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Marketing Cloud

Streamlining the Customer Experience



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Enhance your Customer Experience Delivery

Let's just get to the core of the issue: The customer experience (CX) is broken.

Legacy technology is way behind and it creates a distorted view of the customer. Though it provides behavioral, demographic, and preference data, most martech doesn't link important data silos together to deliver the bold multichannel experience always-on customers want.

How can marketers stay competitive in a data-driven world with outdated technology behind their decision-making?

Simple. They can't.

In order to course correct the customer experience, marketers need:

- The ability to build a holistic customer view that incorporates preferences, behaviors, and personalization across multiple devices and channels
- A way to manage B2B and B2C CX at every touchpoint

Can your technology do all this?

Let's look into that.

THE VALUE OF TOP-NOTCH CX

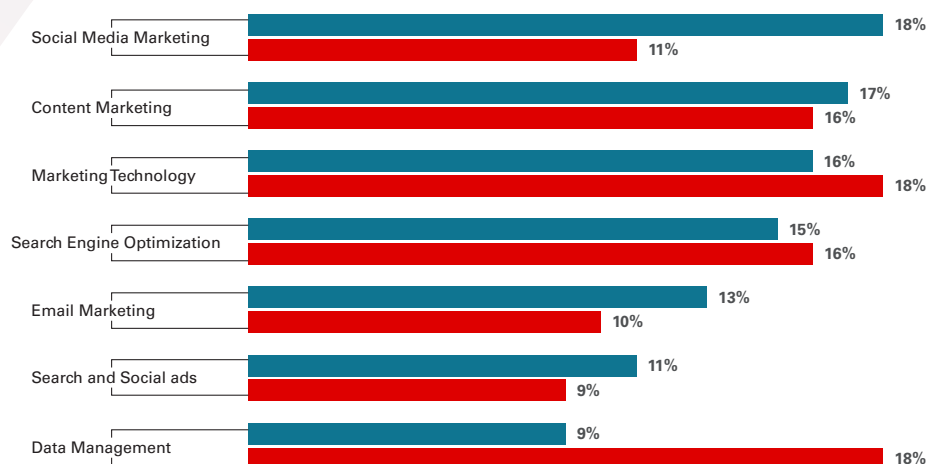
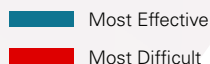
It's no secret; the most valuable customers are those who engage with brands across multiple channels. What is surprising is what you're missing out on when your marketing isn't making an impact:

- Customers who engage with more than one channel spend 4% more on every in-store purchase, and 10% more online.¹
- Customers are willing to pay up to 11% more for goods and services in the channels they find the most convenient for them.²
- For the first time in history, consumers are more likely to view ads digitally than on the television.³

You're a marketer. And for you, an integrated multichannel approach is the center of the bullseye. But where should you focus your efforts? In a recent survey conducted by Ascend2, marketers said their most effective – and most difficult – digital marketing tactics are:

DIGITAL MARKETING TACTICS

Most Effective vs. Most Difficult



As consumers are now in control, consistency, value, and personalization are even more vital. And for marketers trying to reach them, multiple channel engagement is changing the game. Because in this high-tech world, your brand can vanish in as quick as a click.

SET YOUR EXPERIENCE APART

Accomplishing everything we want to do everyday takes consistency and order. Small hurdles can derail the day's ambitions; just as inconsistencies derail the customer experience as people move toward checkout.

The digital world is a fast one, and consumers won't stick with your brand if they're hindered by slow downloads, receive mixed messages, or can't navigate easily from device to device.

That is why marketers compete based on customer experience. In fact, high performers in marketing are:

- 2x as likely to strongly agree that marketing is increasingly competing on the basis of customer experience
- 2.7x more likely to strongly agree that marketing is leading customer experience initiatives across the business⁴

Marketing leaders also attribute a connected customer journey to the following:

¹ A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works, Harvard Business Review, 2017.

² As on-demand services proliferate, consumers pay more for convenience and a personal touch, CNBC, 2017.

³ For the First Time, Consumers Are More Likely to View Ads Online Than on TV, AdWeek, 2017.

⁴ 2018 Digital Marketing Plan Survey, Ascend2, 2018.

- Improved customer loyalty
- Revenue growth
- More customer engagement
- Boosted customer recommendations
- Better customer satisfaction
- Reduced customer churn rates

So, if marketers know the importance of the customer experience, what's the hold up?

TECHNOLOGICALLY SPEAKING . . .

. . . it's not the fault of marketers. Studies show that it may simply be a byproduct of technology.

Marketers who have the right technology in place use data to strengthen the customer experience. In fact, according to a Forbes Insights paper on CX, nearly 30% of marketers around the world have seen a significant shift across the board in their ability to deliver superior customer experiences by using data analytics.

For a majority of enterprises, their data-driven CX efforts are producing stepped-up insights that are delivering benefits in two key areas: decision-making and customer engagement.

TO SUM THIS UP

Technology drives insights – and insights drive experiences. To create seamless experiences across channels, marketers must have the full scope of data.

The customer experience is the single, most important trend in marketing, sales, and brand loyalty. Now that we've looked into it, let's ask this question again:

Can your technology do that? Imagine if it could.

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ABOUT ORACLE MARKETING CLOUD

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. OMC offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

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