

# Will Digital Experiences Define the Customer Experience in the Future?

*The SVP, Customer Experience at Dyn talks to CX Network about the importance of integrating the 'digital experience' into a CX strategy.*



*Matt Toy is SVP, Customer Experience at cloud-based internet performance company Dyn. He was previously Director of Marketing and has also held the role of Director of Client Services at WhippleHill Communications.*

*In this interview with CX Network Matt talks about the challenges facing customer experience leaders today and how they can improve their CX strategies.*

## **CX Network: What does your role as SVP, Customer Experience at Dyn entail?**

Matt Toy (MT): “As the SVP, Customer Experience, I represent the voice of the customer on the senior leadership team and ensure that decisions are made with their best interest in mind.

“Since I am not directly responsible for product or sales, I do this by working as a liaison between different departments making sure they collaborate.

“Having been a long time bootstrapped company, we have always viewed our customers as our investors and so they have always been at the heart of all of our decisions as a company.”

## **CX Network: Is there anything hampering your current CX strategy?**

MT: “Legacy. I am heavily involved in the tech start-up scene and I am envious of companies that are being founded today. They can start with the latest and greatest tools and technology. We’re a 15 year old company with more than 400 global employees and are challenged by our own legacy.

“That is why collaboration is so important. We must make sure road maps are in sync and priorities are in place throughout the entire organisation.”

**CX Network: What area are you looking into investing in over the next 12 months?**

MT: “We are continuing to invest in digital business and ensuring we have an exceptional portal and shopping cart. Honestly, this isn’t anything innovative and is more of making sure our entire experience is modern and fresh.”

**CX Network: What have been some of the biggest challenges you’ve faced in your role as SVP, Customer Experience?**

MT: “Balancing the competing priorities within the roadmap; I wish there were more than 24 hours in a day and 7 days in a week.

“Additionally, it is a blessing and a curse that we have three distinct customers segments. These range the entire length of the spectrum from personal users who spend \$30 a year to enterprises that are spending hundreds of thousands.

“This creates an exciting challenge to make sure we’re meeting the different sets of wants and desires.”

*“Hire people who know WAY more than you to run the teams. And then ensure they have everything they need to be successful.”*

**CX Network: How did you overcome these challenges?**

MT: “I’m not totally sure we have. At least not to the level I would like. But we’re continually improving and that’s a step in the right direction.

“The biggest way we’re doing this is by focusing our efforts; we’re attempting fewer more meaningful things. Over the years we’ve turned down or turned off services. We made these difficult decisions because they weren’t an area of focus for us and we believed our customers deserved better.

“While this was obviously a disappointment to some, we were acting with their best interest in mind so we could dedicate our investments to where we really add value.”

**CX Network: If you could turn back time, what one thing would you do differently in your role as SVP, Customer Experience?**

MT: “I would have more heavily invested in our digital business. This is not just important today, but even more important tomorrow based on major changes in user preference/habits. I feel this way because of trends in the industry like mobile, which everyone knows is a hot topic.

“The other statistic that leads me to an obsession with digital business is from Gartner: ‘By 2020, the customer will manage 85 per cent of the relationship with an enterprise without interacting with a human’.

“Like most companies I feel like we’ve been able to build a human support team (owned or outsourced) that can make up for the flaws of the digital experience. But the consumer is becoming more and more comfortable with a purely digital engagement with a company.

“So if the experience doesn’t keep up, not only will they not call you, but they’ll move their business elsewhere. “

**CX network: Which other companies are you looking to for inspiration, who is getting CX right?**

MT: “‘Right’ is such a personal thing. For me it’s Github, Digital Ocean, Etsy, Salesforce and Fidelity.”

*“I represent the voice of the customer on the senior leadership team and ensure that decisions are made with their best interest in mind.”*

**CX Network: What 3 pieces of advice would you give your peers, so they can improve their customer experience strategy?**

MT: “Continually iterate your digital experience. Think of it like car maintenance. You can choose to not do anything for a long period of time then be forced deal with it once it breaks down. Or you can be diligent about regular maintenance. While this can mean you’re doing “unnecessary” work along the way it also prevents an inconvenient breakdown.

“Hire people who know WAY more than you to run the teams. And then ensure they have everything they need to be successful.

“Don’t be afraid to ‘borrow’ from others who are doing it right. There is no need to reinvent the wheel.”

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## About CX Network

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