data silos and build a shared view of the digital customer experience:

- 1 Have you joined these 5 digital data types? [page 5 ▶](#)
- 2 Have you outlined your “crawl-walk-run” maturity journey? [page 7 ▶](#)
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1. Have you joined these 5 data types?

We spend a lot of time answering the “what” around user behavior: what are users doing, at what stage of the funnel are they dropping off? But we don’t often get the “why.”

When we connect typically disparate data types—such as web analytics, surveys, technical errors, and session replay—we not only answer the why, but we make an important first step toward removing silos. Now teams can agree on what’s frustrating customers and what to do about it.

By joining these five data types, session replay will have greater context and quantification:



Business: web/mobile traffic, sales, abandonment and conversion



Behavioral: friction indicators, journeys, heatmaps, paths and time on page



Technical: page speed and errors



VoC: survey verbatims and call center feedback

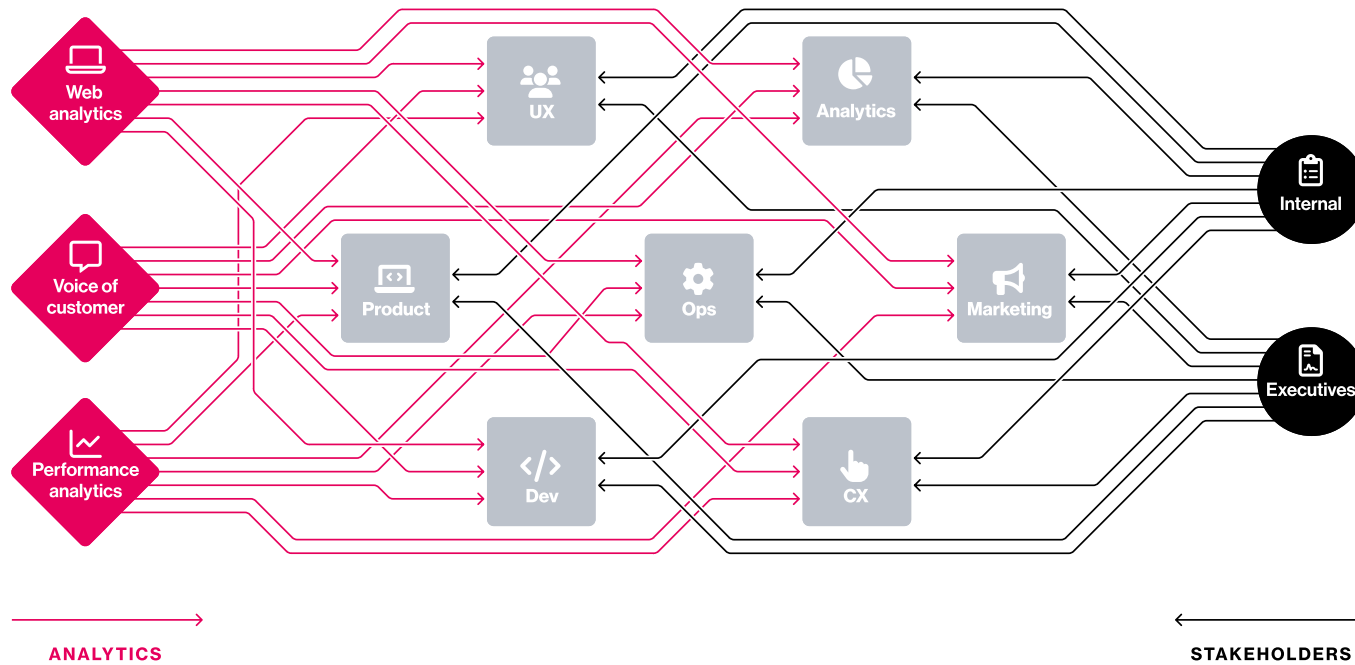


Link all of the previous to session replay

Break down data silos and put customers at the heart of your products.

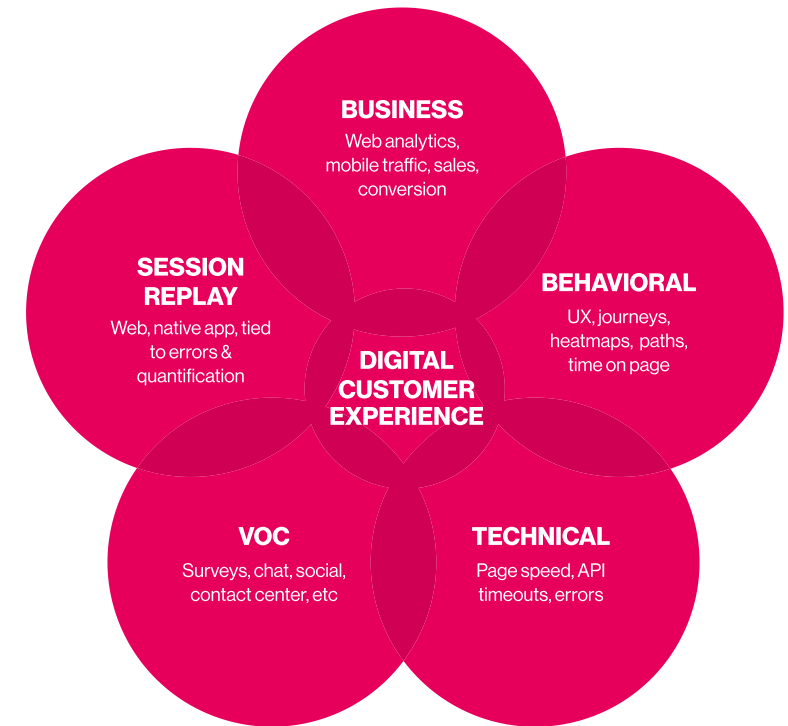
Traditional siloed tech stack:

Multiple views of the digital customer experience.



Customer-centric data framework:

Shared view of the digital customer experience.

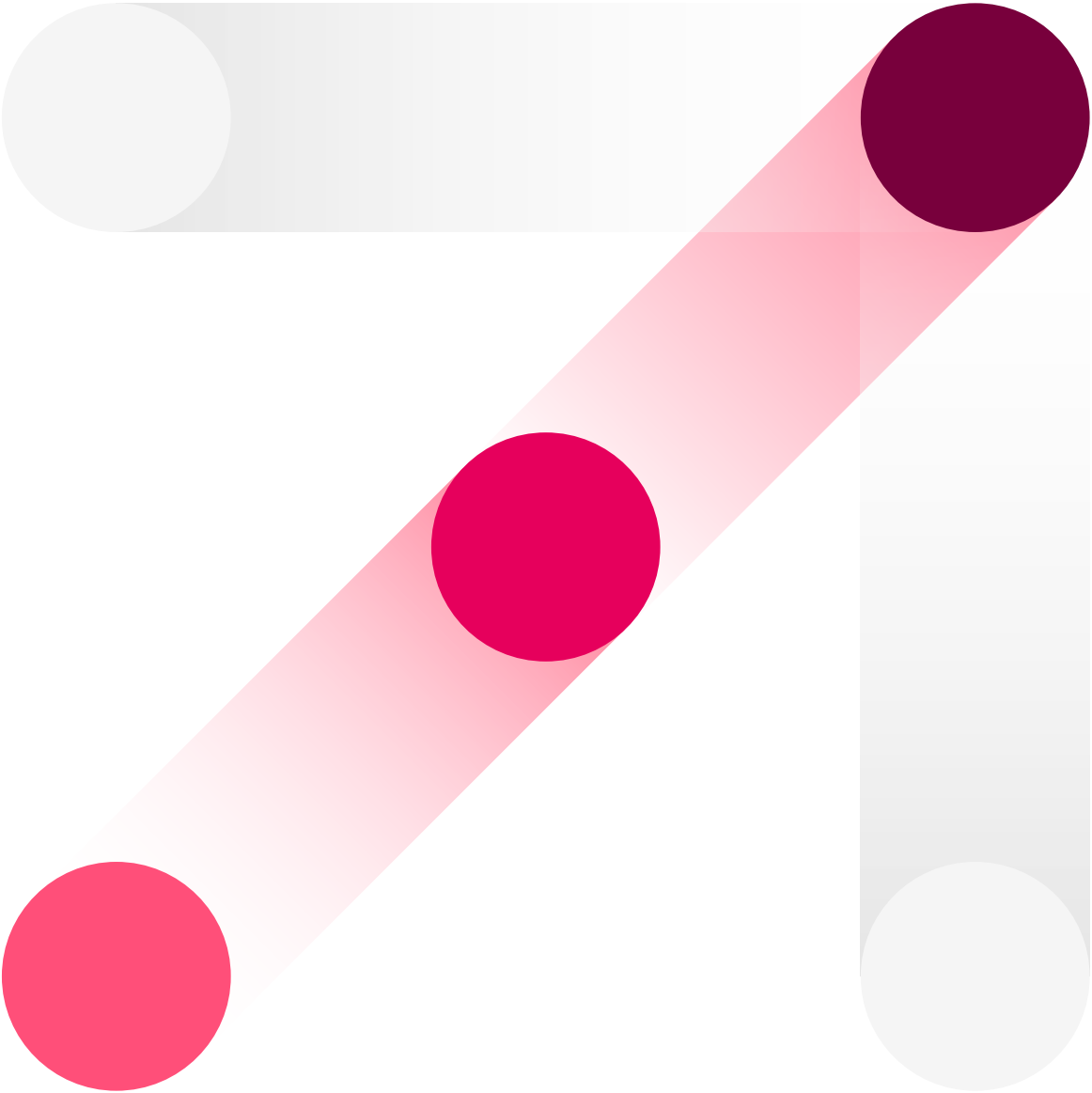


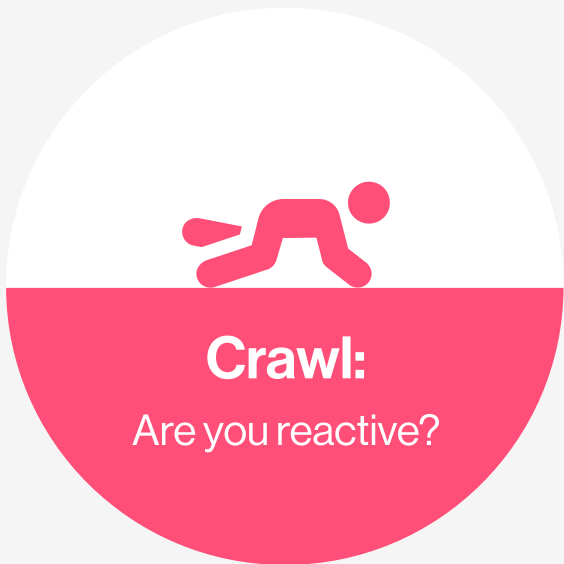
2. Have you outlined your “crawl-walk-run” digital maturity journey?

Why do so many companies fail at digital transformation, while others go on to innovate like Amazon or Netflix?

Too often, data-driven digital transformations begin with running before walking, or walking before crawling.

Let’s outline a few questions to ask yourself on your “crawl-walk-run” journey to digital maturity:

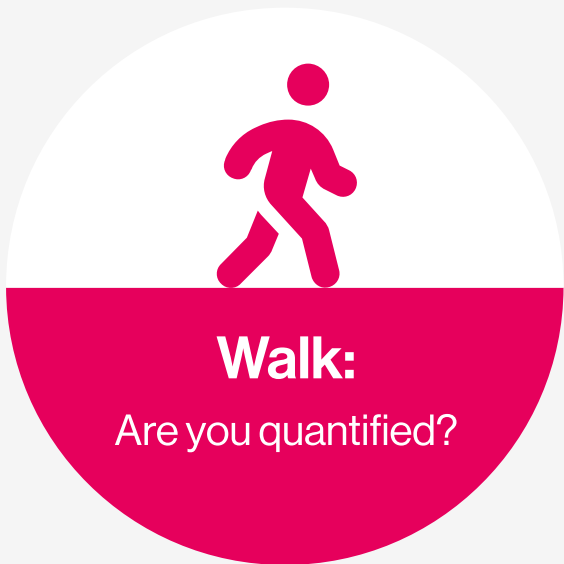




Is every day a panic in your organization? Hint: “Something broke! Is it the front-end? Is it an API?” Soon, it’s a circus of teams trying to identify the same issue in different ways. In the “crawl” phase, your organization can stop reacting to the non-stop flow of customer complaints and false positive alerts.

Start by switching from manual customer data capture to autocapture. Autocapture allows you to get alerted on high impact errors and opportunities, eliminating guesswork and fire drills.

This also allows you to identify which opportunities matter to your customers, faster. Using this [proactive discovery](#) process, you can stop wasting resources on tracking down the wrong issues, and start identifying opportunities before customers complain about it.



During the “walk” phase, you identify gaps between key data sources. Start by understanding the disconnect between your web analytics, session replay, and voice of customer/survey data. This disconnect makes it difficult to quantify the business impact of the user experience at scale. Utilizing [quantified empathy](#), you can connect how a customer feels about our products to the business impact of that experience.

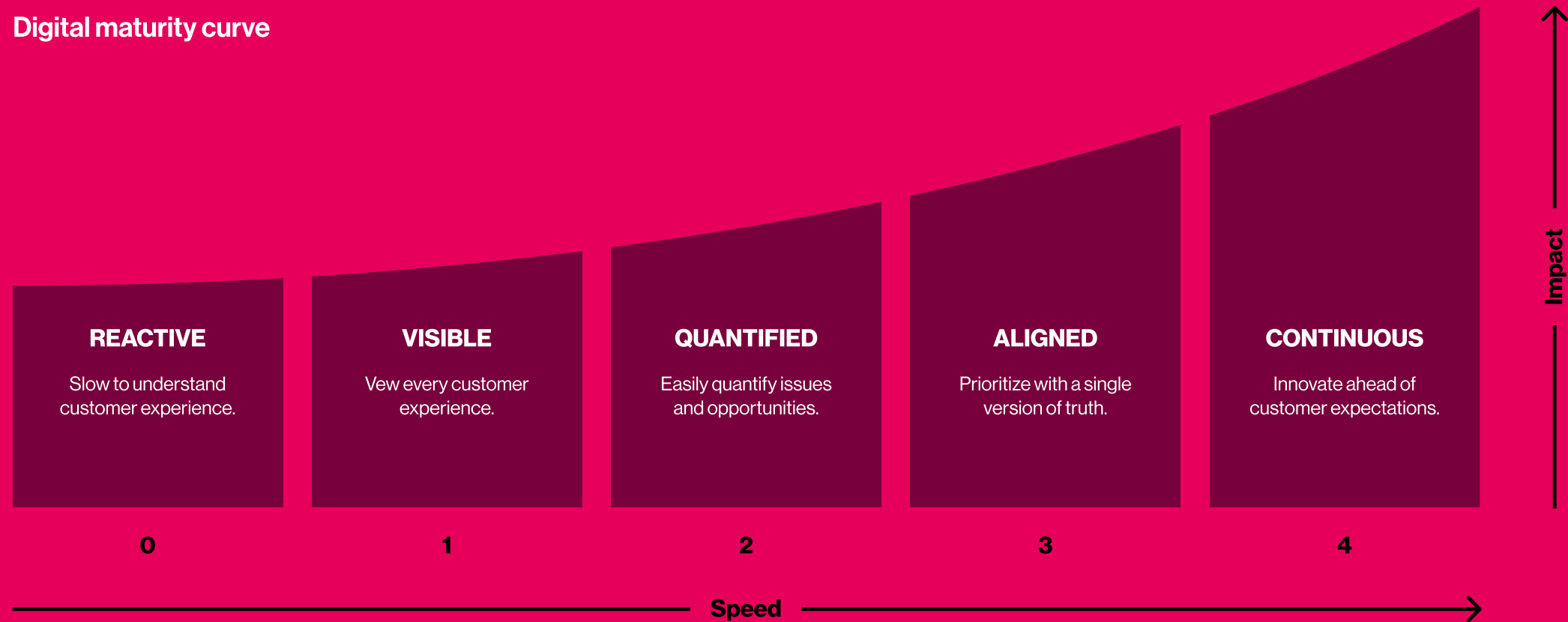
For product managers and execs, instead of having to go separately to the VoC team to ask for survey results and the analytics team to ask for conversion impact, you now have all the data connected in one place. This means these two teams can quickly collaborate around a shared view of the customer experience.



In the “run” phase, you move to continuous innovation of digital products, innovating ahead of customer expectations. Data-driven decisions are dispersed throughout the organization, and digital data is now a core utility to the strategy, execution, and capabilities across functions.

A Center of Excellence (CoE) practice exists with standards for data management and digital prioritization. You use intelligent monitoring and predictive insights to optimize the cross-channel customer experience, anticipating customer needs and engaging them in timely and relevant dialogue. An example of this might be immediate compensation for a flight delay or outreach from an insurance company when a patient is having trouble resolving a problem.

Digital maturity curve

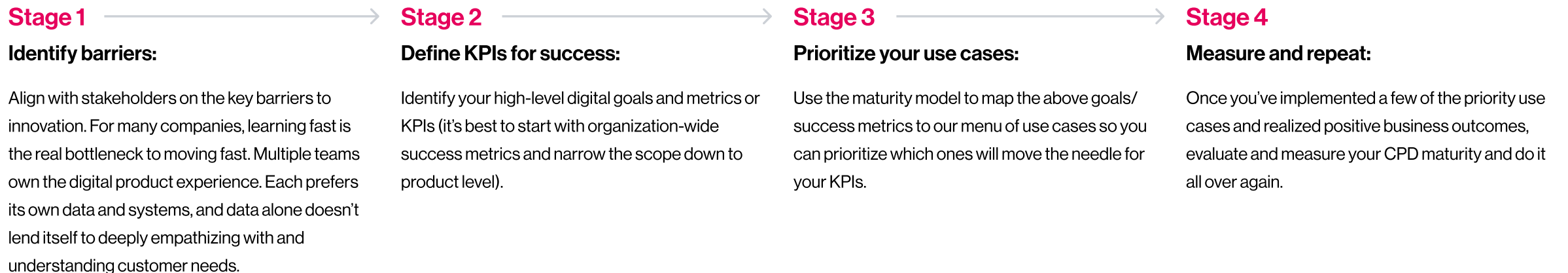


Wondering where you are on this maturity journey?
Take the [assessment!](#)

3. Have you defined your use cases?

One common mistake organizations make when undergoing digital transformation is failing to understand which digital use cases can move the needle for the entire business (not just improving the goals for a single team or department).

At Quantum Metric, we have a maturity model with corresponding use cases that customers use to do just that. The first major step of this maturity model is defining which use cases your organization should prioritize. Here are the key stages of your [Continuous Product Design](#) (CPD) use case strategy:



What is CPD?

Continuous Product Design is a methodology for driving digital innovation with people at the heart. CPD helps teams align by empathizing with customers and discovering real-time business impact at every phase of the product life cycle.

Learn more at ContinuousProductDesign.com

Below is a list of our use cases. We usually advise customers to start with 1-2 to prove out wins in order to gain internal alignment and executive support:



4. Have you explored a Center of Excellence?

Data-driven innovation can only happen successfully when people, process, and technology are seamlessly interconnected.

A Center of Excellence (CoE) is a great way to put the customer back at the “center” of everything you do. This is an internal group of cross-discipline experts (often spread across Analytics, Data Strategy, Digital Product, IT, and Marketing teams) that act as stewards, trainers, and subject matter experts, with the goal of accelerating adoption, empowering decision-making, and democratizing data so there’s a shared view of the digital customer experience across the enterprise. They provide leadership, best practices and training, and remove barriers to communication that can impede product launches or cause friction in digital user experiences.

Examples of roles and responsibilities of a CoE:



Ambassadors

Vertical team leads, responsible for guiding a data practice for a specific area or team (i.e product, UX, engineering, or CX). They are experts in garnering insights from the digital data platform and showing others how to do the same.



Owners/moderators

Accountability for the strategy and adoption of the data platform across the enterprise. They are responsible for highlighting the realized value of the data platform to leadership. For example, they’ll report on how the platform is helping achieve organizational goals in quarterly business reviews.



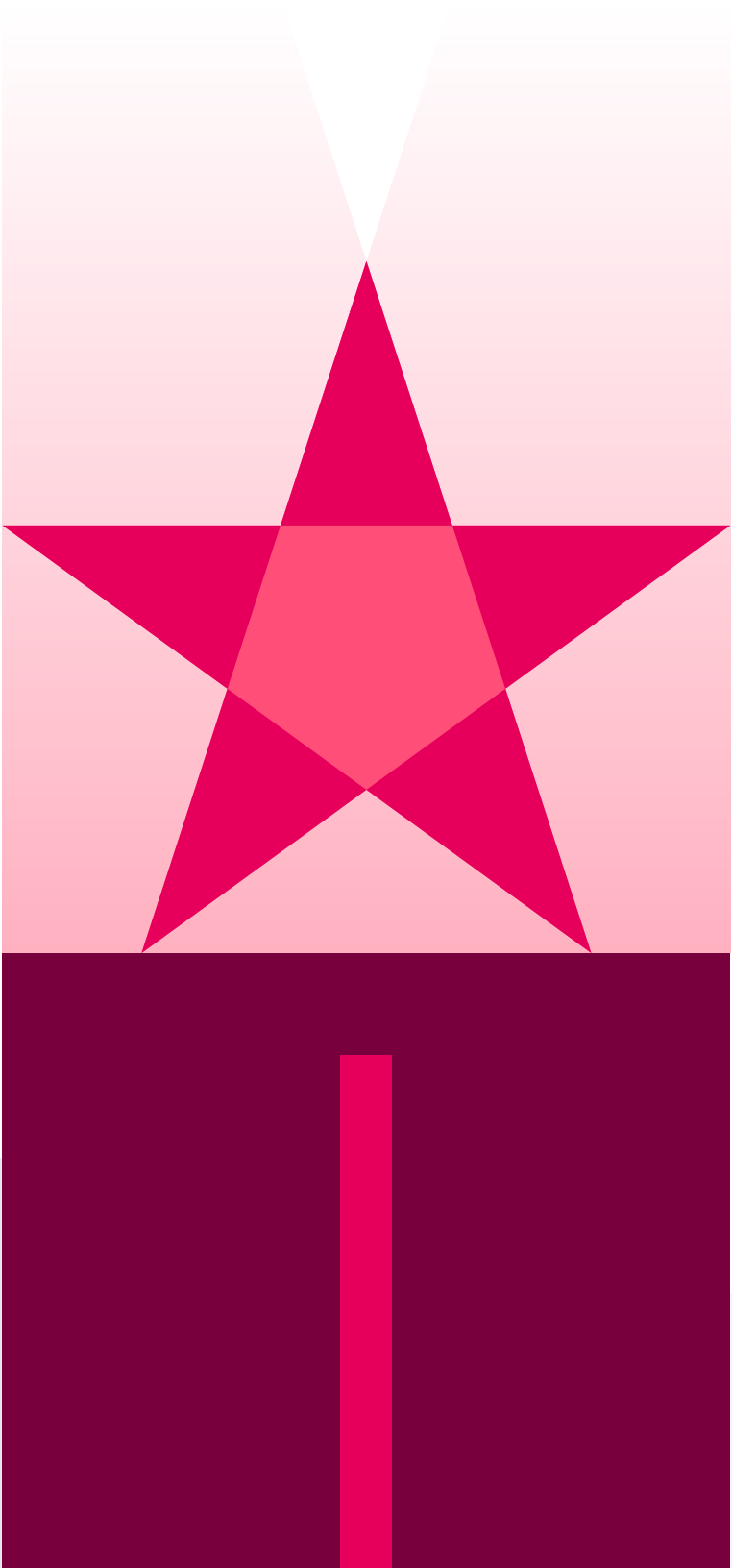
Platform admins

Horizontal power users, accountable for ownership of the digital data platform, including data integrity and configuring the platform to align with your goals.

5. Are you showcasing team wins?

By now, you've started on the road to digital transformation, defined success, and begun activating your new use cases. Now for the fun part: celebration!

One way to do this is by showcasing your wins across teams. Some Quantum Metric customers are hosting their own "Show & Tell" events, where digital Center of Excellence power users gather with cross-functional teams to share stories, learnings, and best practices for data-driven success. It's a key ingredient to breaking down silos and understanding other teams' perspectives.





Now is the time to build a shared view of the digital customer experience.

Breaking down silos might seem difficult. An environment that fosters democratized data, a shared cross-team view of the digital customer experience, and empowered decision-making may seem like a pipe dream to some. But the reality is operating in digital data silos is no longer a sustainable option for most companies.

If we want to win customers' hearts at speed and scale, we need to align on what matters to them—and this means building a shared view of the digital experience.

Ready to get started?

[Get certified in Continuous Product Design](#)