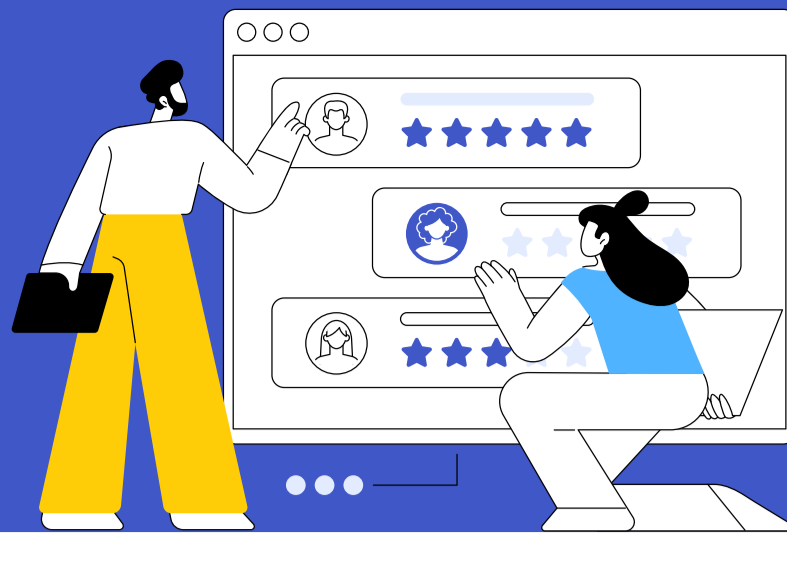
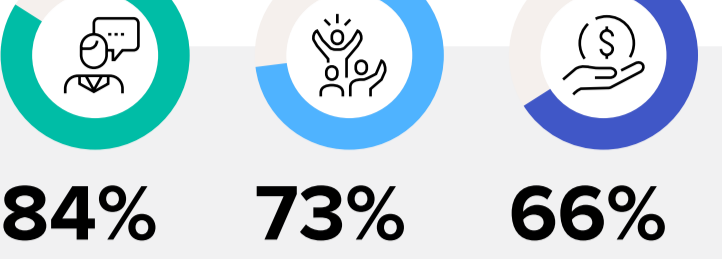


Experience Orchestration for CX:

What CX Owners Need to Know About Experience Orchestration



Heightened customer expectations means brands need to step up to orchestrated experiences



84% of customers believe personalized experiences are as important as a brand's products/services.

73% of customers expect brands to understand their needs and expectations.

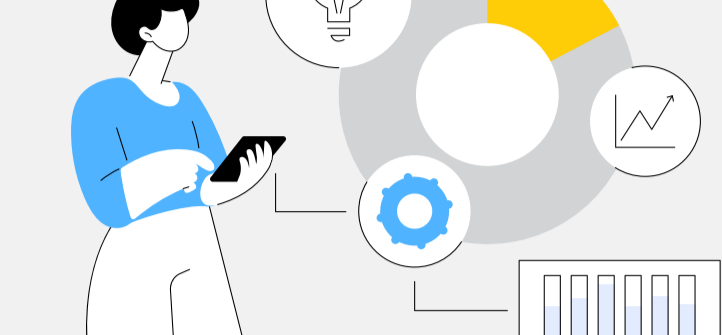
66% of customers are willing to pay more for a great experience.

Enterprises are holding more data on their customers than ever before — from the data generated by the many ways customers interact with a brand both digitally and offline, data captured on connected products and digitized services, conversations captured when customers talk to a brand, and conversations they are having about a brand, e.g., on social media. These all produce signals about customers' behavior, intent, and context, generating a vast sea of customer data.

But in too many cases, organizations are not able to capitalize on this — customer data is not leading to customer understanding. Organizations are suffering from disconnections — disconnected data, disconnected systems, and disconnected internal structures — which are preventing them from moving from data to understanding to experiences.

This is at odds with customers' expectations. With all the information brands have accumulated about them, customers expect them to have built up an understanding of their needs, developing products and services and experiences in response to — and at best, anticipating — their goals and needs.

Enterprises must bridge this gap, overcoming these barriers and equipping themselves with the right set of technologies and capabilities to enable orchestrated experiences.



Source: IDC, The Future of Customers and Consumers: Using Applied Intelligence to Understand the Customer (IDC #US47419521, February 2021)

Disconnected organizations, disconnected systems

ORGANIZATIONAL DISCONNECTS

According to IDC research, there are a number of "organizational disconnects" preventing enterprises from successfully transforming and improving the experience they deliver to customers.



28% CX stack disconnect
Proliferation of tools used to manage CX but not joined up or working together as a system

23% Organizational structure disconnect
Organization is too siloed; interdepartmental cooperation is thwarted

22% Data disconnect
Customer data stored in multiple silos, preventing single 360-degree customer view

22% Talent disconnect
People resources not aligned with the skillsets needed to manage and improve CX

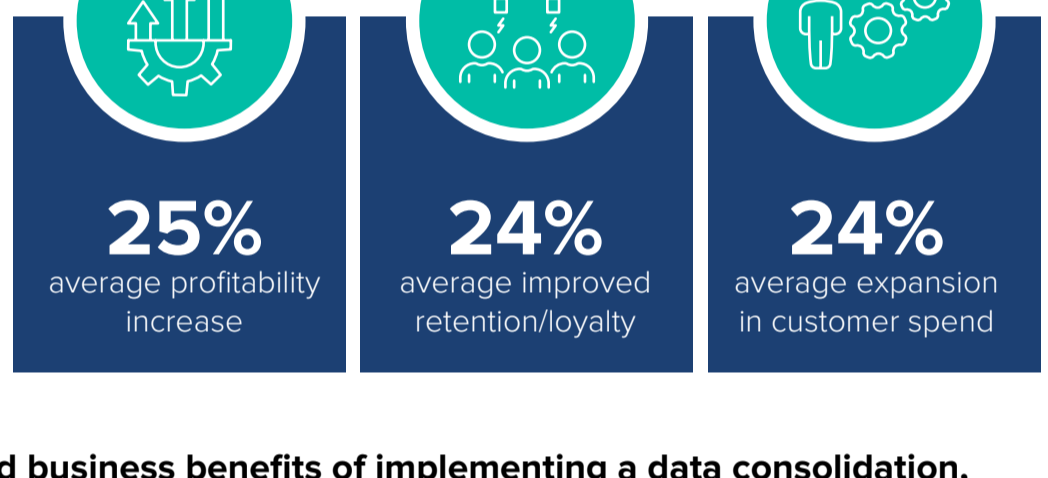
21% Metrics disconnect
Business unable to link CX KPIs to commercial/financial impacts from improved experience

If CX leaders are to guide their organizations into being experience orchestration enterprises, they must take responsibility for restoring these broken organizational connections.

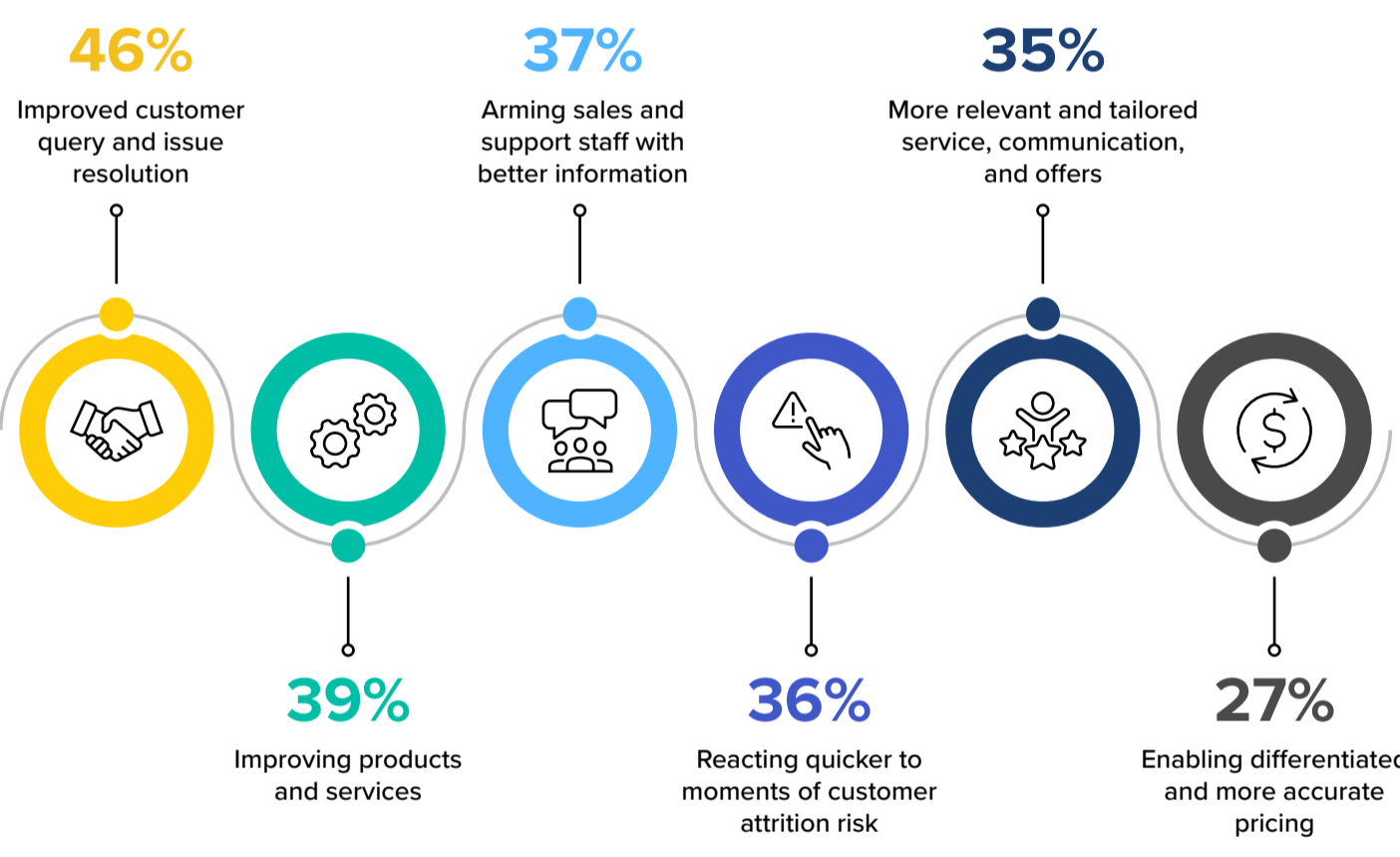
Orchestration in action leads to tangible business outcomes

The beneficial customer and business outcomes resulting from experience orchestration are well recognized by CX leaders.

Ultimately these outcomes translate into reduced cost and effort to serve customers, improved loyalty, and lifetime value. In 2021, enterprise investments in CX improvements resulted in:



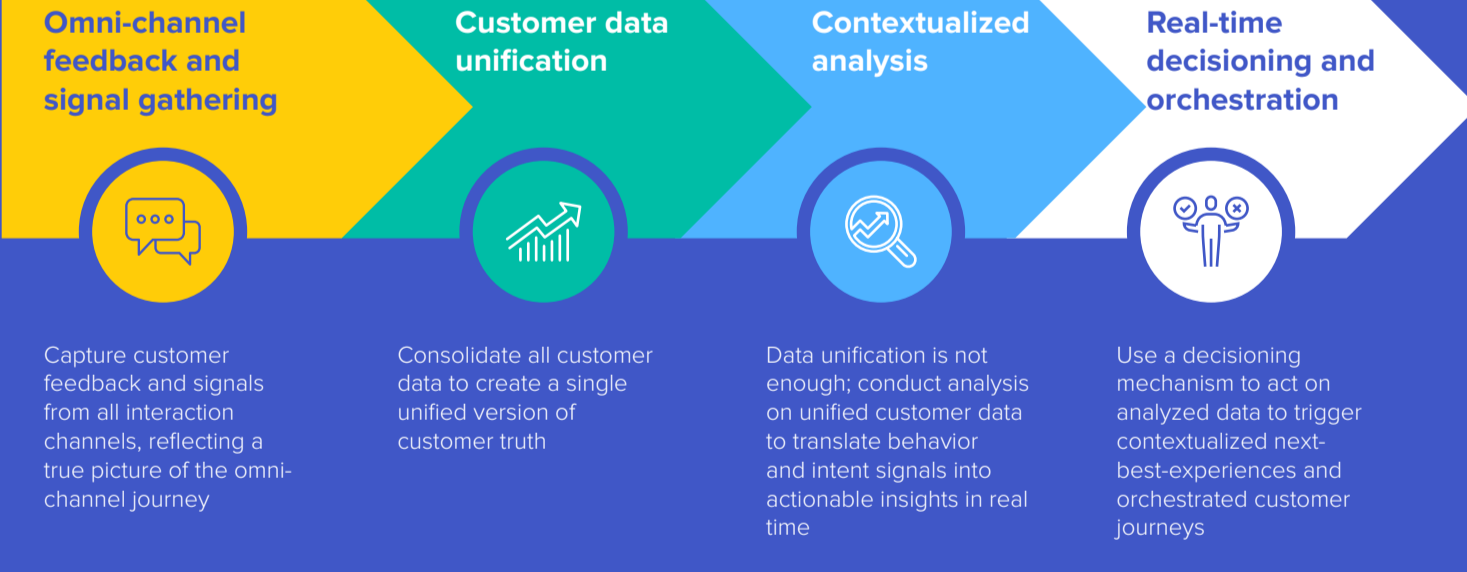
Top customer and business benefits of implementing a data consolidation, analysis, and experience orchestration system



Sources: IDC FoCX Survey, September 2022 (n = 1453); IDC EMEA Enterprise Apps/CX Survey 2022, January 2023 (n = 406)

What are the critical components of an experience orchestration system?

IDC has identified four components necessary for implementing experience orchestration. These components must be fully integrated and work as an interconnected system.



Omni-channel feedback and signal gathering
Capture customer feedback and signals from all interaction channels, reflecting a true picture of the omni-channel journey

Customer data unification
Consolidate all customer data to create a single unified version of customer truth

Contextualized analysis
Data unification is not enough; conduct analysis on unified customer data to translate behavior and intent signals into actionable insights in real time

Real-time decisioning and orchestration
Use a decisioning mechanism to act on analyzed data to trigger contextualized next-best-experiences and orchestrated customer journeys

Well-executed experience orchestration must be:

- Holistic** taking in all feedback and signals to build a customer's full identity, intent, and context
- Responsive** translating context into insight about a customer's preferences and goals
- Timely** ingesting and analyzing data in real time to enable up-to-the-moment responses
- Pre-emptive** anticipates needs and solves problems before a customer is aware
- Value-adding** creating experiences that a customer perceives as meaningful and helpful to its goals, engendering trust
- Scalable** executed systematically to be repeatable for all customers across all touchpoints

Equipping your organization for experience orchestration

What steps do enterprises need to take to equip themselves for experience orchestration?

- Single version of the truth**
Creating the customer context required for orchestrated experiences relies on gathering customer data from all available channels and for that data to be unified to form a single version of customer truth.
- Break organizational silos**
Similarly, the delivery of contextualized orchestrated experiences is not a one player game. Rather it requires departments to come together and work collaboratively to improve the organization's ability to deliver the experiences customers need when they need it.
- Machine and human decisioning**
As customers come to demand more and more from brands, they increasingly expect them to move with agility, responding to signals and making relevant offers in a timely fashion. To step up to this demand, organizations need to leverage the speed of AI-powered real-time decisioning, while still making intelligent prioritizations facilitated by human arbitration.
- Systems of engagement, not record**
The key to experience orchestration is making connections — connections between all customer data sources, connections and collaborations between departments, and not least, connections between layers of the CX tech stack. Historically, many customer experience management and orchestration implementations have failed because of a lack of connectivity between systems of record and systems of engagement. Those that have succeeded have overcome this by ensuring these are integrated and working as one system.



Do you need help seeing how customers engage your brand's experience ecosystem?
Are you interested in activating CX program insights to guide channel-less personalized experiences?

Learn more:
<https://www.medallia.com/products/experience-orchestration/>

