

3 Reasons why brands are failing to optimize the Customer Experience



The digital revolution has brought immense opportunity for brands to deliver a great customer experience. But are you really making the most of it?

In recent years we've seen the average customer's attention span reduce to just 8 seconds and yet expectations of what constitutes a great brand experience have risen.

Customers have shared their information, and they expect value in return. Brands have never been under more pressure to deliver personalized, contextual and relevant experiences.

SDL Campaigns recently surveyed over 200 leading marketers to uncover how effectively brands are using data to optimize customer engagement. The findings reveal 3 key reasons why brands are failing...

1 'In-the-moment' engagement is the new battleground for brands, but brands are struggling to create offers based on real-time customer behaviour

NOW

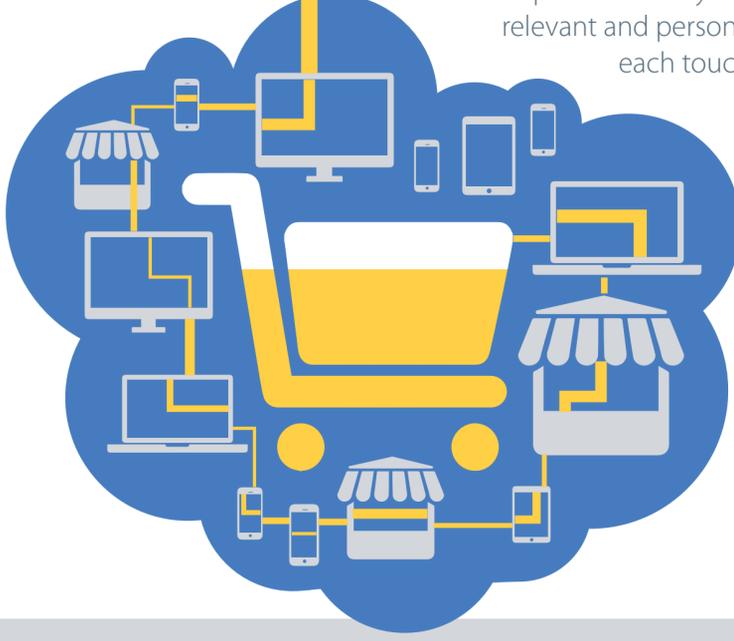
53%
of brands do not have the capability to deliver personalized offers based on real-time customer behaviour

Customers are happy to exchange personal information with their favourite brands, but in return, they expect offers which are timely, relevant and in context with their preferences.

To deliver against customer expectations marketers must now embrace the essential ingredient of Real-Time Interaction Management (RTIM).

2 Brands are missing the mark when it comes to delivering the seamless experiences that customers expect

67%
of brands are failing to deliver a seamless shopping experience

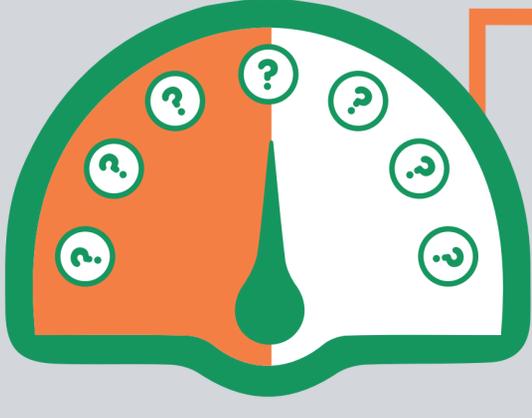


Today's Customers interact with brands across a landscape of locations, channels and devices on their journey from research to purchase. They expect a consistent, relevant and personalized experience at each touch point with the brand.

Brands will lose out to competitors if their Customers have to re-start their brand experience each time they switch to a different device or channel.

3 Measurement of success (or failure!) is still an issue for many brands

50%
of brands are unable to measure which offers and incentives achieve customer engagement most effectively across channels



The majority of brands are struggling to track customers' purchasing journeys as they research and buy across different devices and channels.

Being able to measure engagement across channels and devices is the only way to manage complex customer journeys as they integrate with multiple touch points. Failing to effectively track customers' interactions makes it impossible to know which marketing channels are influencing their purchases.

So WHY are brands failing to deliver engaging experiences that today's Customers expect?



Brands cannot just focus solely on what Customers did in the past (slow data) or even what they're doing right now (fast data). Today, brands must combine this data to deliver 'hyper' personalization in-the-moment, contextually relevant experiences. It's what Customers expect.

To achieve this, brands need access to a single platform which allows them to analyse fast and slow data to then build out automated multi-wave campaigns that support the in the moment journey that customers now travel on.