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Leveraging Customer Success Services Can Help IT Organizations Deliver Desired Outcomes for Business Managers

Enterprises are looking for IT solutions that can be designed and optimized to help accelerate the transition to digital business models. Business managers need to meet changing customer and market requirements quickly and are demanding access to real-time data with embedded analytics to improve decision-making capabilities.

For CIOs and IT managers, providing these services while managing complex, heterogeneous IT environments is an ongoing challenge. Aligning desired business objectives with strategic IT initiatives remains a difficult task, but it is a critical step to fully realize the value of IT investments. And in the era of "multicloud everything" featuring an ever-expanding list of potential providers and solutions, it's not getting any easier.

IT organizations need help fully adopting technology innovations to support the digital business

Unfortunately, recent IDC research shows that only 12% of survey respondents were able to complete every digital project initiated across their organization. Most IT organizations are balancing key competing priorities: the need for constant innovation, the pressure to continue transforming, and the demand to maintain critical elements of the current IT stack – all while providing a very high level of IT service delivery. IDC research shows that enterprises face a number of critical obstacles as they plan to modernize their IT environments, including:

- Seamlessly integrating new technologies to meet the needs of business managers
- Managing complex multicloud environments effectively and efficiently
- Ensuring adequate security solutions across multiple generations of data and systems
- Maintaining the right mix of skills internally to complete complex digital projects

In addition, CIOs and IT managers need help demonstrating the value of these technology solutions to demanding business users. For most enterprises, a critical first step is aligning IT objectives and KPIs with measurable, specific business outcomes across the organization. This alignment remains difficult for organizations that lack the skills and resources for this exercise. IDC has found that external service providers with customer success practices can help.

Providers that deliver embedded customer success services can be a suitable option

For enterprises facing these challenges, technology providers are offering customer success services integrated closely with technology solutions that can help align technology, operational, and business outcomes to accelerate value realization. These services typically address needs throughout the product life cycle, from planning and deployment to

adoption and training through support and ongoing optimization. IDC believes customer success services that can help IT organizations demonstrate the value of technology for business managers should include:

- Early emphasis on defining the desired outcomes across the organization with all required stakeholders
- Demonstrated methodologies that can help organizations connect technology and operational outcomes directly to desired business outcomes across the organization
- Highly skilled talent with the right mix of business and technology expertise and certifications of new and emerging technologies across IT and network solutions, with continuous engagement throughout the life cycle
- Ongoing monitoring and reporting through dashboards that clearly demonstrate how the IT organization is leveraging technology to meet the needs of business managers
- Extensive technology-driven capabilities that can help meet key risk management objectives, both as part of technology implementations and ongoing operations

In addition, CIOs should ensure that customer success services include an integrated approach to identifying, measuring, and monitoring key technology, operational and business KPIs to demonstrate value realization throughout the life cycle. While most organizations focus on implementation and onboarding, the value of most technology solutions is delivered well after the initial project is complete. Customer success services providers should be able to identify and track key objectives that can illustrate the value of technology solutions for business managers across the life cycle.

Not surprisingly, IDC research shows that organizations using customer success service providers realize a number of benefits:

- 40% reported improving the overall performance of the solution
- 40% were able to deliver more value to business managers
- 38% indicated they adopted new implementations faster
- 36% reported expanding adoption to improve business results

Source: IDC Software Support and Customer Success Survey, December 2022

For CIOs looking to transform the IT organization from a cost center to an innovation engine, these benefits are critical to realizing the promise of complex technology solutions. When evaluating infrastructure solutions that incorporate customer success services to help support a sustainable digital business, IDC recommends considering the following key criteria:

- A detailed focus on identifying and prioritizing the technical, operational, and business outcomes across the organization, along with the critical KPIs that can demonstrate success
- Methodologies that understand the specific needs and challenges of the business, with a personalized approach to defining and managing ongoing success plans

- A comprehensive approach that can assemble and integrate the applications, data services, and automation resources required to fully leverage the underlying infrastructure assets and solutions
- Advanced tools and platforms that leverage automation and AI-driven processes to speed deployments and help inform decisions throughout the life cycle
- As-a-service offers that can help an organization support new workloads and business requirements across the full range of physical and virtual locations where it conducts business and connects with customers

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