

Setting up an Omnichannel Orchestration Team (OOT)

Rapidly changing customer needs, and the elevation of digital, continues to raise the bar on BDs customer engagement capabilities, beginning with our teams and ways of working



WHY do we need omnichannel?

Customer experience expectations are changing faster than ever before. Customers expect every business they engage with to deliver great customer experiences. It is crucial for BD to strengthen omnichannel capabilities to deliver truly inspiring customer experiences and to differentiate BD in a highly competitive environment.

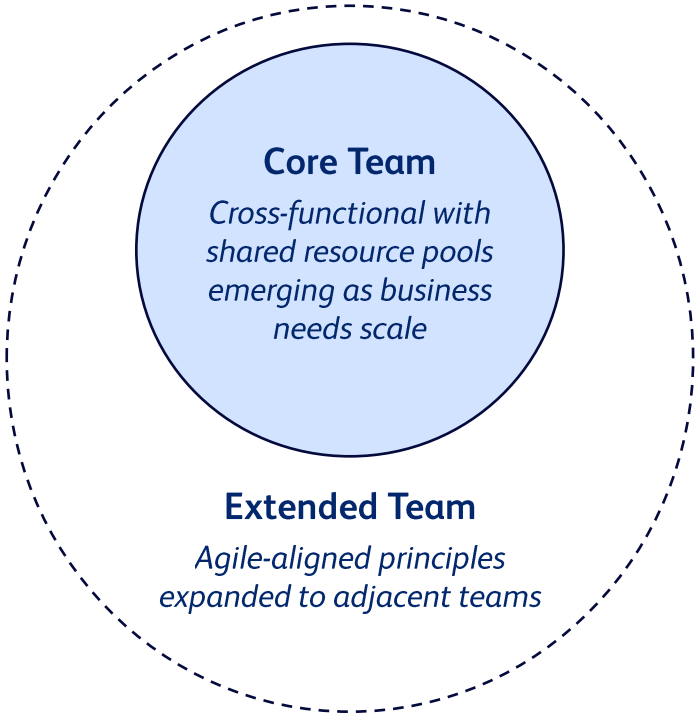


WHAT is needed to enable omnichannel?

To enable omnichannel, teams need to operate with speed, and be more responsive, more relevant, and more convenient, in each customer interaction over the lifetime of the customer journey, which is **only possible through orchestration** (traditional teams are not able to deliver).

Omnichannel Orchestration Team (OOT)

Construct that allows teams to apply greater focus on changing customer needs



OOTs have been established to develop an agile mindset and a culture of relentless focus on customer-centric digital and omnichannel practices across BD.

Current Team Structures

Lack of scalability

Marketers having to do the same processes over and over in every campaign across each BU

Partner dependent data

Multiple media partners across BU who setup, manage and deal with campaigns in different manners without internal accountability

Mixed efficacy with limitations

Siloed newly chartered teams with limited autonomy reliant on external partners

Limited lead quality

BD driven approach that delivers poor quality leads

Advanced waterfall planning inducing risk

Sales representative focused on product push

OOTs



Time saving and repeatable processes

Repeatable processes that are quick to implement and scale



Internal data driven results

Emergence of data-driven campaigns that refine the understanding of the customer via “test and learn”



Empowered decision making to react to data

Efficiency driven processes and ceremonies driven by a connected team with internal capability built for campaigns



Customer centric, persona driven, qualified leads

Higher volume and better converting leads driven by personas shared across BUs



Reducing risk through customer centricity and iteration

Iterative campaign roll out reduces downside risk

OOT's leverage proven agile strategies like Scrum to guide new management practices and ways of working to respond to rapidly changing customer needs

Omnichannel Orchestration Team

OOT consists of core and extended team members utilizing BU specific and cross BU resources

Omnichannel Orchestration Team – Core

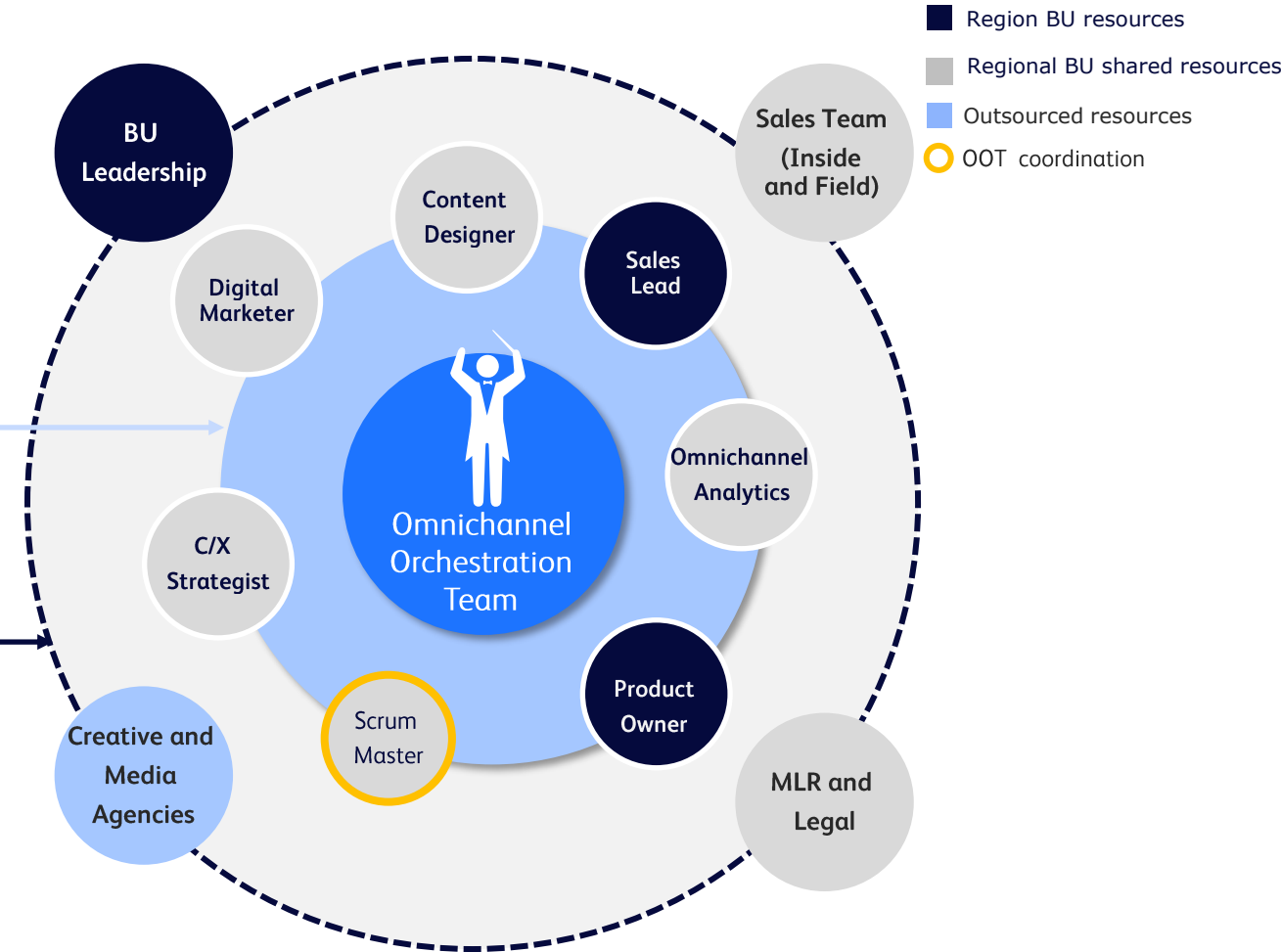
- Consists of Campaign PMO, marketing and sales representatives, and data & analytics experts responsible for executing end to end campaign
- Scrum Master and Omnichannel Analytics lead can be Cross BU resources, while other roles must be BU specific

Omnichannel Orchestration Team – Extended

- Engaged by core team members to consult and execute specific activities during the campaign
- All extended team roles may not be required for every campaign type

Omnichannel Orchestration Team – Scrum Master

- **Critical role in team:** Facilitates entire agile process to remove obstacles so that the team can work effectively



The Scrum Master is a critical role in coordinating and coaching the team in ways of working to maximize the impact of agile

Broad description

The Scrum Master supports the team and the Product Owner and helps them to communicate, solve problems, and deliver a great product. It's their role to teach the team agile ways of working, lead all SCRUM ceremonies, remove impediments and shield the team from external distractions



Main responsibilities

Agile Project Leadership

- Guide the team on how to use scrum & agile practices and methodologies
- **Oversee scrum process and coaches the team**; facilitates transparency, inspection and adaptation
- Lead daily scrum, sprint review, and planning meetings in a way that ensures full team engagement
- **Support Product Owner on release planning**

Team Leadership

- **Remove impediments** (e.g., cultural barriers, logistic challenges)
- Foster close cooperation across all team members, encourage cross-training and supporting each other
- **Facilitate communication and collaboration inside and outside the team**
- Shield the team from external interference and ensure the team is fully functional and productive
- **Foster self-organization and growth within the team**
- Build a trusting and safe environment where problems can be raised without fear of punishment

Scrum Master is a critical role to fill to ensure success and sustainability of the OOT and the business impact it can achieve

Illustrative

Scrum Master

	9:00	12:00	17:00	
Monday	Daily Stand Up (DSU)	Attend Sprint Planning	Schedule agile ceremonies for the remainder of the week	
Tuesday	Daily Stand Up (DSU)	Solo work on backlog assignment and Jira hygiene to reflect sprint planning		
Wednesday	Daily Stand Up (DSU)	Prepare team's presentation for demo	Stakeholder meeting for workstreams	
Thursday	Daily Stand Up (DSU)	Setup new agile team structure	Address workstream blockers with MLR	Help update campaign planning tool
Friday	Daily Stand Up (DSU)	Attend Sprint Demo	Lead retrospective	Plan team's capacity alignment for the next week



Common issues you may face

- Team is unavailable to attend common agile ceremonies due to a newly stood up agile team
- The team is encountering a lot of blockers to their workstreams
- The team lacks adherence to core agile ceremonies and/or does not maintain sufficient board hygiene



Who to engage and how to resolve

- Product Owner: work together with them to emphasize the importance of ceremony attendance and schedule clearing
- Product Owner: do a workback of where the blockages are occurring and address in conjunction with PO
- Team: work with the team in the retrospective to realize the value of agile and address and concerns

Legend

Team Meeting
Solo Work
External

Setting up an omnichannel orchestration team takes six weeks and involves identifying key roles to fill and onboarding team to new ways of working



How-to-Guide

- Competitive Omnichannel customer experience
- Step-by-Step
- Resources
- Video Tutorial