

5 elements of a strong CX team—and why outsourcing your program might make sense

For a customer experience (CX) program to be truly successful, retailers must provide open access across every function and at all levels of the organization. However, customer insight has traditionally been “reserved” for specific job functions and siloed away from the rest of the company—leaving many employees without access to the data they desperately need, missing out on the insights that can generate additional revenue and save costs.

Why are so many retailers struggling to find value in their CX program? Simply put, retailers lack access to the right CX-related technology, expert skills, and reliable datasets, including:

- ▶ **CX technology:** Companies are relying on and using a massive amount of technology. However, they battle to stay on top using the latest technologies and misunderstand trends to identify the best ways to attract and serve customers.
- ▶ **ROI demonstration:** CX professionals have an impossible mission—they often do not have the time to understand, identify, diagnose, and prioritize customer issues. Many CX professionals struggle to demonstrate the program's value, results, and ROI.
- ▶ **Meaningful data:** Information is only valuable if you can translate it into actionable insights. Too many companies don't have sufficient information to fix data quality and integrated platforms to build personalized experiences while driving costs down.



Partnering with a CX vendor that can give you access to these resources will help you better understand customer needs and create meaningful engagement opportunities. The right CX partner can also quickly identify and address companies operating in silos due to the lack of planning and provide access to the right tools.

This article will help you determine if you have sufficient resources to lean on to build a best-in-class CX program in house or if it makes sense to find an external partner who acts as an extension of your team. >>



Do you have the right in-house customer experience expertise?

This includes pulling, evaluating, and executing transformational CX plans—which can be a heavy and daunting lift. To mitigate those challenges, many brands are seeing the value of CX partnerships and are leaning on vendors to support their internal CX team and fast-track the value gain and deliver results. [Software with a service \(SaaS\) partners](#) can provide specialists and frameworks tailored to your specific needs, turning that data into meaningful stories and business successes.

Before highlighting what a successful CX team looks like, it's essential to know there's no one fixed model. Like your offering (and your customers), every CX management strategy can be different. That said, there are a few key players every successful CX team needs:

Data analyst(s):

A data analyst collects data, scrubs, and interprets datasets to answer questions or solve problems. The role of your data analytics team is essential to have an in-depth understanding of your customers. The analytics team's primary function is understanding what the data tells you.

Data scientist:

Data scientists work very closely with the analytics team. They can perform large-scale analysis with a background in advanced mathematics, programming, and advanced tools (such as statistical modelling, artificial intelligence, and machine learning).

Consumer research/insights manager(s):

A consumer research/insights team deeply understands consumers, which is critical for business. The team focuses on identifying your targeted audience's preferences, attitudes, motivations, and buying behaviors.

Customer experience leader:

The primary role is to provide potential and existing customers with an outstanding, memorable experience. They identify customer needs, respond to customer queries, and collaborate with internal departments to optimize the customer experience and create a positive brand image.

Experience designer(s):

This role is responsible for design thinking within the CX team that relates to how customers interact with the organization's products and improve the positioning of those product offerings. The experience design team might work with UX designers to enhance customer experiences and overall CX strategy.

When and why should retail leaders consider outsourcing their CX program?

As a leader, it's your responsibility to create value for your customers and steer your team toward new ways of serving your buyers. During challenging times, you may need to ask yourself—to grow the business, exceed customer expectations, and scale up—is this the right time to outsource our CX program to an experienced partner?

Not every company must outsource its customer experience (CX) program and hand over control to an external partner. However, before you decide that outsourcing customers' experience is not for your company, there are a few things to consider.

The demand for CX outsourcing has grown in recent years thanks to the increasing investment in customer experience tools. It's easier than ever for companies to deliver the tools and provide access to on-demand experts—providing brands with the freedom to scale their workforce and CX program up and down as necessary.

Whilst building, maintaining, and optimizing your CX program using internal resources is possible, the availability of experts who can turn data into insight and deliver tangible results is becoming a burden.

Forward-thinking retailers are re-evaluating how they fill the talent gap, the skillsets required, and the amount of time needed, which results in them pivoting to external partners with access to industry experts with advanced CX tools and experience. A [report by Deloitte](#) mentioned around 62% of companies see outsourced customer experience services as a competitive differentiator.

Outsourced partnerships can help you challenge the status quo and provide flexibility and on-demand expertise. CX partners are focused on assisting clients in evolving and adapting to rapidly changing geopolitical conditions as they seek value-added services and high-impact business outcomes.

Here are 5 reasons to consider outsourcing your customer experience program:

- 1 Aggressive growth:** Growth can create logistical problems for staffing and managing a CX program. Outsourcing your CX initiative provides access to a broader range of services.
- 2 Company size:** Small to medium-sized companies may find it challenging to keep the dedicated CX professionals required to build, maintain, and optimize a CX program. A CX partner lets you focus on running your business and exploring new opportunities.
- 3 E-commerce:** Delivering a personalized experience or a complicated customer journey can cause significant challenges and drive your in-house CX team to lose focus on the bigger picture. A strategic CX partner allows you to adapt to peak customer service demands and deliver a more consistent omnichannel service.
- 4 Change management:** Businesses often struggle to gather insight and lack the in-house expertise to make fundamental changes. Outsourced partners can alleviate change management issues and help you to become more productive, efficient, and agile.
- 5 Workflows and technology:** Retailers with legacy processes and systems can struggle to keep up with today's agile market conditions. Outsourced partnerships can provide ready-made solutions and free up your internal resources to concentrate on other core business processes.

Outsourcing all or certain portions of your CX program can be frightening, but modern customer experience strategies are complex and time-consuming. Failure to deliver a superior experience can lead customers to look elsewhere for your products or services.

Partnering with 20% of National Retail Federation's top 20 retailers and hundreds of retail brands across the globe, SMG's unique software with a service (SwaS) approach combines in-app feedback capabilities with professional services to help retailers turn user experience data into real-world improvement strategies.

If you're considering outsourcing your CX program, exploring new methodologies, or need help justifying the value of a CX program, [schedule time to connect](#) with our team. SMG can provide guidance and support at every step of the process. ●

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