

Network Foundations for Customer Experience:

A Readiness Checklist for Modern Organisations



Customer experience is now shaped by far more than contact centres and digital interfaces.

Every interaction a customer has with an organisation, from payments and mobile apps to security, websites and in-store systems, contributes to how that organisation is judged.

Yet many CX initiatives still focus primarily on front-end tools while overlooking the security and infrastructure that make those interactions possible.

This is why the foundations behind customer interactions matter just as much as the interaction itself. **Networks, security, resilience and service availability all sit behind the moments customers see.**

Customer experience is the outcome

Networks, security, applications and services are what make that outcome possible. Together, connectivity, resilience, security and application performance form the foundation that ensures every customer interaction, whether digital, physical or conversational, works reliably.

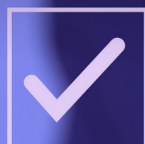
Modern customer experience initiatives, from personalised mobile apps to AI-powered chatbots, often take the spotlight. Yet the infrastructure underneath is what determines whether those

experiences work. No matter how advanced CX platforms become, they will struggle if they run on outdated or poorly managed networks.

A secure, enterprise-grade network provides the operational foundation for delivering fast, reliable and safe digital experiences. As one industry CTO put it, "Without the right network foundation, AI's full potential can't be realised". Business and IT decision makers must therefore scrutinise their connectivity as closely as their applications.

The following questions help organisations assess whether their infrastructure is ready to support modern customer experience across:

- ✔ digital services
- ✔ applications
- ✔ payments
- ✔ communications



Network Readiness Questions for Modern Customer Experience



Security

Are we protecting customer data and interactions at the network level?

In the era of rampant cyber threats, an enterprise-grade network must do more than pass packets. It should actively protect data in transit and guard against intrusions.



Ask whether your network integrates security features like encryption, firewalls, DDoS protection and access controls. A breach or major outage not only disrupts service, but it also erodes customer trust irreparably.

75%

of consumers say they would stop doing business with a brand after any cyber security incident.

To avoid this, ensure that your connectivity is not an open backdoor. Verify that vendors follow best practices to keep malicious actors out and sensitive customer data in safe hands.

Integration

Can our network connect all the systems that support the customer journey?

Today's customer journey spans multiple channels and platforms



Websites and Mobile



In-store kiosks



Third-party services



Cloud platforms

Your network needs to act as the unifying fabric for all these components. Probe whether your current infrastructure connects easily to cloud services and supports modern architectures without compromising performance or security. Lack of integration at the network level can create silos and friction.

If your contact centre platform is hosted in one cloud and your customer database in another, do you have fast, secure connectivity between them? If not, customers might face delays or inconsistent information. Many networks that lack adequate bandwidth or cloud connectivity are hindering the rollout of advanced CX projects.



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Network Readiness Questions for Modern Customer Experience



Observability

Do we have visibility into our network to detect issues before they impact customers?

In a complex digital ecosystem, things will go wrong. The difference between a minor blip and a major customer-facing incident is often how quickly you notice and respond. This is why observability is essential. Ask what tools and metrics are in place to monitor your network.

Can your team or provider see performance in real time? Are there alerts for anomalies and analytics to pinpoint problems?

32%

Only about 32% of companies have full visibility across the internet stack that supports their digital experiences, meaning most find out about network problems after users have felt the pain. Companies with strong monitoring suffer significantly fewer major losses. Those who monitor effectively report

54%

fewer financial losses from disruptions, compared to those who do not. Treat network observability as a core part of quality assurance.

Data Governance

Do we have control and visibility over how customer data moves across our network?

Excellent customer experiences are often powered by data. But with great data comes great responsibility. Ensure that your network setup allows you to govern data end-to-end, enforcing privacy, compliance and sovereignty requirements. This means knowing what data travels where and being able to control it.

Ask whether your network provider offers tools for traffic visibility, data localisation, and segregation of sensitive data flows. As one IT operations executive noted,

“

Without robust infrastructure and unified data governance, scaling intelligent services beyond pilots is a pipe dream (L88-L92)

”

Indeed, if customer data is not handled properly, your digital CX initiative could stall.

54%

Over half of companies (54%) now cite data sovereignty as a key factor in where and how they deploy digital services.

Network Readiness Questions for Modern Customer Experience



Scalability

Can our network scale on demand to handle growth, new workloads and peak traffic?

Customer demand is not static. Peak shopping seasons, viral campaigns or new features can all send sudden surges of traffic across your infrastructure. An enterprise-grade network should accommodate these spikes without degradation.

Ask whether your network capacity can be scaled up flexibly and how quickly. Also consider whether it supports new kinds of workloads. Intelligent services are accelerating and bring hefty data requirements.

69%

Notably, 69% of businesses are either preparing to adopt these services or already using them at scale, yet only

14%

say their networks are currently ready. Make sure your network can grow and adapt as fast as your CX ambitions do. This may involve using software-defined networking, ensuring high-capacity links and choosing providers who can rapidly add services when needed.

Low Latency

Is our network optimised to minimise delays for real-time services?

Speed is the currency of modern customer experience. Whether it's a virtual agent fetching answers or a mobile app loading personalised content, customers expect snappy responses.

Network latency can make the difference between a delighted user and a frustrated one. It's important to ask how your network prioritises and routes traffic to reduce delay. The stakes are high:

65%

of business leaders say that slow-loading pages or laggy services are just as damaging as full outages, and

69%

report that performance issues have increased customer churn. Design your CX infrastructure for minimal jitter and lag, especially for systems that rely on real-time data.

Consider technologies like SASE, SD-WAN and direct cloud links to reduce delays where it matters.



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Reliability:

Is our network reliable enough to support critical customer interactions?

When organisations talk about improving customer experience, the focus often lands on front-end tools. Multiple channels, automation or analytics. These matter, but they rely on a much deeper foundation.

Customer experience is shaped by whether systems are available when customers need them, whether data is protected, and whether the organisation can support interactions across digital and voice channels without disruption. This is where network architecture, resilience and security become central to the experience customers receive.

Even the most elegant customer-facing application means little if users cannot reach it. Evaluate whether your connectivity comes with business-grade service levels or if it's a "best effort" broadband link.

Do not rely on connections that lack uptime guarantees. A standard home or SME broadband line may be cheap, but its unpredictable outages and congestion can wreak havoc on CX.

In fact, disruptions are more frequent than many realise: e-commerce firms, for example, suffer an average of

72 Internet disruptions

per month, each one hitting revenue and customer trust. Broadband's lack of reliability and uptime guarantees can ultimately cost far more in downtime than it saves in fees.

Ensure your network design includes redundancy, failover paths and robust SLAs so that customers are not left stranded by a single point of failure.

Consider

Excellent customer experience now depends on far more than clever apps or smart tools. It depends on the infrastructure beneath them.

The network has become the circulatory system of modern customer interaction. If it fails, the experience fails.

Organisations that combine strong experience design with resilient infrastructure will be the ones that win the next era of digital customer engagement.

The brands that win in the next era will be those who combine great experience design with strong infrastructure.

After all, a truly future-ready customer experience needs a future-ready network to support it at every click, tap and conversation.

If you want your CX and connectivity to work together, the Gamma team can assess your current set-up, map the risks, and identify where your network could be doing more to support secure, modern customer experience.

Visit gammagroup.co/solutions/customer-experience to learn more or speak to a specialist today.