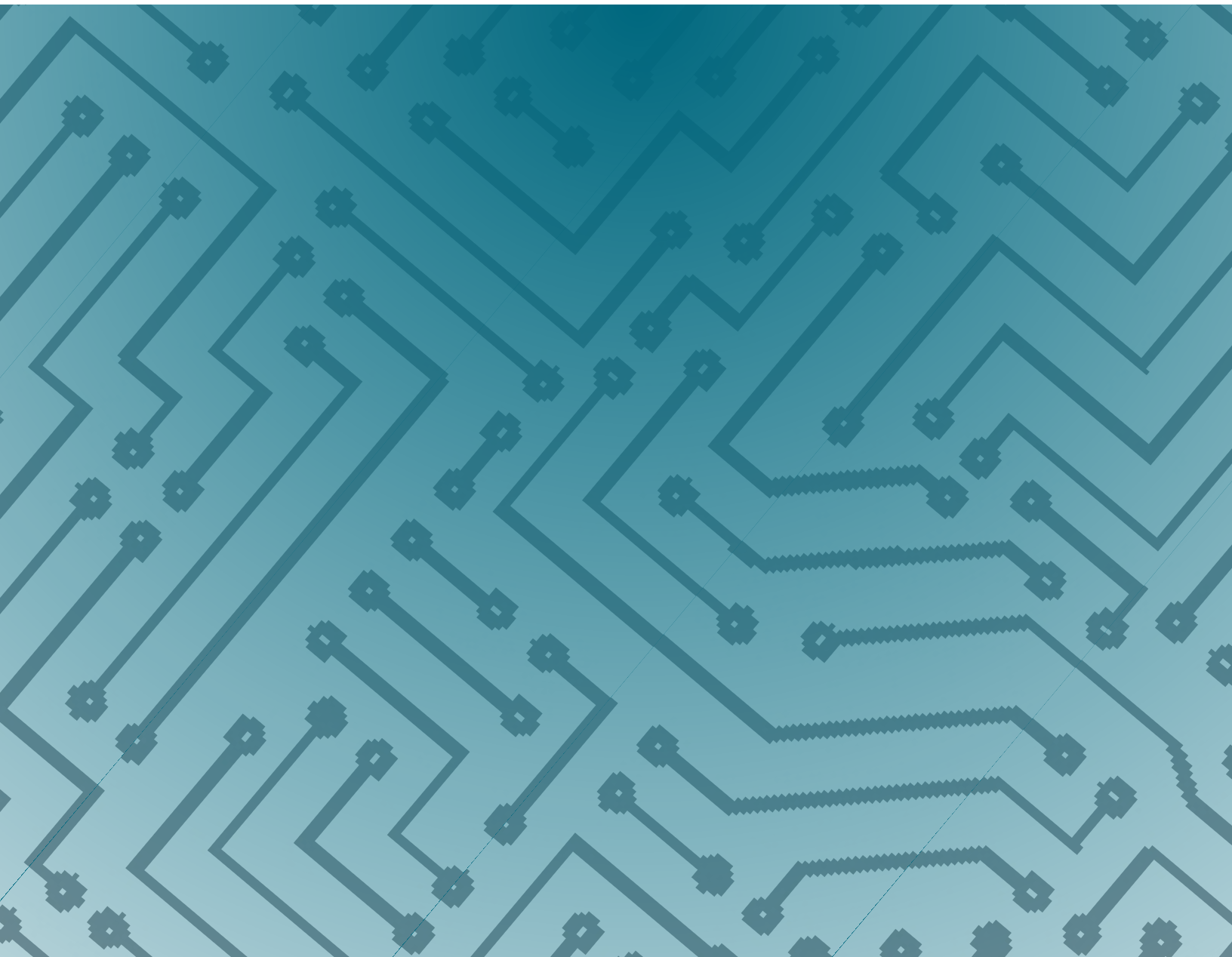




SPELLING IT OUT: HOW THE RIGHT ICMS CAN IMPROVE CX





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In today's retail environment, customer experience (CX) is often the deciding factor between winning a sale and losing it to a competitor. Products have become commoditized, parity exists in pricing and channels have become redundant. Therefore, the experience you give customers, from product discovery through to post-purchase support, has become critical to both acquiring customers and retaining them as loyal, repeat purchasers.

According to the [2017 Digital Marketing Trends Report by Econsultancy and Adobe](#), which surveyed more than 14,000 marketers from a variety of industries, customer experience was the single most exciting opportunity for their organizations this year, ahead of content marketing, mobile, personalization, and social media. This was the third straight year customer experience was the top choice among marketers. Brands clearly realize the value in having a superior customer experience.

So what makes for a good customer experience? Is there a defined set of rules that brands should be following? The simple answer is no. What brands can do is continually work to improve every interaction they have with customers. That's made possible by a deep understanding of whom your customers are and what they want from their relationship with your brand, then enabled by a digital foundation built on the right tools and technologies.

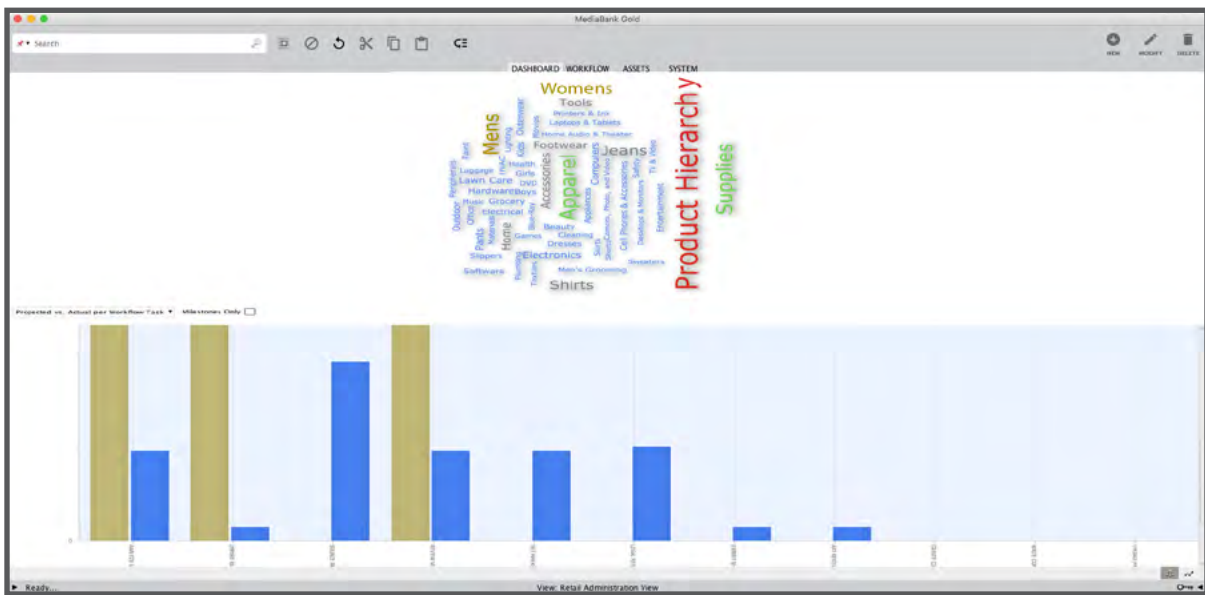
THE ROLE OF AN ICMS IN CX

Marketing is an integral part of the customer experience. As such, brands need tools to help them manage their communications throughout the customer lifecycle in all channels — email, social media, print (catalogs, direct mail), blog posts and other content marketing initiatives, etc. An integrated content management system (ICMS) is the framework that allows brands do this with highly secure access to a central repository of their valued information. Whether using the tools inherent in an ICMS or integrating key components that may offer a unique competitive advantage to your CX, an ICMS helps marketers create and distribute personalized, relevant and timely messaging throughout the customer journey:

- **AWARENESS:** Messaging intended to create awareness of your brand's products and/or services. This content should be more general in nature, and perhaps segmented by demographics such as gender, age, geographic location, etc. Examples include blog posts, social channels.
- **ENGAGEMENT:** Once a prospect has shown interest in your brand (e.g., visited your website, signed up for your email program, liked a social media post, etc.), a series of messaging can begin that's tailored to their interaction. A welcome email campaign is a primary example.
- **EVALUATION:** Provide content that's personalized to the recipient that will help them understand why your product is best for them — price, quality, style, uniqueness, etc. Examples include personalized direct mail pieces, emails and text messages.
- **PURCHASE:** Confirm a purchase with a thank-you message, as well as other important information for the customer (e.g., shipping details, warranty information, returns policy). You can also use this opportunity to ask for customer feedback in the form of a survey or product rating/review. An order confirmation (for online purchases) is expected, at minimum.
- **POST-PURCHASE SUPPORT:** Follow up with the customer to check on their satisfaction with their purchase. This is the time to build a relationship with a customer. Done right, you can win a customer's loyalty. This often can be the right time to communicate the value of your brand's loyalty program.



An ICMS can automate the production of the various content types throughout the five stages of the customer lifecycle, whether it's for a first-time buyer or a long-term customer, providing a seamless customer experience for all — i.e., increasing the ease of use while also minimizing the need for customer manual intervention.



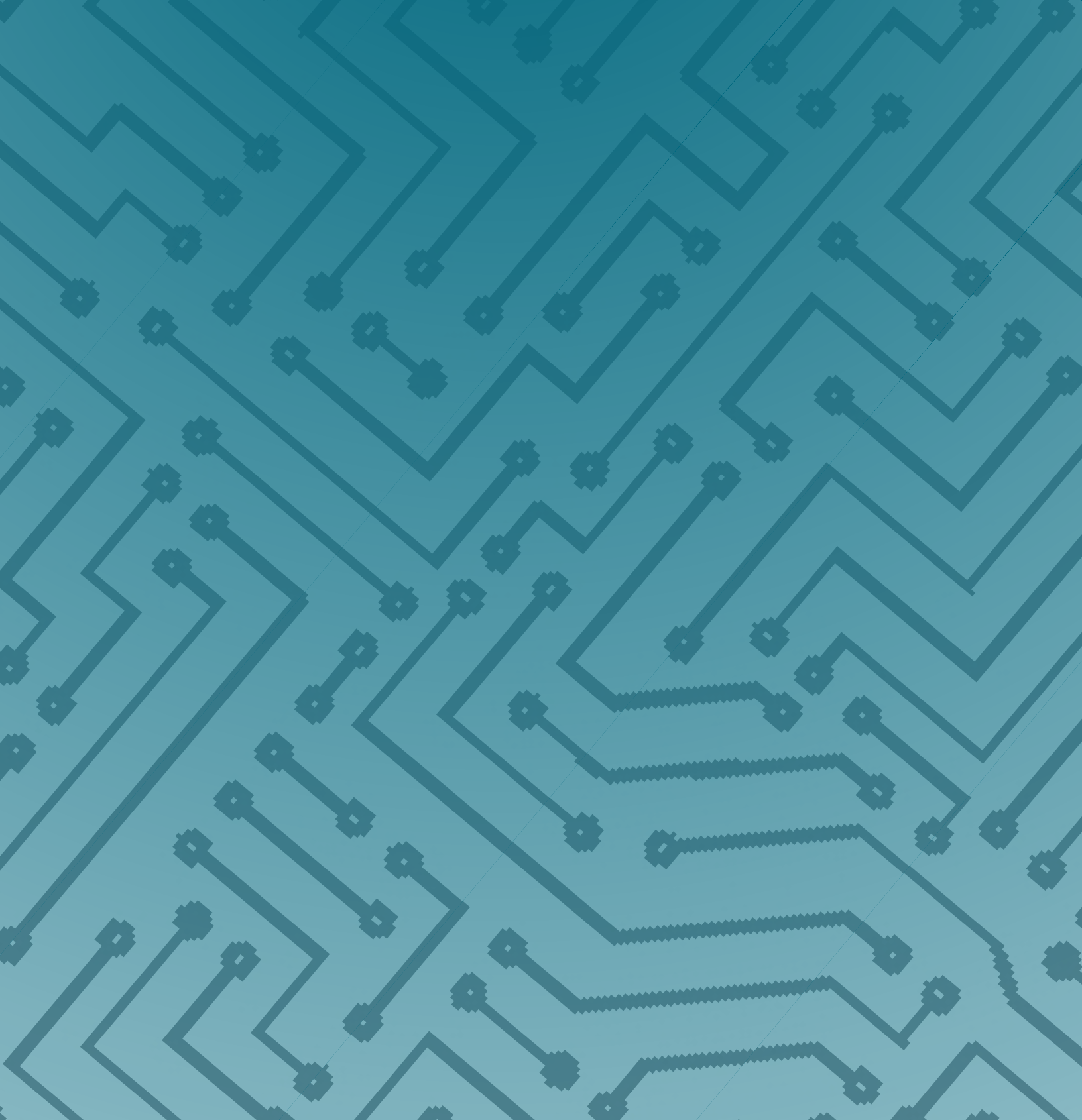
CX AND ITS RELATION TO LOYALTY

It's common sense that the better the experience a customer has with a brand, the more likely they are to return and buy again. Customer loyalty is what all brands are after in today's era of fickle consumers. A study of 2,000 U.S. consumers by Accenture, for example, shows that 40 percent were willing to change their brand loyalty for just one reason. That one reason could be something as seemingly minor as not sending a message when an out-of-stock item that a customer had browsed on your website comes back in stock, or not sending a confirmation email when an order is placed.

Having the right ICMS helps increase brand consistency and mitigates the chances for error. This places a premium on the customer experience, particularly when it relates to marketing content. The reward for that supreme attention to the customer experience is loyalty, the gift that keeps on giving.

ABOUT US

Established in 1987, WAVE is an engineering company that advances the management and distribution of marketing content through its MediaBank application for some of the largest marketers, manufacturers, advertisers, retailers and publishers in the world. MediaBank, an ensemble of powerful modules providing an organized source for your creative content, helps distribute this valuable information across various channels, including web, print, multimedia, email, etc. It's an all-in-one solution that offers an operational synergy impossible to achieve when employing multiple disparate systems. Experience the comfort of working with an innovative partner that understands that perspiration is the best way to create inspiration. Learn more at www.wavecorp.com.



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