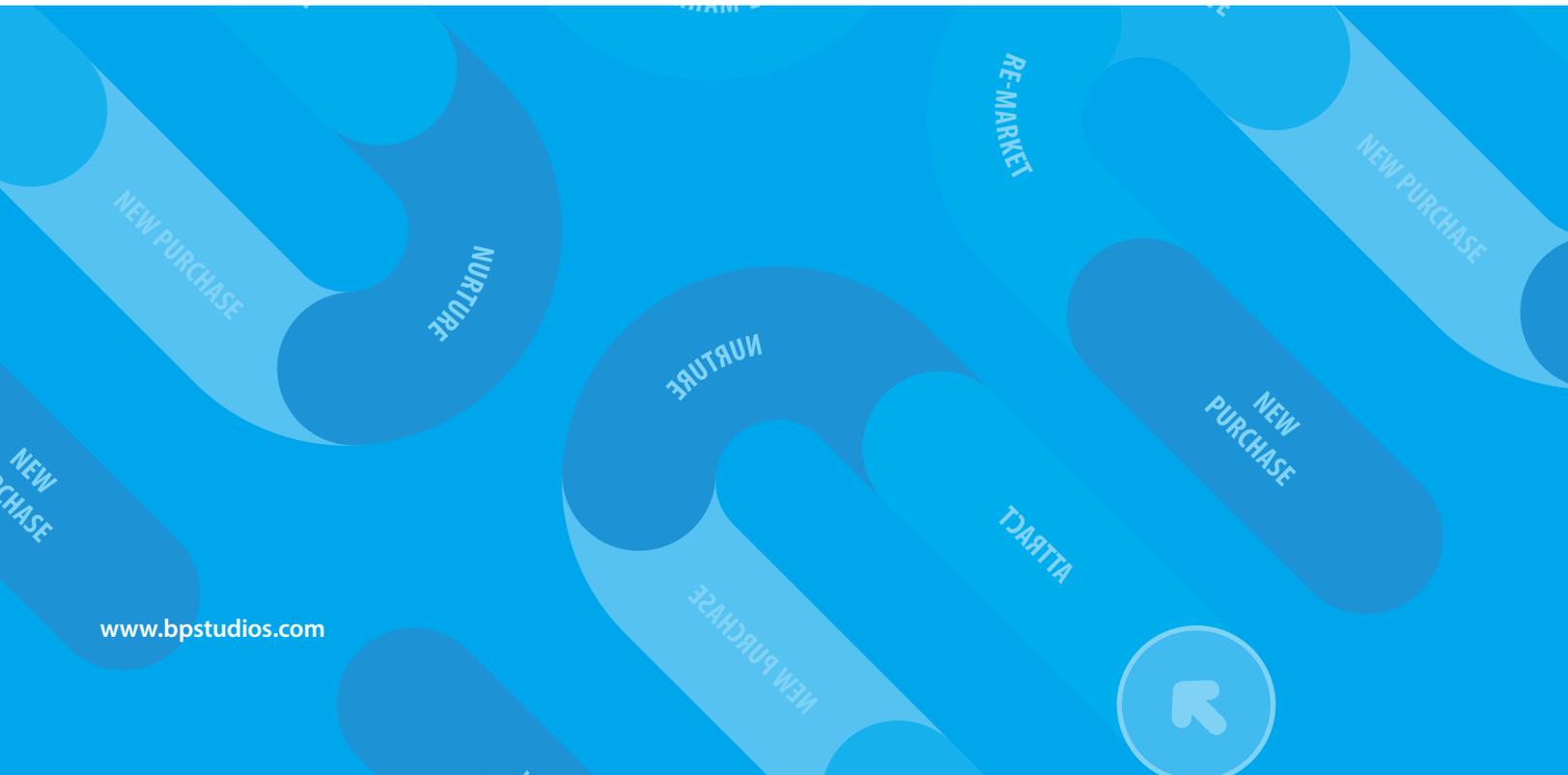
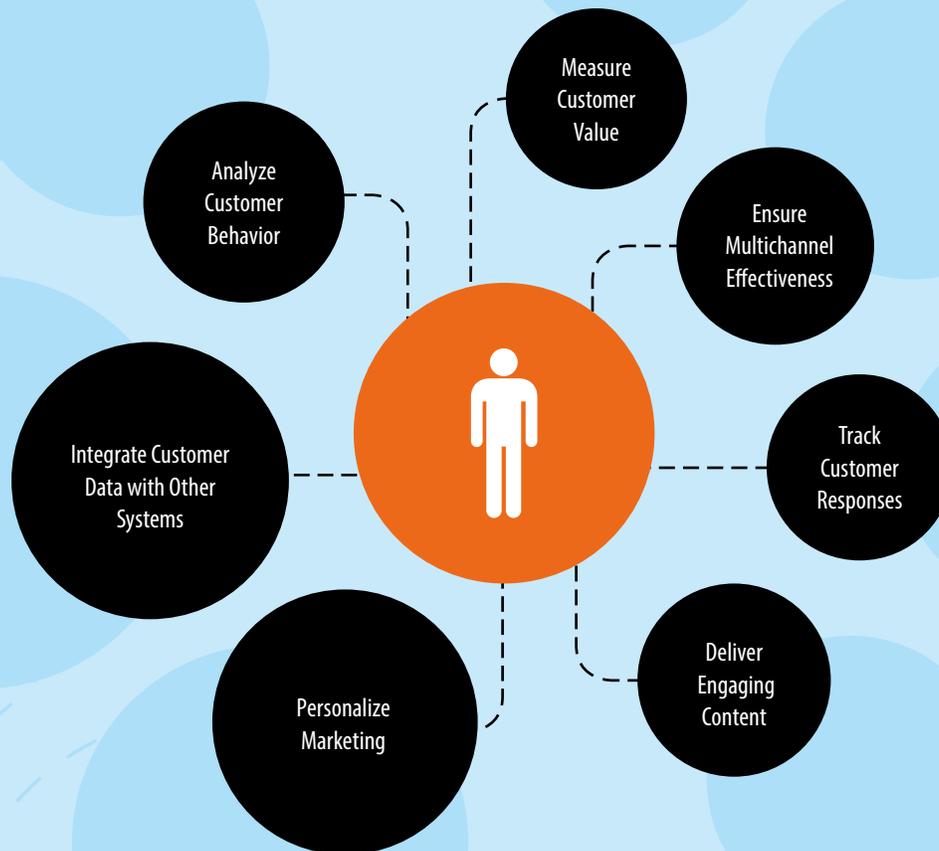


How **the right CXM solutions** deliver better customer experiences



Delivering Consistent Customer Experiences Anywhere



The Real Customer Experience

The customer can be considered the single most important factor for company success. Truly understanding more about different kinds of customers and their needs provides a formidable competitive edge for any company. A customer's experience with a company comes from the sum total of all interactions before, during and after purchase decisions. Most of those interactions are part of the buyer's journey, which largely consists of digital touchpoints across multiple channels.

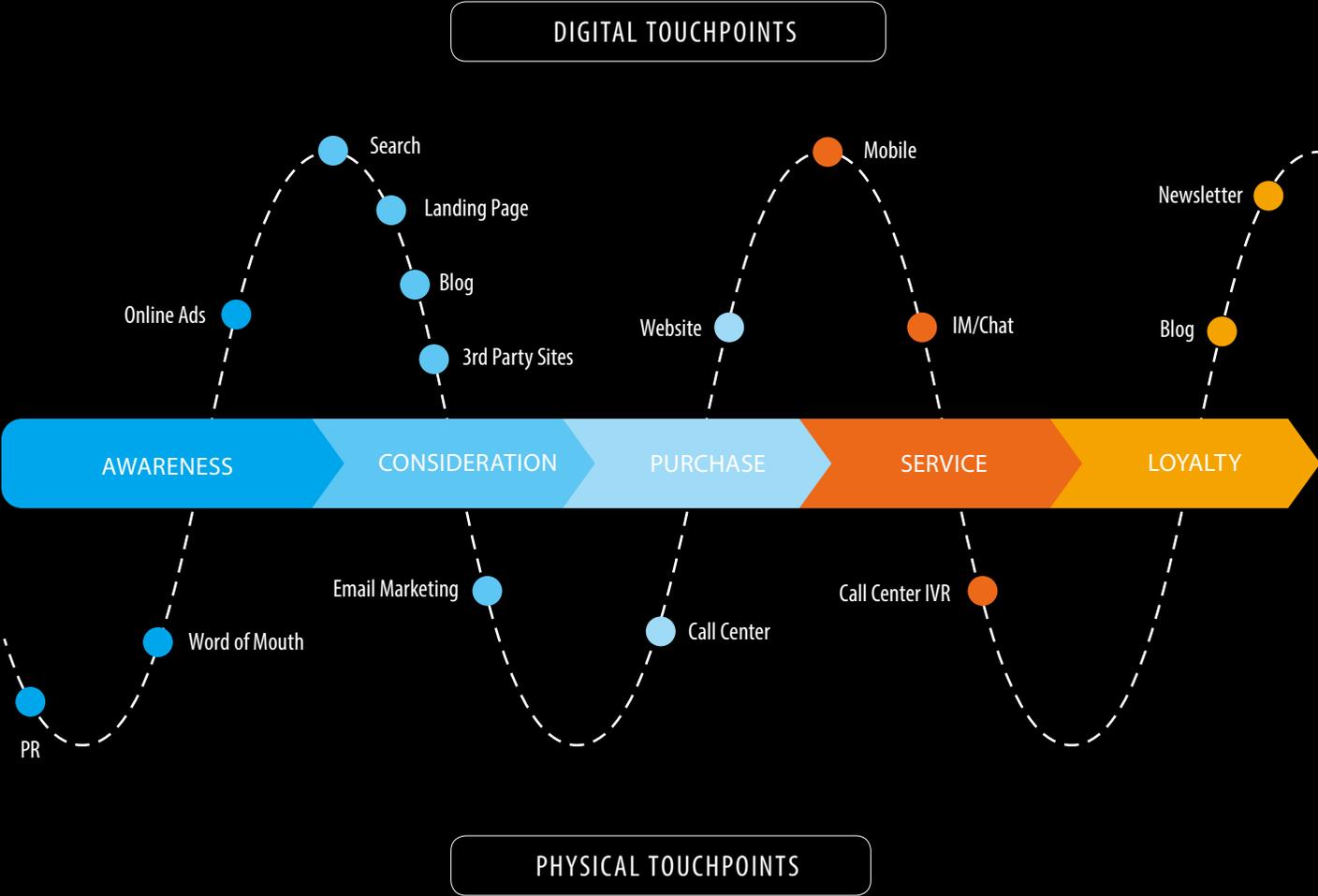
Customers now choose how they will interact with companies and on which channels. Single customer buyer journeys are frequently multichannel, with multiple touchpoints. But customers see their interactions as one experience, so companies must provide consistent – and frictionless – interactions across all channels of engagement. Companies that value customers have to proactively enable positive interactions no matter where they take place.

Customer Experience Management (CXM) is, first, a strategy

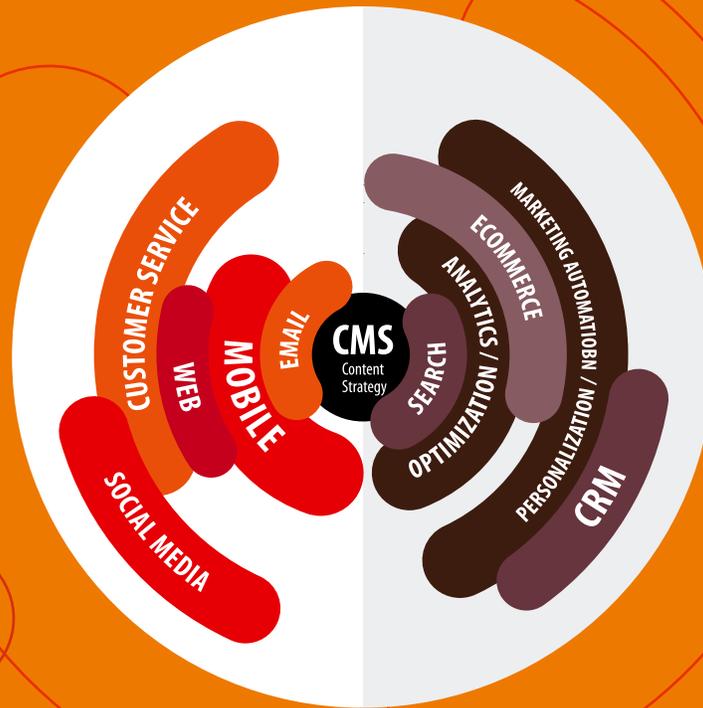
to continuously improve customer interactions during the entire customer lifecycle with a particular company in ways that will increase the lifetime value of customers. A good deal of a CXM strategy is made possible with sophisticated technologies. These technologies work to make customers more real as individuals, so that companies learn more from each interaction, and can add more of a human element to those multichannel interactions.

Great customer experiences frequently lead to increased customer trust and loyalty, and longer term customer retention. Customers often spend more money with companies that provide superior experiences. And companies that nurture exceptional experiences create something money can't buy: customers as passionate brand advocates.

Buyer's Journey: Customer Experience Touchpoints



CMS and Content Strategies at the Heart of the CXM Platform



The use of websites for brand identity, marketing and eCommerce has become pervasive. Behind these websites are content management solutions (CMS) that run the gamut from basic to complex. However, the digital era has created a whole new buyer's journey requiring multichannel management that most traditional web CMS aren't adequate to handle. It's not about an anonymous visitor to websites anymore, but about the new proactive customer with specific interests, needs, and expectations.

It's also important to remember that the corporate website is still a top destination of customers on buyer journeys. A sophisticated CMS is a compelling tool for creating engaging websites that factor strongly in positive customer experiences, and to manage the delivery of the right content to each visitor, on any device, anytime. The CMS comprises a key component of an integrated CXM platform.

A robust CXM platform is instrumental for managing and supporting the digital interactions of buyer journeys, and to help companies address the crucial importance of

positive customer experiences. More and varied technologies are needed to handle the complexities of interacting with customers across multiple channels, and to improve all interactions with customers over time. Companies now must quickly understand needs, and then give customers what they want when they want it.

Content is the integral element for virtually all stages of the buyer's journey, as well as for important CXM capabilities such as marketing automation. Well-designed marketing automation processes should drive an endless appetite for content. Highly successful marketing automation pivots on content segmented by customer attributes, to deliver the right content to the right customer at the right time.

Digital marketing and CXM are intricately entwined with content marketing strategies that map content to phases of buyer journeys. CXM solutions take on greater significance particularly when integrated with the CMS and content marketing processes for intelligent content delivery that reflects real insight for each customer segment.

Nurturing Customer Experience Excellence

Strategies to open the door to customer experience excellence require an integrated CXM technology platform to help manage and understand experiences across customer touchpoints, to integrate efforts for improving customer interactions, and to unify functions such as marketing and sales to better serve customers. The CXM platform is indispensable for successful multichannel digital marketing: content is used effectively for engagement, analytics reveal deeper insights, and capabilities like lead nurturing and marketing automation make sure that each customer is well-supported at every point of buyer journeys.

CXM technologies are instrumental for the orchestration of consistent messaging across all channels. Marketers can create automated unified campaigns that work well across multiple channels (websites, email, social media) to better nurture, engage and respond to customers anytime during the buyer’s journey. Integrated marketing processes improve the outcomes of marketing initiatives by eliminating redundant and irrelevant marketing activities, and utilizing customer intelligence for better targeting.

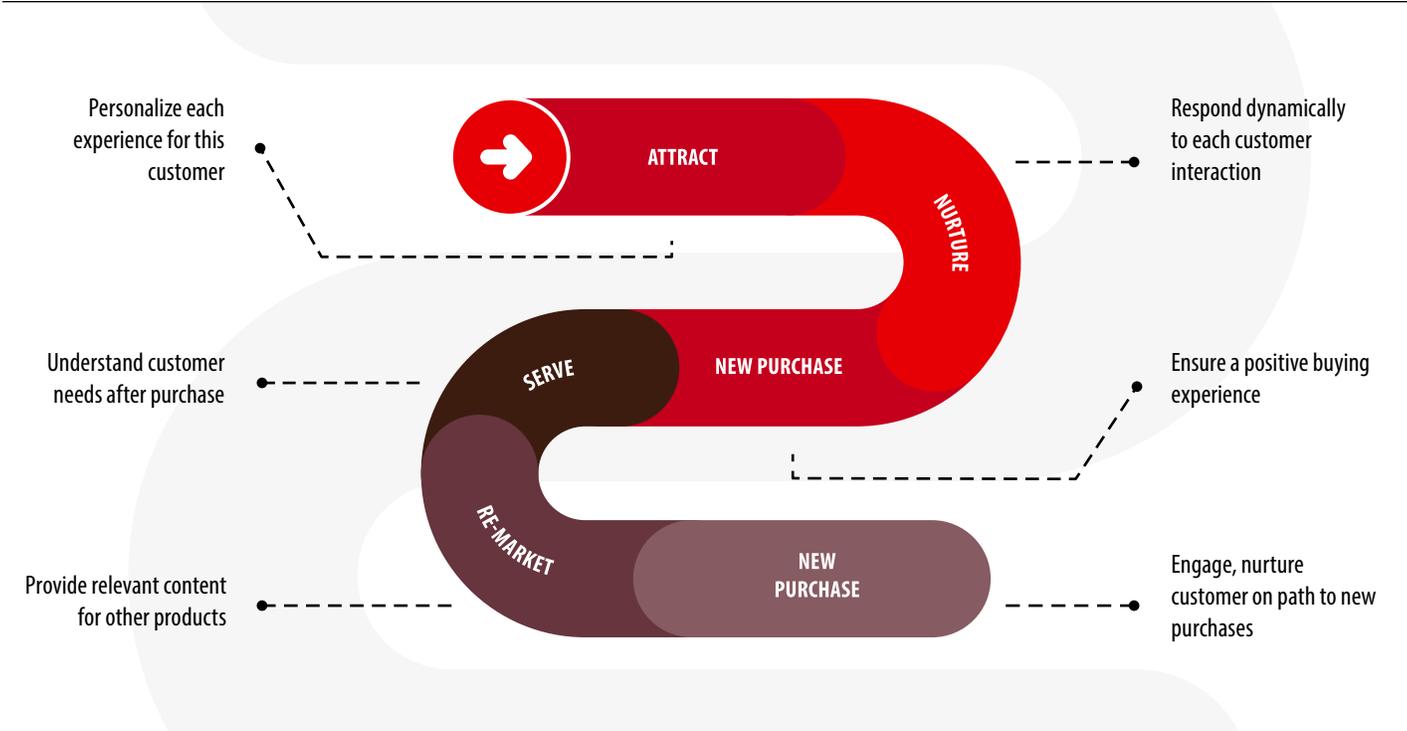
Frequently, a customer has traveled through most of the buyer’s journey before deciding to talk with the sales team. So companies must ensure the right engagement with the customer to help movement towards a buying decision,

through intelligent and automated lead nurturing processes. Manual processes could never scale to meet the demands of sophisticated and targeted lead nurturing that is made possible by a CXM platform.

More attention should be paid to personalized communications with customers that work well for a particular channel of engagement. But personalization can only be effective with accurate, up-to-date information on customers, products, channels, locations, and other relevant data domains. Channel appropriate personalization is a key ingredient for nurturing positive customer experiences.

A CXM platform is also an agile hub for critical integrations with other systems, to access all customer data wherever it is stored. A complete and continuously updated customer picture is now available to sales, marketing, products teams, and management, through CXM platform integrations with systems like CRM, other analytics processes, and customer service applications. The CXM platform also helps with the integration of channels for better awareness of customer touchpoints and customer-preferred interaction channels. Obviously marketing efforts are more fruitful when each customer is better understood in terms of responsiveness to marketing and sales efforts, buying behavior, purchase outcomes, and other buyer’s journey milestones.

Optimize CXM Throughout Customer Lifecycle



Choosing a CXM Solution: Best-of-Breed or Integrated Platform

The perennial technology debate of best-of-breed versus the integrated platform has been around for a long time; software buyers can weigh what each approach offers to decide which is the best fit. However, a vendor that offers an integrated platform in support of CXM – and has a commitment to customer success – should have very good insight into what is needed to improve customer experiences. This kind of integrated marketing platform already offers the capabilities that most companies will need. The integrated platform ensures that all the CXM pieces are already working together at a sophisticated level to help companies agilely interact with their customers.

The “silo effect” of best-of-breed solutions is the biggest problem for software buyers. Multiple applications have to be purchased, learned, and maintained to provide the capabilities already in the single integrated platform. Companies also have the added cost and problems of multiple relationships with individual vendors, instead of one. Then integrations between the separate solutions have to be built

with varying levels of quality and reliability. Often when there’s a problem with these separate solutions, each vendor wants to point the finger at the other vendors as the source of the problem.

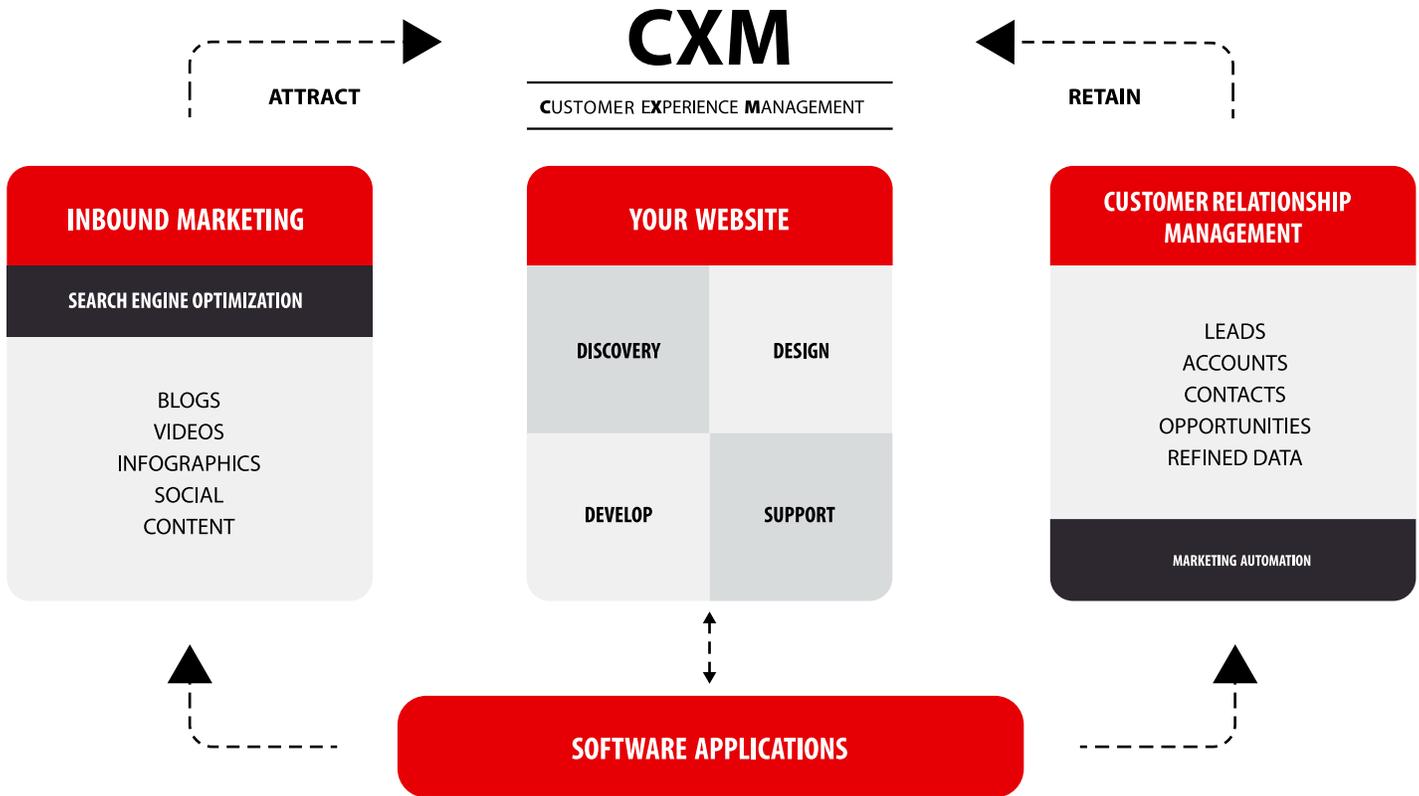
A best-of-breed vendor is not guaranteed to actually be the “best” at a particular application, nor is there a guarantee that this sort of vendor will keep the technology up-to-date with current trends. The right vendor for an integrated marketing platform will make sure that the platform keeps up with the requirements and desires of the customer base.

The integrated platform is often the best choice in terms of usability, whether the user is a marketer, a designer, or a solution implementer. The integrated platform is frequently best for ease of installation, lower maintenance costs, and a shorter learning curve for all capabilities. Integrated customer information processed through the CXM platform is continuously updated from all interaction channels. For a great software user and customer experience, these are valuable points.

Integrated CXM Solution



Customer Experience Management



Great Customer Experiences Reap Real Benefits

The reality for many companies is that adopting CXM strategies, along with an integrated CXM platform, is a matter of survival that can quickly become a distinct competitive edge. Companies must focus on “customer first” for all functions, with a better understanding of what customers want, how they behave when buying products and services, and what they need from the company.

Many companies have proven that working to improve customer experiences on every channel pays off with greater customer loyalty and advocacy, increased revenue, and actual cost savings for marketing and customer service. An integrated CXM platform brings value and ease-of-use by eliminating the purchase of multiple applications, and by streamlining training and usage by marketing teams. Customers get what they need faster, with greater

relevance, which often shortens buying cycles.

The future for most businesses includes a strong focus on the customer experience – this will require sophisticated multichannel technologies in support of CXM to continue to enhance customer experiences. CXM solutions not only solve immediate needs for digital marketing and multichannel interactions, but can open doors to new opportunities. CXM and integrated marketing processes shouldn’t end with converted leads. Significant opportunities remain for targeted customer communications to nurture a more developed long-term customer relationship, to pave the way for new interactions, and eventually grow new purchases and customer brand advocacy. Customers can change very quickly – companies need the right CXM platform to keep up.

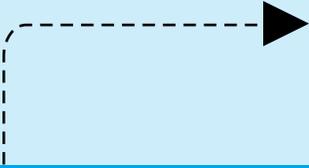
CXM – Reaping Real Benefits

- Strategic approach to customer relationships, engagement and marketing that will yield a greater customer lifetime value
- Driving force for sales and demand
- Effective contribution to continuous revenue growth
- New levels of customer and user engagement excellence
- Brand loyalty expanded through positive experiences
- Company reach extended across more digital channels
- Cost reductions for managing digital engagement
- Improved customer data integration and sharing across the enterprise

When Your Business Benefits from a CXM platform

Do you need a CXM platform? First, ask yourself the following questions: has your company adopted business strategies that include a strong customer focus and a commitment to improve customer experiences? Do you want to better support and energize buyer journeys? Then assess the significance of your web presence and the importance of multichannel interactions with customers as they directly impact your goals and revenue.

Your multichannel activities can include customer relationship management, customer service, social media interactions, sales processes, and marketing initiatives. Are you getting the most out of these activities to help customers purchase your products and services, and then come back for more?



TRADITIONAL CMS

- Website creation to promote the business
- Engaging prospects less familiar with the brand
- Centralized management and maintenance
- Collaboration and administration tools
- Support for multiple user roles

CMS may be enough if you only need:

- Website creation, web publishing
- Limited digital marketing
- Basic personalization
- Basic content delivery to mobile, other channels
- Limited social channel interfaces
- Basic routing workflow and approvals
- Tools such as automated templates and syndication
- Content authoring and editing
- Rich media management

INTEGRATED CXM PLATFORM

- Marketing based on importance of the customer experience
- Shepherding customers on buyer journeys
- Ability to enhance multichannel interactions
- Integrated technologies that focus the business on the needs of individual customers

CXM is what you need if you want to:

- Grow brand loyalty and customer advocacy
- Increase revenue and repeat business
- Nurture and develop leads into successful deals
- Continuously update customer data analytics to better understand customer behavior
- Optimize the customer experience of your brand
- Create automated and responsive customer personalization for interactions
- Automate processes to evaluate web traffic and lead quality
- Greatly increase marketing team effectiveness
- Continue relevant customer communications after each purchase
- Integrate CXM processes with other systems (CRM, sales force management, customer service applications)

BP Studios

BP Studios is a full-service marketing agency. Our team is a rare combination of software developers and marketers. We understand the challenges you face in the pursuit of optimizing the customer experience, and we tap tactics from tried-and-true traditional to leading-edge digital to ensure customers have an excellent experience with your brand.

Using sophisticated digital tools, we can create a single CXM platform to manage your website, mobile applications, online selling, Intranet and other marketing tools. You get the power to make continuous improvements to customer interactions with your brand to increase the lifetime value of your customers.

We track the latest software and trends to ensure you get the features you need at a price point that works for your budget. And we show you how to measure your progress on key performance indicators (KPIs) using advanced dashboards and reports.

We want you to succeed, so we choose clients based on our ability to deliver on their goals. We provide ongoing counsel in strategy, best practices and intuitive tools, and our average client has been with us for 10 years or more.

Contact us today to learn more about how BP Studios and the right CXM solution can deliver better customer experiences for your company or organization.

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