

The foundation for experience-driven success.

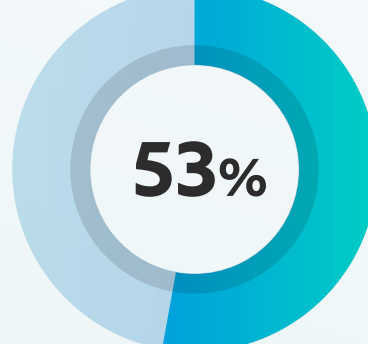
Circumstances surrounding COVID-19 encourage companies to digitally transform to continue supporting their customers. Organisations that have the technology to deliver relevant, high-value, and real-time customer experiences at scale are becoming more resilient to change. It requires a rock-solid foundation of tools and processes that ensure a spot-on view of every customer, all the time. Here's what it looks like.

1

A centralised content and campaign management hub.



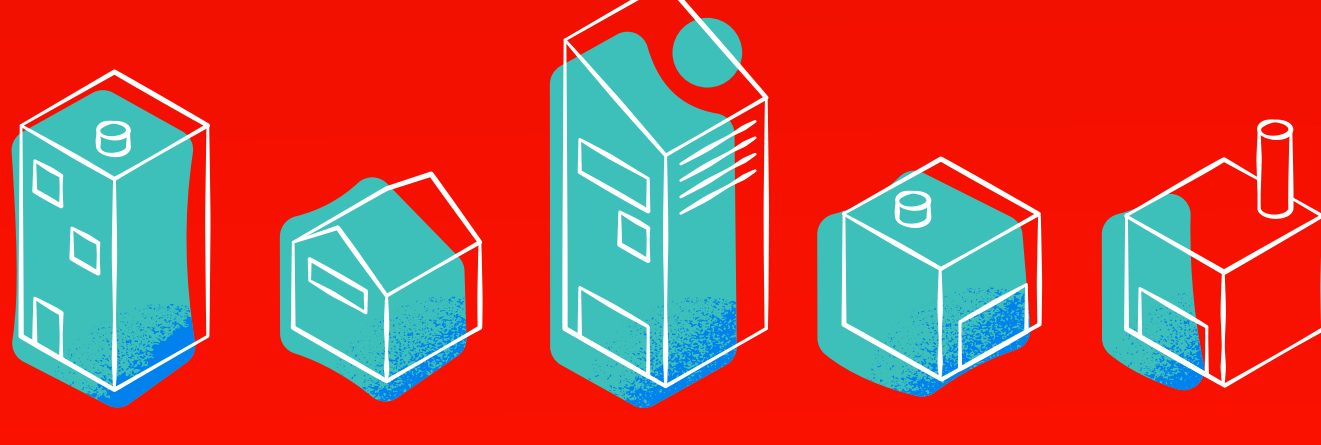
25% of customer experience leaders say **content management is one of their top three priorities** for 2020.



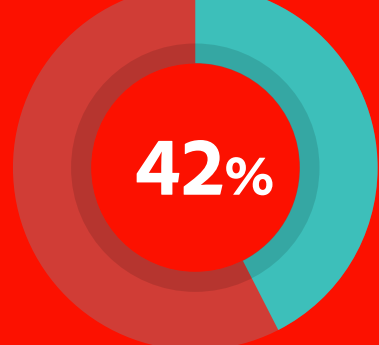
53% of large organisations say **outdated workflows are one of their top three barriers** to successfully creating digital experiences.

2

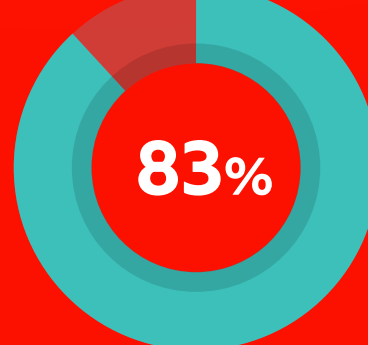
Capacity to personalise for all audiences.



88% of marketers claim that they've seen a **measurable improvement in their business** after implementing customer experience personalisation tactics.



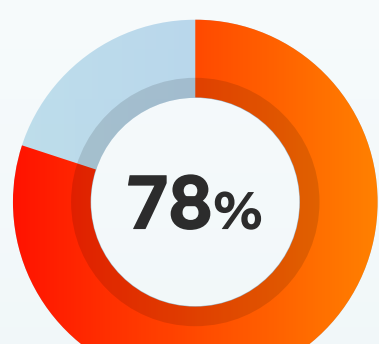
42% of companies are 'very confident' they can resolve customer identities across online and offline touchpoints.



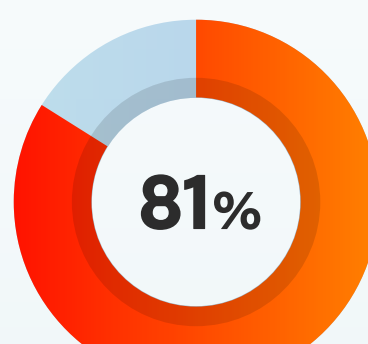
83% of customers are willing to share their data in exchange for a more personalised experience.

3

Common analytics pre-engineered into every channel.



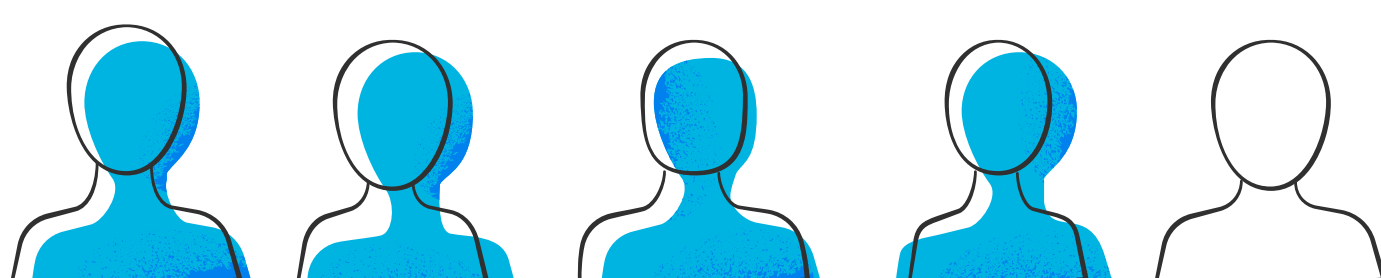
78% of companies struggle to analyse their current data for acting on opportunities while it's still relevant.



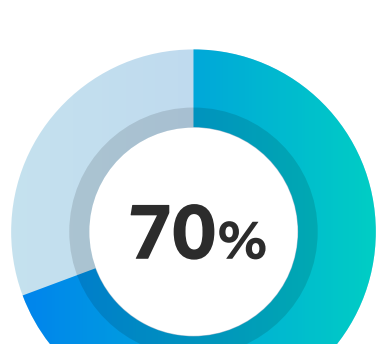
81% say that obtaining and analysing more data at even greater speeds will be a challenge in the future.

4

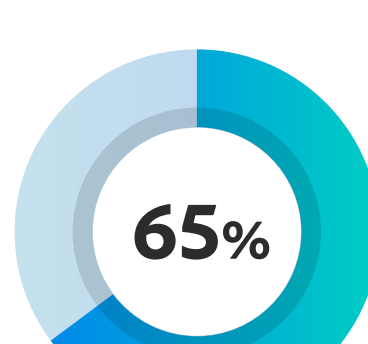
Security for every layer, process, and touchpoint.



79% of people are concerned about data privacy.

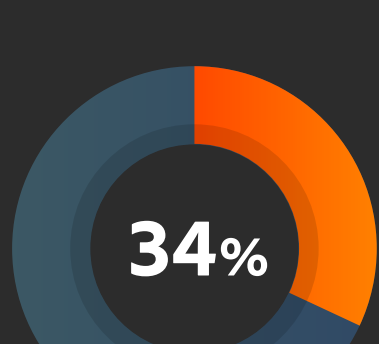


70% of consumers look for honesty and transparency with their personal data when deciding which companies to trust.

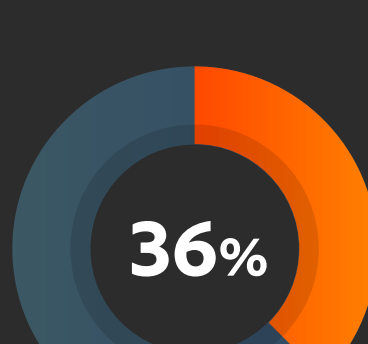


Brands with clear data strategies and those invested in integrated, cloud-based technology stacks are 65% more likely to say their data protection focus is a win.

Break through the challenges to meet your business goals.



34% of leading businesses say mapping the customer journey, targeting and personalisation are top priorities for 2020.



36% of companies on the forefront of customer experience say they **exceed their top business goals by a significant margin**, compared with only 12% of mainstream companies.

Discover what you need to create a powerful foundation for customer experience success.

[Learn more](#)