Today’s customers are impatient, fickle, have much higher expectations and are increasingly vocal about being forgotten in long phone queues, let down by poor web sites, and misunderstood by uninterested or seemingly powerless customer service agents.

As a result of this fast changing customer landscape, some companies are trying to integrate their systems, improve their processes and educate their people to adopt a customer-centric approach to address this. However, many haven’t yet reached the stage where they have properly managed to harness these important but different elements, in a way that allows for a truly joined up or “holistic” view of the customer