

Organizational Design Best Practices

1. **Start by determining which responsibilities are 'above' channel vs. which are 'within' channel.** Understand and optimize the customer experience *across all channels*, while ensuring brand consistency, aligning efforts, and leveraging the specific strengths of each channel.
2. **Lead, Direct, Plan, and Execute from a unified, strategic CRM pedestal.** Elevating decisions for customer marketing strategies to the appropriate senior level to ensure alignment across channels. Marketing spend, customer contact strategy, and email-marketing plans must be planned from a strategic customer perspective, above the channel. Master merchandise assortment and product selling content across all channels must also be planned and executed at the brand/customer level vs. buried within the channels.
3. **Drive Performance with the right metrics.** Create internal SLAs and cross-functional KPIs to drive coordination and alignment between marketing, merchandising and creative: total company sales, size and growth of total customer file, new vs. repeat customers by channel / company, cross channel metrics, service levels to internal customers.
4. **Ensure employee performance measurements, incentives, and rewards are structured to foster alignment in achieving strategic company objectives** vs. tactical channel goals. If your performance management system is not structured to achieve crosschannel success, you are far more likely to create silos within your organization, with employees making the best decisions for their channel, which may not be in the best collective interest of your brand and customer.
5. **Shift from channel-centric data analysis to customer centric data.** Leverage customer data modeling/marketing function to the fullest extent possible. Ensure your data set encompasses catalog and online customer data. Designate a 'Head' of customer data for the entire business.
6. **Create 'Innovation Pods' that are multi/omni/crosschannel to develop and prioritize projects and recommend innovative solutions to improve the multichannel customer experience.** Tap into the best internal expertise by functional area bringing the channels together on a coordinated project basis. Projects can be determined/prioritized by those which have the greatest impact on enhancing UX and customer value.
7. **Designate a multichannel UX Lead.** Identify a lead for multichannel user experience project management to gather feedback, prioritize and manage projects to optimize the customer experience, conversion and loyalty across all channels. Key roles include ownership of usability testing, design and development, gathering customer insights, conducting and analyzing usability testing across all channels, researching competition, creating business cases for projects, managing innovation pods.
8. **Create Usability leads for each channel touchpoint (channel, device)** to recommend site UX, customer UX to improve site functionality to meet customer needs. Have this position report into the multichannel UX lead.
9. **Evolve your Creative Team to meet multichannel needs.** Ensure focus and capability to deliver best-practice multichannel execution. Digital expertise, catalog expertise, process workflow, SEO, key selling benefits, response drivers, user experience across a multitude of channels and devices are all part of the skillset required of the multichannel marketer.
10. **Remember that your customer has a relationship with your brand, not a series of channels and departments.** Ensure your organization structure, goals, performance measurements, metrics and rewards are designed to achieve strategic 'above the channel' objectives for a world-class customer experience and long-term customer value.

For 1000s of Best Practices and Advice across 100s of topics:
Join eCommerceKnow-How.com!

©FitForCommerce

eCommerce
KNOW-HOW.COM™
by Fit for Commerce