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Subject: HiveExec; CIO Hot Topics



# HiveExec: CIO Hot Topics

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Dear [Name]

This week we focus on IT's relationship to external customers with three topics that should drive conversations with your teams and between you and your executive partner

## **Integrate Customer Experience into IT deliverable**

Do you feel close enough to your organisation's actual customers? Too many IT organisations focus on "internal customers" assuming they will serve actual customer needs by proxy—through listening to customer advocates, product managers and marketers. IT needs to get closer to actual customers and think about how the customer experience should be reflected in their work and deliverables?

### **Questions to ask:**

- When was the last time you met with an external customer?
- What are the barriers to more direct customer interaction?
- Does IT have a good channel for understanding how deliverables are received when they connect directly with customers?

## **Mastering Change**

The last couple of years hopefully convinced the last doubters that we live in a world of constant change. Customer expectations about service, availability, and accountability will all find their way to IT if they haven't already. To meet customer needs IT must confront the other issues of sustainability, social justice, challenges supply chains, inflation, and a host of other issues. IT is supposed to be an enabler of efficiency. If systems don't reflect real world circumstances, IT systems can become impediments rather than enablers.

### **Questions to ask:**

- § Do we, as IT, run our networks deep enough and fast enough to receive the needed intelligence about what customers and the business need in order to adapt our systems in a timely way?
- § Are we being proactive enough in understanding external business drivers, or are we still waiting for our internal business partners to raise obstacles to us?
- § Do we have a clear view of which systems no longer align as well with market need as they used to? What is our remediation plan?

## **Are we doing enough to protect**

As reported in Wired and elsewhere, data privacy promises don't always stick. DuckDuckGo, the purported "Internet privacy" search leader was caught giving browser data to Microsoft. Twitter was fined \$150M US for selling "security data" obtained to improve features like two-factor authentication to third parties. This high profile incidents raise the question of how well other organisations adhere to their stated policies and processes, for customers and for employees. IT within the parities in question plays at least an implicit role in the sharing of data that was public touted as "protected."

### **Questions to ask:**

- Are we doing enough to protect our customer and employee data?
- Is IT sitting at the right level of policy administration without our organisation to argue against shift in policy that will bring down fines and erode customer trust?
- What should IT do if a corporate policy change violates IT policy and practice?

Until next time,

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People That Care, Delivering Change That Matters

