

Experience attributes	Connected enterprise capability	Description
 Brand	 Product, pricing and customer strategy	The ability to deliver relevant, valuable and consistent products, services, experiences, pricing and offers that are targeted to their intended customer segments.
	 Experience centricity	The ability to design and deliver a seamless and personal customer experience that continually meets evolving expectations across all physical and digital touch points to drive engagement, satisfaction and loyalty. Experience centricity applies to prospects, customers, employees and partners.
 Products/ services	 Responsive supply chain and operations	The ability for a customer to select, receive and return products/services when, where and how it is convenient for them and in a way that is enabled through advanced, analytics-driven demand planning, inventory management and distribution.
	 Partnerships, alliances and vendor management	The ability to effectively leverage third-party entities to increase speed to market, reduce costs or supplement capability gaps to deliver on the customer promise.
 Interactions	 Advanced data and analytics	The ability to harness and use data, analytics and insights to engage and execute in a thoughtful and orchestrated manner across all touch points while also protecting customer data integrity, privacy and security.
	 Technology architecture and enablement	The ability to leverage technology systems and expertise to effectively and efficiently deliver cross-channel experiences, provide employees with enabling tools and synchronize with partners and the broader digital ecosystem.
	 Seamless commerce	The ability to deliver a convenient, secure transaction experience that meets customer preferences while ensuring payment technologies are integrated and provide a consistent experience across channels.
 People	 Organization alignment and people capability	The ability for an organization to marry outside-in customer perspectives with inside-out experience management processes and capabilities, including top-down executive vision, cultural alignment, matrixed and agile organizational structures and integrated, aligned performance management.