

Anton Consulting: The Human Side of Customer Experience Technology

Anton Consulting, Inc.
the human side of data



Patty Anton, CEO

The modern consumer anticipates high-quality customer service when interacting with a business after purchasing its products or services. Such expectations have brought the practice of improving customer experience (CX) into the limelight. Numerous companies across the globe are paying more attention to the long-term value of genuinely listening to the end-user and approaching the topic of customer support in innovative ways. Furthermore, organizational misalignment can negatively impact the quality of CX a company delivers to its clients. Anton Consulting is a vendor-agnostic boutique consultancy that helps large Fortune 100 companies improve the quality of their customer experience and the organizational alignment of the employees who deliver it.

Through over 20 years of experience in the industry, Patty Anton, CEO, has identified two key issues that impact how well companies deliver on the customer experience: 1) Most companies underestimate the skill required in developing requirements for technologies that fuel a top-notch customer experience; and 2) Many companies overlook the importance of the employee experience and how that directly impacts the customer's experience.

On the topic of developing requirements for technologies that fuel the customer experience, Anton finds that many companies partner with large consulting firms that assign large numbers of junior consultants who lack the experience needed to broker agreements across the organization on the definitions, data, and processes needed to properly deliver on the customer experience. Anton believes that, in most cases, a small group of seasoned consultants -- rather than a small army of junior consultants -- can get the job done better and can elevate customer experience priorities to the executive level where obstacles and road blocks can be removed.

Lack of focus on the employee experience is another area where Anton believes companies struggle. There is so much attention put on the customer's experience that organizations entirely overlook the hoops that employees must jump through to deliver that experience. More attention needs to be put on understanding the system and data gaps that employees must work around -- as well as the critical insights employees need at their fingertips -- to deliver a good quality customer experience. 9 times out of 10, the better an employee can navigate customer data, use streamlined internal systems, and have ready access to customer intelligence in the moments that -- the better the customer experience will be. It's a simple truth most companies don't fully acknowledge -- happy employees equate to happy customers.

Anton Consulting works primarily with B2B companies, where the technology is built over time on legacy systems that do not communicate precisely with one another. Anton believes technology projects do not fail because of the technology -- but rather because the human side of technology is not given the heat and light it deserves.

By paying close attention to business needs, gaps in systems that serve employees, customer data, and the delivery of insights where and when employees need them, Anton Consulting, Inc. manages to be successful where large consulting companies fail. Furthermore, at Anton Consulting no junior consultants ever work on consulting project alone. They are always mentored by experienced, senior consultants who can garner executive level buy-in on behalf of the more junior consultants.

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Our tagline, ‘the human side of data’ really speaks to what we do. The challenge might be tactical or strategic, about organizational alignment issues, or gaps in customer insights and intelligence – but in all cases we bring the human-side of the customer experience together with the data and technology needed to deliver it”

One recent example of where Anton Consulting has had success was at a large, international, B2B software client. This client had so many disparate, legacy systems that employees had to “piece together” a picture of what the customer bought by going to 5 different source systems and tracking the number of licenses purchased for each product on a pad of paper next to their computer. By brokering agreement with senior execs in Finance, Customer Success, and Marketing about the need for a “product family” classification, Anton Consulting was finally able to give the IT department the requirements they needed to roll-up customer purchases into product families and present the info in one easy to find location on the employees' home page in Salesforce. On the surface, what sounds like a small improvement of just putting basic customer info where employees can easily access it was actually a huge effort to get multiple functions to agree to do things differently -- but the payoff was huge. Employees raved about the improvement and said it made a greater difference to them than any other tech advancement the company had made in years. Now anytime Anton is engaged on projects, employees enthusiastically commit their time and effort to the project because they know it will pay off.

“Our tagline, ‘the human side of data’ really speaks to what we do,” says Patty Anton. “When clients approach a consultancy, they have a pain point that needs a resolution. The challenge might be tactical or strategic, about organizational alignment issues, or gaps in customer insights and intelligence -- but in all cases we bring the human-side of the customer experience together with the data and technology needed to deliver it -- and we've have great success doing this.”



Company
Anton Consulting

Management
Patty Anton, CEO

Description
Anton Consulting is a boutique consultancy that improves the strategy and customer experience management techniques of blue-chip clients. They work primarily with B2B companies and focus on customer strategy, organizational readiness, technology, and data quality.

