

Companies are struggling to deliver a great customer experience across multiple touchpoints.

To meet the expectations of customers (and avoid disruption) they need to play an urgent game of catch-up.



BARRIERS

to a great customer experience

- | | |
|----------------------|----------------------------|
| Legacy Systems | Disconnected processes |
| Restrictive budgets | Functional siloes |
| Inadequate resources | Lack of internal alignment |
| Talent deficit | Fragmented customer view |
| | Weak executive commitment |

» Transformation Imperatives.

- Channel Integration
- Digitization
- Operational Integration
- Functional Alignment
- Data-driven Insight
- Multi-disciplinary Planning



Time Loss
Redundant Effort

DISJOINTED experience

Impersonal Service
Inconsistent Treatment
Intrusive Messaging

Unified Experience.

A seamless, personalized and relevant experience, no matter where and when the interaction occurs.

Pre-Purchase

- Discover
- Explore
- Follow

Purchase

- Evaluate
- Buy
- Use

Post-Purchase

- Learn
- Share
- Engage



Customer first thinking.

Making it easy for customers to interact across channels and touchpoints.

MARKETING

Advancing the customer relationship by delivering value with every interaction



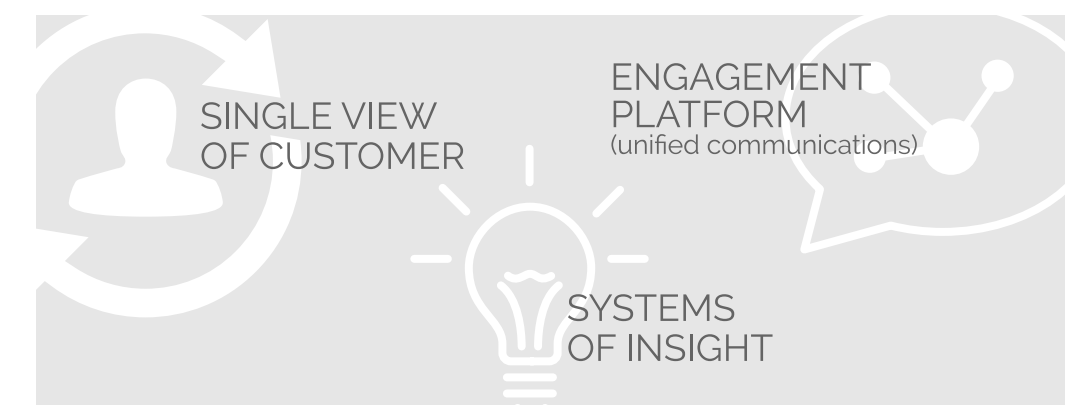
SALES

Supporting more meaningful conversations based on the individual needs of customers



SERVICE

Providing personalized treatment and support across touchpoints



ENABLEMENT TECHNOLOGY