# Article information:

Bridging the Gap Between Product and CX - GetFeedback
<https://www.getfeedback.com/resources/ux/bridging-the-gap-between-product-and-cx/>

# Article summary:

1. Product and CX teams often work in silos, but they need to collaborate to create a cohesive end-to-end customer experience.

2. Shifting to a customer-centric mentality and sharing customer data in real-time are key steps to bridging the gap between Product and CX teams.

3. Establishing governance committees and promoting cross-functional collaboration from the top down can also help break down silos and improve the overall customer experience.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Bridging the Gap Between Product and CX" by GetFeedback provides a comprehensive overview of the relationship between product and customer experience (CX) teams. The author argues that these two teams often work in silos, which can lead to a lack of cohesion in the end-to-end customer experience. The article provides definitions for product experience, CX, and user experience (UX), highlighting their differences and similarities.

The article's main argument is that culture and leadership are at the root of the problem of silos between product and CX teams. The author suggests that companies need to shift to a customer-centric mentality, share customer data in real-time, and establish governance committees to bridge this gap.

While the article provides useful insights into the importance of collaboration between product and CX teams, it has some potential biases. For example, the author assumes that all companies prefer a product-centric culture over a customer-centric one without providing evidence to support this claim. Additionally, while the article acknowledges that both UX and CX focus on different aspects of the customer experience, it does not explore how these differences can create tensions between these two teams.

Furthermore, while the article suggests that sharing persona information across all three teams (Product, Marketing, and CX) would move the organization further along in designing a better overall experience for customers, it does not provide any evidence or examples to support this claim. Additionally, while establishing governance committees is presented as an effective solution for bridging gaps between departments, there is no discussion about potential risks or drawbacks associated with this approach.

Overall, while "Bridging the Gap Between Product and CX" provides valuable insights into how companies can improve collaboration between product and CX teams to deliver cohesive end-to-end customer experiences, it could benefit from more balanced reporting that explores potential counterarguments or limitations associated with its proposed solutions.

# Topics for further research:

* Differences and tensions between UX and CX teams
* Evidence supporting a preference for product-centric culture over customer-centric culture
* Risks and drawbacks associated with establishing governance committees
* Best practices for sharing customer data in real-time
* Examples of successful collaboration between product and CX teams
* Impact of silos between product and CX teams on overall customer experience

# Report location:

<https://www.fullpicture.app/item/555ad6e973cef8d7f4656871c52e4d47>