

# CMO report indicates need for brands, telcos to collaborate

The Chief Marketing Officer (CMO) Council has released a report 'Getting Serious About the Omni-Channel Experience', indicating that brands and communications service providers will need to collaborate to fulfil their shared vision of delivering a gratifying, valued and relevant omni-channel experience for customers.



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The study uncovers an interest among brands for tapping the upgraded digital infrastructures, subscriber access and valuable data repositories of mobile network operators and telco carriers, as they seek to deliver a more consistent, unified and enriched experience across all digital and physical channels.

The full report includes:

- Key areas where telco marketers say they are partnering and adding value to brand marketing campaigns
- Top reasons why brand marketers are turning to MNOs and CSPs to help address omni-channel and customer development needs
- Challenges, constraints and barriers to partnering
- The data that CSPs can provide... and the data that brands desire most
- The omni-channel champions: the brands that marketers most admire

## Key data

More than 80% of brand marketers surveyed by the CMO Council in the first half of 2017 say their brands are extremely, very or increasingly reliant on global customer connectivity, secure digital communications, real-time customer interaction and multi-channel content delivery.

Almost half of non-telco marketers surveyed by the CMO Council see a potential leadership role for communications service providers to provide brands with an optimised framework for omni-channel engagement. Only 11% do not, and 40% are uncertain.

In contrast, 56% of telco industry marketers believe that non-telco companies are out-performing telco operators and communications service providers in delivering a true omni-channel experience. This compares to one quarter who do not.

## **Low results on leveraging strengths**

Surprisingly, just 4% of subscriber-reliant telco companies believe they are giving their customers a consistent, personalised and contextually relevant experience across all traditional and digital channels by leveraging persistence of information, respecting the privacy of customers and aligning the business needs with IT. On the non-telco side, the picture is just as dismal. A nominal 1% of brand marketers say they have a complete omni-channel management (OCM) model in place.

“Less than 10% of telco marketers believe they are highly advanced and rapidly evolving when it comes to being more data-driven, customer-responsive and digitally adaptive,” notes Donovan Neale-May, Executive Director of the CMO Council. “More than 25% list functional integration; cultural, technical and operational hurdles; and resistance to change as obstacles to evolving to a true OCM model.”

The research shows that more than 50% of telcos have partnered with non-telco brands on marketing and promotional campaigns; nearly 70% of those report very positive, productive and fruitful relationships with good outcomes.

## **New framework of engagement**

The CMO Council is teaming with the Open Roads Community to create an actionable framework for more effective and consistent engagement across all customer touchpoints and channels of digital interaction. The aim of the initiative is to advocate a common model, implementation roadmap, and best practices and processes for evolving to a higher level of customer experience, value creation, retention and business performance.

“Omni-channel isn’t a simple one-way street. In fact, our very name reflects the complexity of omni-channel transformation: Real-time, On-demand, All-online, Do-it-yourself, and Social,” explains Trevor Cheung, COO of Open Roads Community and vice chair of the Open Group. “Delivering the Roads experience is an experience requirement and an architectural principle and it cannot be a single department fix. Marketing, technology and customer service must work together. We believe the mindset, culture and the whole ecosystem need to work together. This is necessary to handle the new consumer generation but also the new business generation.”

## **Methodology**

The report from the CMO Council and its Customer Experience Board includes findings from an online survey of more than 250 brand and telco marketing leaders, commentary from a CMO Roundtable at the 2017 Mobile World Congress, as well as insights from interviews with senior marketers at a cross-section of companies. These include Kia Motors, British Telecom, T-Mobile, Visa, Verizon, Royal Bank of Canada, Singtel, Deutsche Telekom, Airtel and Telekomunikasi.

To download the report, click [here](#).

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