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eBOOK

Missed opportunities for customer growth?

Three signs data friction is holding back sales and customer service

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Content

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Introduction: The quest to build loyalty

To drive revenue growth, the goal is not just to attract customers but keep them. It is far less costly to retain customers than acquire new ones, and loyal customers tend to refer other buyers, make repeat purchases and expand spend across additional products and services.

Building loyalty and a strong brand connection doesn't happen overnight. Customers engage with multiple organizational contacts across multiple channels, such as social media, live chat, email and phone. This opens the door to add value with each interaction, strengthening customer trust with personal and relevant experiences.

Enabling productivity across sales and customer service, including case management, depends largely on two things: content and context. Knowing who the customer is and how to make to make it easier and more enjoyable to do business can turn an occasional buyer into a long-term loyalist.

Are current customer experiences helping or hurting your operations? Here are three signs that data friction and limited customer visibility are holding you back.

52% of consumers will buy their favorite brand, even if a rival product is cheaper and more convenient[1]

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Chronic delays

When an organization is trying to capture and hold a customer's attention, every second counts. How quickly a customer service agent accesses a transaction history, a sales rep locates a pending purchase order or case workers can switch between open cases and tasks can mean the difference between customer satisfaction or frustration.

Sales and customer service, from call service agents to case workers, are only as good as the information they can access. Yet, so often content that is critical to the customer experience exists across business applications, file shares and systems, such as ERP, CRM and ECM—further hindered by employees working remotely, navigating manual and fragmented processes.

Siloed data forces employees to toggle between applications to search for information, all while the clock ticks and customers wait.

"Organizations cannot leverage data due to limited data management capabilities and investment in analytics necessary to identify the insights required to personalize customer communications, limiting self-service containment and increasing operating costs."[2]

Enabling fast, easy access to structured and unstructured customer content, regardless of where information lives, helps support customers at every stage of the lifecycle, improving employee productivity and fueling business.

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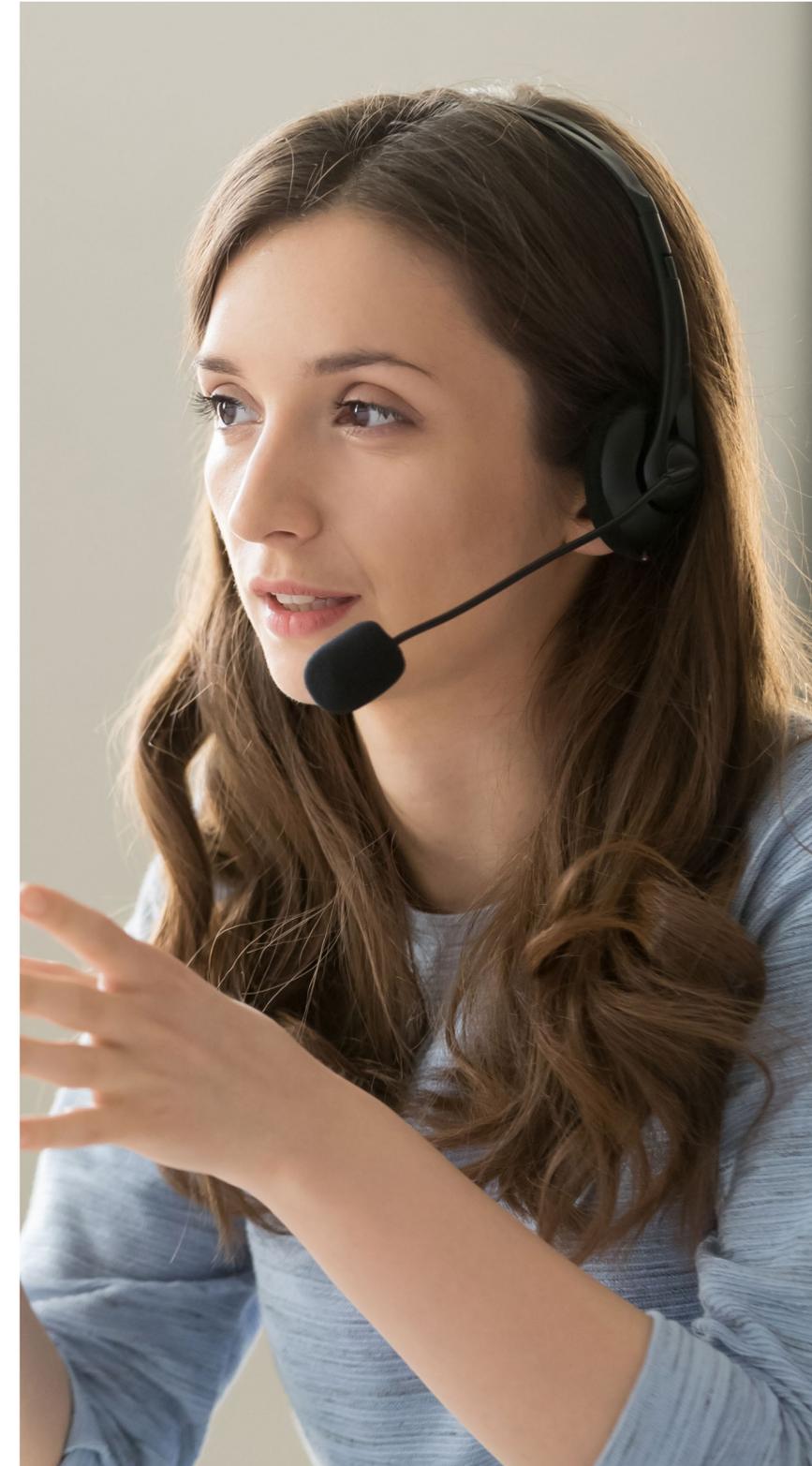
Navigating without a map

Siloed content across business systems also typically results in manual and fragmented information flows, with content not automatically shared or synced across applications. This leads to outdated, inconsistent or conflicting customer information, introducing risk into sales, service and support.

Without access to a complete and accurate customer profile, the opportunity for meaningful engagement is gone. Customer trust can be eroded by mistakes such as incorrect product recommendations, slow problem resolution or extended delivery times.

Intelligently and automatically capturing, classifying and managing customer information throughout its lifecycle and populating relevant information to all connected systems delivers a single source of truth. A single customer view capturing customer interactions across multiple channels drives continuity between sales and support.

By connecting people and content, employees are armed with current transactional, behavioral and demographic data and insights and are able to provide the personalized and consistent experiences that customers deserve.
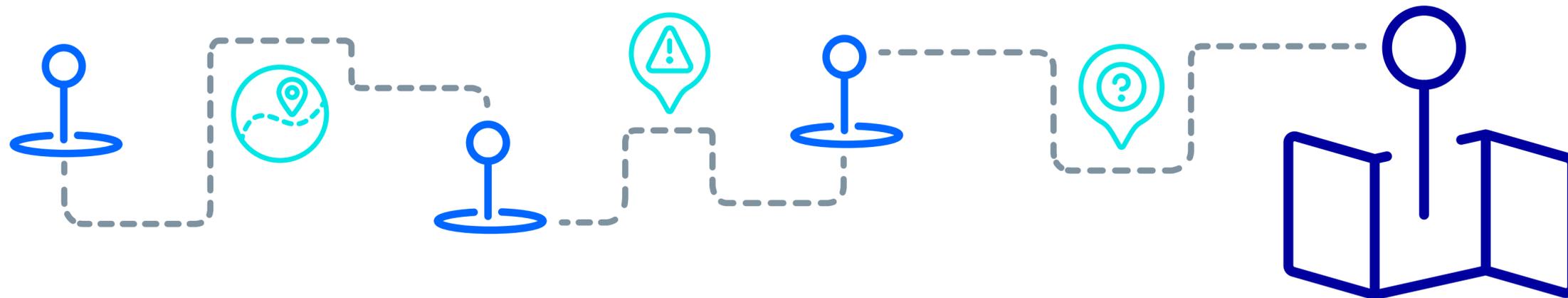
78% of customers expect consistent interactions across departments and

72% expect all company representatives to have the same information about them.[3]

Missed opportunities for customer growth?
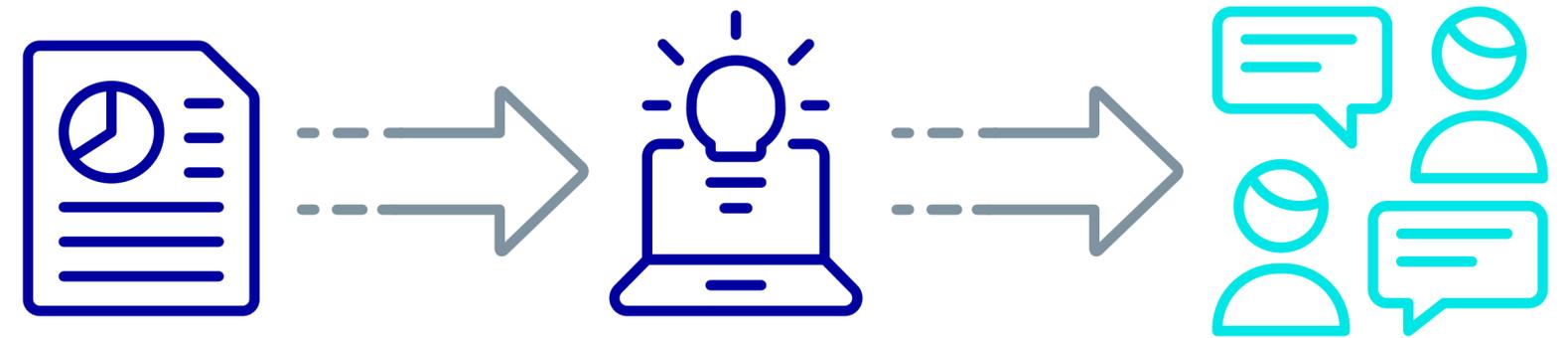
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Blind spots at every turn

While delivering a consistent customer experience across sales and service is key, building loyalty requires organizations to better understand, anticipate and learn from customer behavior.

Organizations need to extract meaning, nuance and context from vast amounts of unstructured content to harness its true business potential. Customer data is already being captured across channels and activities, but it's often not being used to its full advantage.

Unlocking the value of existing information allows proactively cross-selling and upselling, enabling self-service options, such as chatbots, and creating relevant buyer experiences.

According to Gartner, Inc., 80 percent of organizations' future profits will come from just 20 percent of existing customers.[4]

Integrated data and content analytics allows organizations to maximize content value, improve data quality and insights and deliver higher value customer engagement to drive revenue growth within the existing customer base, creating customers for life.

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Data at the heart of the customer journey

OpenText™ Extended ECM for Microsoft® Dynamics 365™ Customer Engagement provides organizations with critical connections between business processes and Microsoft® Dynamics 365™ to drive meaningful actions across the customer journey. The platform bridges content silos across sales and customer service and intelligently automates business processes to allow information to flow effortlessly between business processes and Microsoft Dynamics 365.

Ready to deliver a consistent, connected customer experience? See Extended ECM for Microsoft Dynamics 365 Customer Engagement in action with our guided online tour.

Drive customer loyalty and revenue with:

- **A single source of truth for customer-facing content.**

- **Improved collaboration across sales and customer service.**

- **Dynamic, realtime content to tailor customer engagement.**

- **Content in context within relevant business processes.**

- **Maximized content value of structured and unstructured data.**

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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