

# Aligning Marketing with Technology for Improved Customer Experience

**Company Name:** The Hartford  
**Industry:** Financial Services  
**Revenue:** \$20B+  
**Employees:** 18,000+



## Mission-critical priority

The CMO at The Hartford aimed to place marketing front and center by aligning technology with human touch to improve customer experience, demonstrating return on investment, and addressing challenges in financial services.



## How Gartner helped

The client used **Gartner Insights** to:

- Refine the approach to collecting and utilizing customer insights, including NPS and voice of customer strategies
- Developed effective attribution models to demonstrate marketing's impact in a non-direct selling environment
- Strengthen organizational structure to face disruptions



## Outcome

With support from Gartner for Marketing, the client:

- **Shifted focus from product-centric to customer experience orientation**, enhancing sales enablement and customer journey understanding
- **Positioned the organization for future jobs**, fostering leadership development and strategic alignment
- **Empowered herself and her team** to prioritize high-value work and establish metrics for success

*"The impact of partnering with Gartner allowed me as a CMO to actually think through my organization and position it for the jobs of the future and not just the jobs of today."*

- Laura Marzi, CMO at The Hartford