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Digital

DELOITTE OMNI-CHANNEL CUSTOMER ENGAGEMENT SOLUTION

Reaching customers and tailoring the message to where and when they want it

Mobile and social technologies have introduced more options for consumers to interact with businesses, creating new opportunities as well as new challenges in the area of customer care and online commerce. Businesses that operate across multiple sales channels, such as online and retail stores, and utilize reseller distribution channels can have difficulty delivering a consistent customer experience across the various customer touch points.

In these multichannel environments, customer data is often spread throughout numerous systems that span the different organizations that interact with the customer. This makes it difficult for sales and service representatives to access customer data and leaves them with an incomplete picture of the customer's contacts with the business. It can also lead to a poor customer experience in online commerce because not all of the user's data will be integrated into the online storefront.

Forward-thinking business executives are looking for ways to consolidate their customer and product data and transform customer experience to deliver a consistent experience regardless of channel.

How we can help

Our Omni-Channel Customer Engagement Solution can help you in your efforts to build strong customer relationships aimed at creating deep loyalty by engaging with customers in the right ways at the right times. The goal is to help you create a holistic view of your customers by consolidating all of your channels, platforms, and customer data repositories into a unified view of the customer that includes a history of the customer's requests and behaviors, as well as a single source for customer records and product and pricing data.
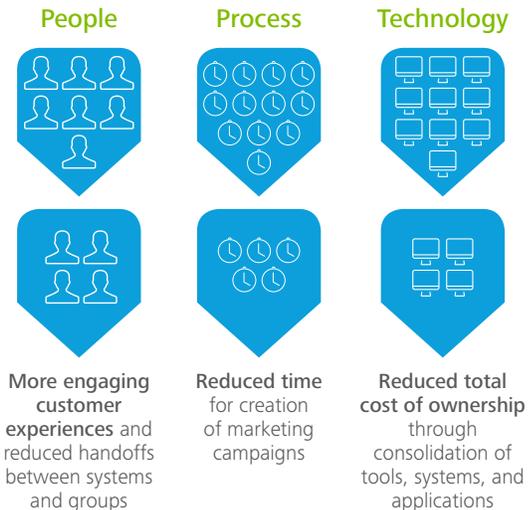
Analysis of customer behaviors can help you understand what the customer may want based on similar behaviors and characteristics from a larger pool of customers. The consolidated view of customer data, coupled with an understanding of what they want, enables you to offer a consistent message back to the customer across every delivery channel. This allows you to assist the customer with the buying decision and take advantage of leading practices for each delivery channel.

Deloitte brings a rich combination of experience and skills to help you get more value from your customer interactions, whether online or in a physical storefront. The solution leverages our experience in online commerce and call center operations as well

as digital marketing to capture leading practices for customer engagement. Because our focus is on business transformation, we can help you leverage the technology offered by OpenText and hybris® software to drive process improvements that can impact your bottom line. OpenText technology allows you to embed digital assets into online and traditional customer workflows so that you can deliver adaptive content that is integrated with your business workflows. By adding an online commerce storefront based on hybris software, you can integrate product images and video with product metadata, pricing, and promotions to deliver an engaging online experience from brand to purchase.

Capabilities provided by the solution include:

- Consolidation of customer records to create a single source of the truth that represents all channels and customer touch points

- An engaging online commerce storefront that delivers adaptive content and is integrated with product pricing and promotion data

- Integrated repository of digital assets so that digital assets can be embedded into Customer Relationship Management (CRM) and online commerce workflows

- Advanced customer analytics to gain insights from data captured from customer interactions across various channels

- CRM workflows based on Deloitte's leading practices and experience in contact center management

- Digital marketing workflows based on leading practices for effective marketing campaigns and engaging customer experiences

Transforming CRM and online commerce with embedded digital assets

Integrating digital assets with traditional sources of customer and product data opens up new opportunities for customer engagement, allowing organizations to transform their commerce storefronts and marketing campaigns. Marketing campaigns are driven through

People

Process

Technology

More engaging customer experiences and reduced handoffs between systems and groups

Reduced time for creation of marketing campaigns

Reduced total cost of ownership through consolidation of tools, systems, and applications

(For illustrative purposes only)

Figure 1. Potential benefits of consolidated customer data and integrated online commerce

the CRM system and tied to a single source of customer data, along with a single repository of digital assets that can be integrated with customer data to deliver content-rich marketing campaigns.

Product and pricing information is managed within the online commerce platform and can be aggregated with web content and digital assets to provide powerful merchandising capabilities. Merchandising content can be published and managed by content authors without the help of IT because of the user-friendly publishing environment. Updates to product and pricing data are automatically reflected in the published content whenever a product manager modifies the product data. This helps reduce overhead costs by greatly simplifying the release of new or updated product and pricing information.

Because OpenText and hybris software are pre-integrated

with SAP® Business Suite, the SAP CRM system can embed digital assets into traditional CRM workflows. This allows your marketing team to bring campaigns in-house to drive down costs, while also increasing control over customer engagement. Embedded digital assets can also be used to send and receive contractual and billing documents to and from customers with eSignature capabilities, allowing paperless processing. The solution also provides templates for generating customer communications that include embedded digital assets.

Because the solution offers centralized support for commerce activities and marketing campaigns, it can provide consistent messaging and content across all channels and can give customers an engaging experience.

The system uses OpenText Digital Asset Management to enable you to rapidly design and create brand-consistent documents for customer engagement. It includes

How digital asset management is integrated into CRM and online commerce

Figure 2 illustrates how digital assets are integrated into a CRM and online commerce using OpenText and hybris software.
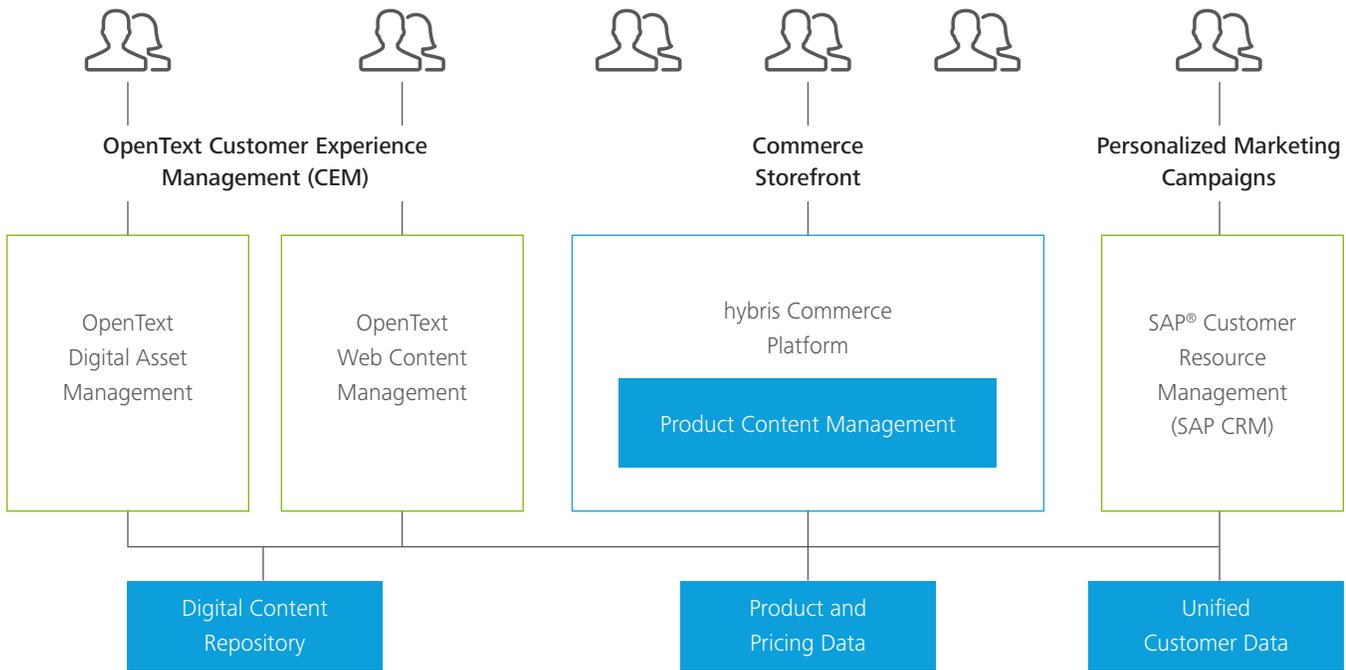
(For illustrative purposes only)

Figure 2. The solution architecture enables a single integrated view of product data, digital assets, and customer data.

predefined workflows that give business managers the ability to easily create content, such as marketing messages, campaigns, and cross-sell and up-sell offers.

The approach of embedding content into existing business workflows places control of customer communications in the hands of marketing and sales professionals, reducing the need for IT intervention and delays.

The Web commerce store becomes another customer touch point that is integrated to the same back-end systems used for customer care and digital marketing activities. Integrating digital asset management into the commerce platform enables responsive web design wherein digital assets and product and pricing data are automatically formatted to match the footprint of the user's device.

The solution also includes OpenText Web Content Management for efficiently managing web pages and assets.

About Our Digital Content Practice

Producing one version of the truth requires more than the right technology infrastructure. Deloitte Digital's content consulting services are designed to provide the strategic advice that organizations can use to help improve business performance. Rather than a narrow focus on technology and data, our services address the need for integration across the domains of technology, processes, and people.

Our practitioners are well versed at every level of the digital content stack, which includes enterprise content management, digital asset management, web content management, records management, online commerce, and analytics. We bring an extensive set of capabilities that are grounded in a deep understanding of the business issues that drive the industries we serve.

Our goal is to help you engage customers more fully and unlock the value buried deep in your data. Our experience from hundreds of information management delivery projects enables us to bring practical know-how and insights that can directly affect business results.

Learn More

To learn more about how Deloitte can help you in your efforts to increase customer engagement and realize more value from your data, please contact one of the following:

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