



# Implementing a Seamless Customer Experience

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## Biography

Mark Banfield is Chief Revenue Officer at LogicMonitor (<https://www.logicmonitor.com/>), a leading cloud-based IT infrastructure monitoring and observability platform.

At LogicMonitor, Mark leverages his experience of scaling world-class organizations to oversee the company's global revenue expansion efforts.

Mark is a graduate of Kingston University, with a Master's degree from University College London and further education at London Business School.

In his free time, Mark enjoys spending time with his family.

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## Abstract

*As the rise in remote working continues and technology hands customers unprecedented power to dictate the rules in purchasing goods and services, the lines between products, services and customer experience blur. In this article, the author discusses how companies who are able to embrace a new operating model that dramatically improves the digital customer experience to create an exceptional and seamless customer experiences will be the ones who can set themselves apart from their competitors.*

## Introduction

The need for digital interaction has never seemed more critical than it does today. Indeed, the COVID-19 pandemic has necessitated a rise in remote work. In many cases, their only connection to the outside world is via digital channels, such as Zoom or FaceTime.

While times are challenging, without a connected digital economy that enables workers and consumers to communicate and conduct business, it could be much worse. Companies which are able to shift their customer interactions to digital platforms, and further enhance their existing digital experiences, will be best positioned to weather the pandemic and, ultimately, come out stronger on the other side.



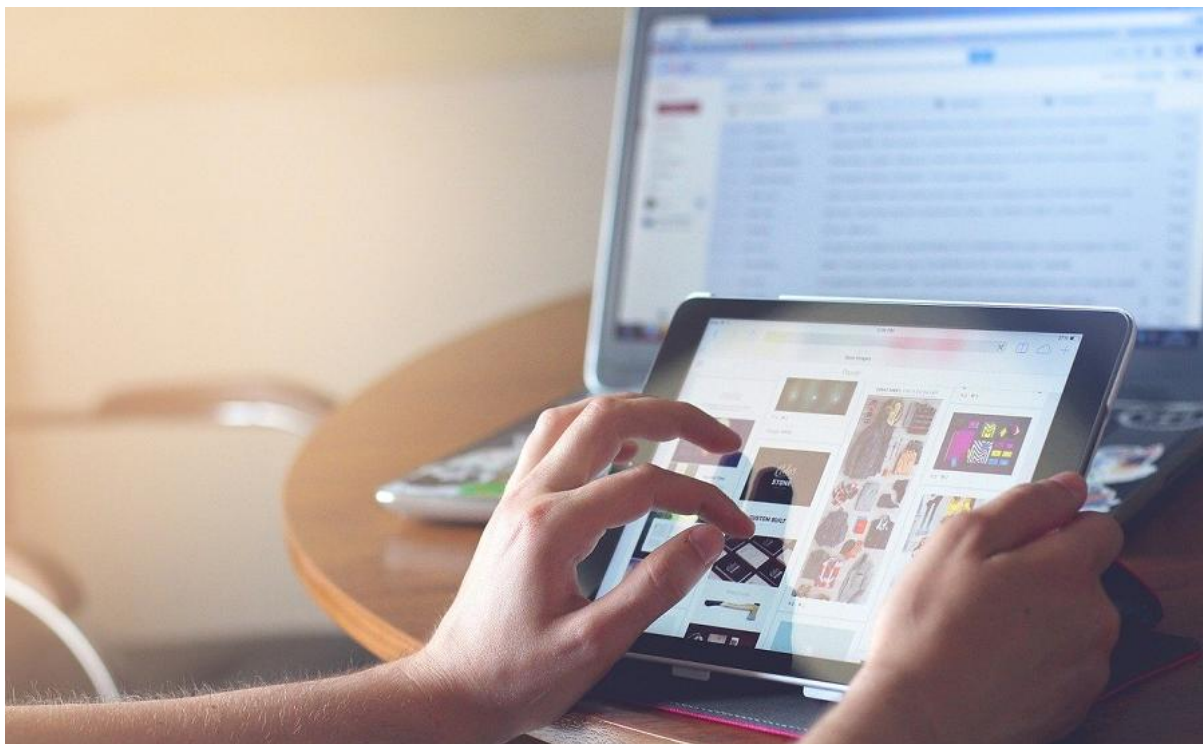
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*Analysis*

Even after the threat of coronavirus dissipates, many customer interactions will increasingly become digital ones. In this new world of digital-first business, it will be vital for businesses to stay on top of their IT infrastructure, and thus guarantee that their connection with their own end customers is always on and uninterrupted.

### **Keeping digital services up and running**

Creating new and exciting digital experiences will be what fuels the post-COVID-19 economy. This means the onus is on companies to deploy those experiences with confidence and with certainty that they will not be disrupted. Organizations need to stand behind any new application they launch and ensure that it delivers the perfect customer experience from the get-go.



While this is easier said than done, it must be done. For example, when consumers take an Uber, conduct banking online or join a video conference, they expect those services to work seamlessly all the time. They do not care about the complexity of systems which have to harmoniously mesh together to make it all work behind the screen, they just care that it works – and they will vote by taking their business elsewhere if it does not.

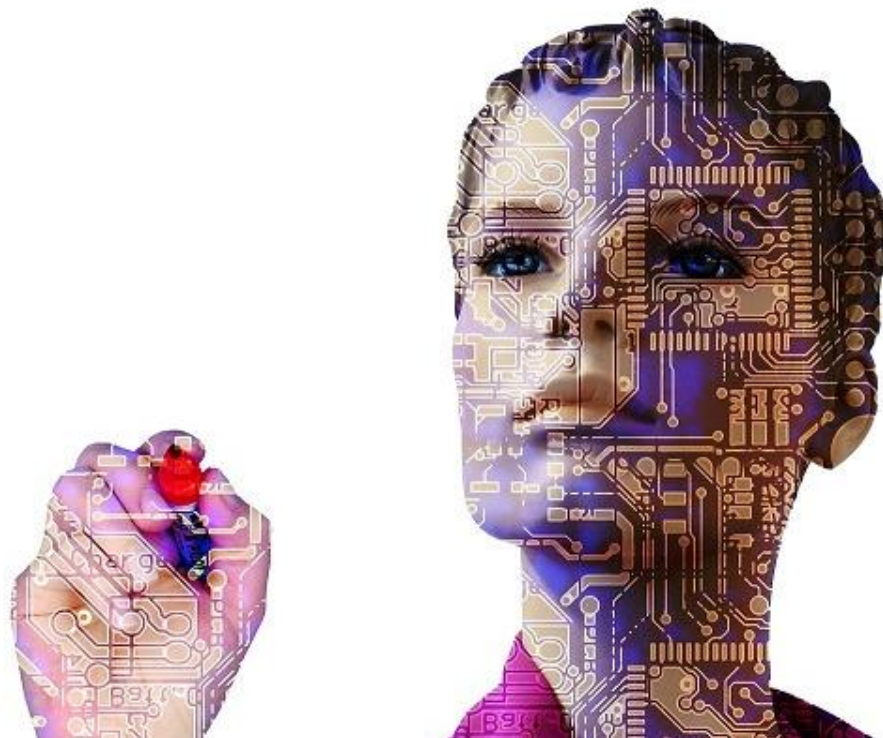
Digital services appear seamless to customers but there is a lot happening on the backend that can easily go wrong and glitch the entire experience. It is not just the app or service a business has to monitor – it is the network, the app server, the load balancer, the virtualized environment, and all the legacy systems. The sheer complexity of the typical enterprise IT infrastructure is a complex maze to navigate when new digital experiences are launched.



Complexity is not going away – it is only going to get more intense. This is not least because, even in a post-COVID-19 world, organizations will feel the pressure from nervous customers to create new apps and launch additional digital services that shift focus away from in-person interactions.

This is why IT departments need to know if there are any problems before business is impacted – not when there are thousands of customers desperately trying to interact with its service. On a small scale, imagine one salesperson is on a video call with a customer and the feed keeps dropping. The customer wants to do business but is getting more and more frustrated. This is the moment of truth, yet the technology fails and blocks the sale.

To avoid that scenario, enterprises need to quickly identify these kinds of issues and solve them in real time. The best way to do this is by leveraging artificial intelligence (AI) to monitor IT infrastructure end to end. AI is critical, because the only other way to manage all of the new apps, services and systems added to the infrastructure is to hire additional staff. At a certain point, that is no longer feasible. Organizations have to keep increasing their cost basis to support every new service, and innovation quickly becomes cost-prohibitive.



### **Improving the digital customer experience with AI**

AI has become essential. Indeed, AI can serve as an early warning system, automatically detecting danger signs and quickly issuing IT alerts. An IT infrastructure monitoring system powered by AI can also trigger actions to prevent anticipated problems from occurring.



### Analysis

For example, AI can figure out that, starting at 9pm every Friday night, mobile banking applications run at a higher frequency than they do during any other time window. It can then adjust the server threshold to cope with the spike and avoid issues. In this way, AI can help to prevent outages, save time and reduce costs, as well as shield the business from damaging brand impact.

It is also possible to use the data from an infrastructure monitoring system to drive better decision-making and be more forward-looking in your business. For Instance, understanding the effects certain services are having on the IT infrastructure makes it easier to understand user behaviour and the kinds of digital experiences customers want. In this way, organizations can better plan and be more proactive.



### In conclusion

It is crucial that digital initiatives start at the top – namely, with the CEO. All CEOs, no matter what industry they are in, should understand that they are really running a technology business – because increasingly they are. CEOs need to be directly engaged in the digital experience because it is the present – and the future – of their businesses.

Ultimately, companies that win at digital will be the winners. After all, digital is the reason why Netflix resulted in the demise of Blockbuster, why Tesla is towering over General Motors, and why Amazon conquered the retail industry. Even after the COVID-19 pandemic, every customer experience will need to be digital. Companies that get it right today will be the big winners tomorrow.