Getting To Iconic: How world-leading brands balance talent and technology for CX excellence

From “Omni” to “Ubiqui”
Iconic firms manage customer experience expertly across channels and ecosystems

- Our customers always use their preferred channels
- Customers move seamlessly from our channels to those of our partners
- We can ‘follow’ customers across all the channels in their journey

Leading global firms know their customers’ history across their entire journey, and empower them to use the channel they like best.

- We use data analytics to increase loyalty and retention
- We can influence customers to move to more efficient channels
- We have an optimal mix of human and automated customer-facing channels

Big data helps Iconic firms understand their customers, and their CX preferences— all the while increasing efficiency.

- Our CX management is integrated with our partners
- We share our customer insight with our partners

There are limits to ecosystem collaboration.

What makes a firm ICONIC? The world’s most influential and customer-centric firms lead with technology – but do not let technology lead their customer relationships.