

Delivering personalized CX for marketing success/excellence

A Marketers/CX Heads Survey



Table of Contents



Executive Summary	4
Survey Methodology	4
Needs	5
Current situation faced by marketers.....	5
Most important elements for CX platform.....	6
Personal KPIs of marketers.....	6
Challenges	7
Challenges faced by marketers.....	7
Top 5 CX challenges.....	8
Barriers to CX excellence.....	8
Opportunities for improvement	9
Areas to improve in priority.....	9
Improvement needs for data tracking and insights.....	9
Recommendations	10
How X solves the puzzle	11

A Marketers/CX Heads Survey

Executive Summary

In December 2021, HCLTech partnered with Coleman Parkes Research to talk to marketers and get insights on their current roles and their underlying needs and challenges in achieving CX excellence. 200 marketers and CX Heads from 18 countries and 10 sectors were surveyed on a suite of topics, including publishing experience, personalization, engaging content and experiences and relevance of data, amongst others.

What did we learn?

- ➔ Marketers are constrained by the fragmented landscape of channels, complexities of systems, inability to address scale and challenges in publishing across geos. The survey found that 52% marketers need internal IT teams to “stitch together” different products for a cohesive martech stack. Being locked in by vendors, marketers have to interoperate their engagement and conversion capabilities every time there is a change in the underlying product. A single integrated experience is of paramount importance to them.
- ➔ While 58% of marketers recognise that personalized content and experience offerings are “Very Important”, providing unique and engaging user experience is a challenge and creating personalized experiences are tricky. “Lack of CX Platforms” and “Lack of CX Analytics” is a key barrier to CX excellence.
- ➔ Though driving digital transformation and ecommerce/ D2C programs remain to be a significant goal, marketers recognise they need to improve on faster time-to-market, cost efficiencies, publishing engaging content and experiences and data tracking and insights.

Survey Methodology

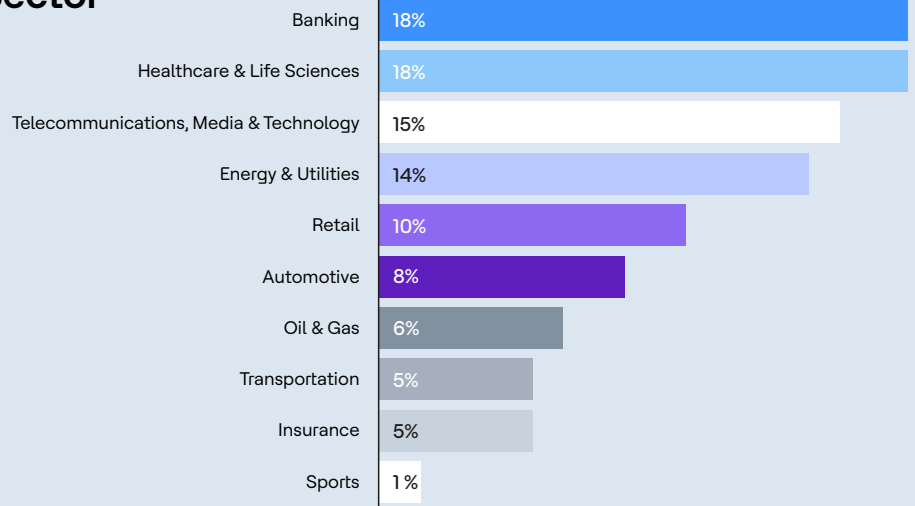
In December 2021, Coleman Parkes Research spoke to marketers and CX Heads around the world to find out what they thought about CX platforms (content publishing and customer engagement). The research was conducted phone-to-web, focussing on Forbes Global 2000 companies. Of the 200 respondents, 16% were B2B, 5% were B2C and 78% were in both B2B and B2C environments.

Disclaimer: Results of this study do not represent global findings or the market as a whole, but reflect sentiment of the respondents and companies surveyed.

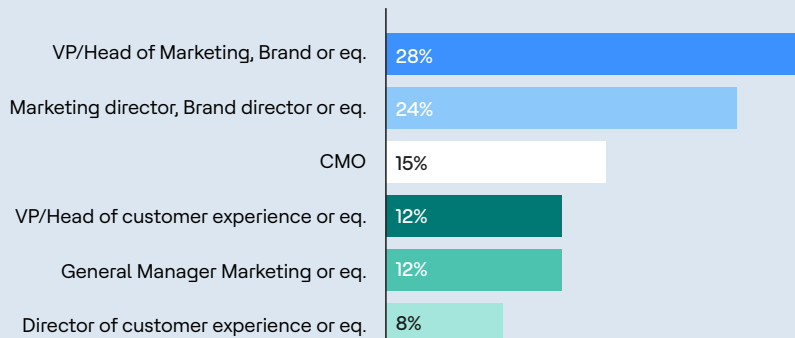
Geography

- 15% US**
- 6% Germany/India/UK**
Canada/Italy
Switzerland/Australia
France/Spain
- 5% Denmark/Belgium/China**
- 4% Sweden**
- 2% Taiwan/Saudi Arabia**
Russia/Japan

Sector



Job Title



Needs



Current situation faced by Marketers

Marketers know they need to consistently publish engaging content and provide experiences. According to the survey, 50% of respondents mentioned that ensuring brand compliance is vital during publishing and that the content needs to support multiple devices by default.

However, developing custom content from scratch impacts time-to-market (44% reported). An ability to auto-translate will also help in creating localized content at scale.

Currently marketers need to rely on their IT teams for a cohesive martech stack. The internal teams integrate capabilities to the stack and make it interoperable as the vendors keep changing the underlying products.

A single integrated experience is of paramount importance to marketers. While consistency is key in how brands

look, how brands sound and how brands feel when communicating across both online and offline channels, reliability-strength, breadth and depth of the martech stack-defines marketing success and lifts consumer engagement to next level.

62%

Consistently publish engaging content and experiences

54%

Auto translation will be useful for content localisation

52%

Needs internal IT teams to "stitch together" different products for a cohesive martech stack

Let's look at what marketers consider crucial to deliver customer experience in the next section.

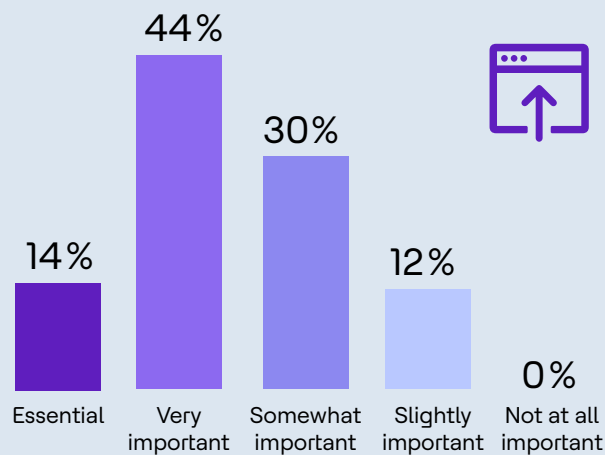
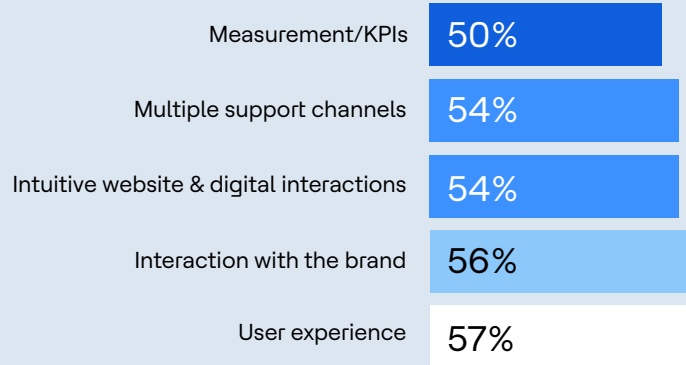
Most important elements for a CX platform

For customer experience, marketers recognise user experience, connection to brand and intuitive digital interaction to be most crucial. According to the survey, 57% of respondents say user experience is the key. Marketers also acknowledge the importance of offering personalized experience to their customers. A further 58% of respondents considered personalized content and experience offerings to be "Very Important".

Consumers recognise when a brand understands their personal needs: Engagement is personal. Personalization, in effect, enables marketers to connect with their audience more deeply and create more contextual offerings. Consequently, platforms which aid more detailed personalization (to the degree of one) will be of key interest to marketers.

We will now explore the key success factors from a marketer's perspective.

Most important elements of customer experience



100%

Consistently publish engaging content and experiences

Personal KPIs of Marketers

When enquired about their personal KPIs and goals, the majority of marketers cited driving digital transformation and ecommerce/D2C programs as their most important priority.

In addition, maintaining brand health, ensuring revenue growth and achieving customer experience satisfaction also stand out as key performance measures from a marketers' point-of-view.

Need for a balancing act. With rapid changes in the way marketing is delivered, conflicting priorities are stretching marketers to focus on both short term and long-term goals.

"Marketers are aware of their needs, but they also highlight a plethora of different challenges they are facing in achieving their goal of providing outstanding customer experience."



Challenges

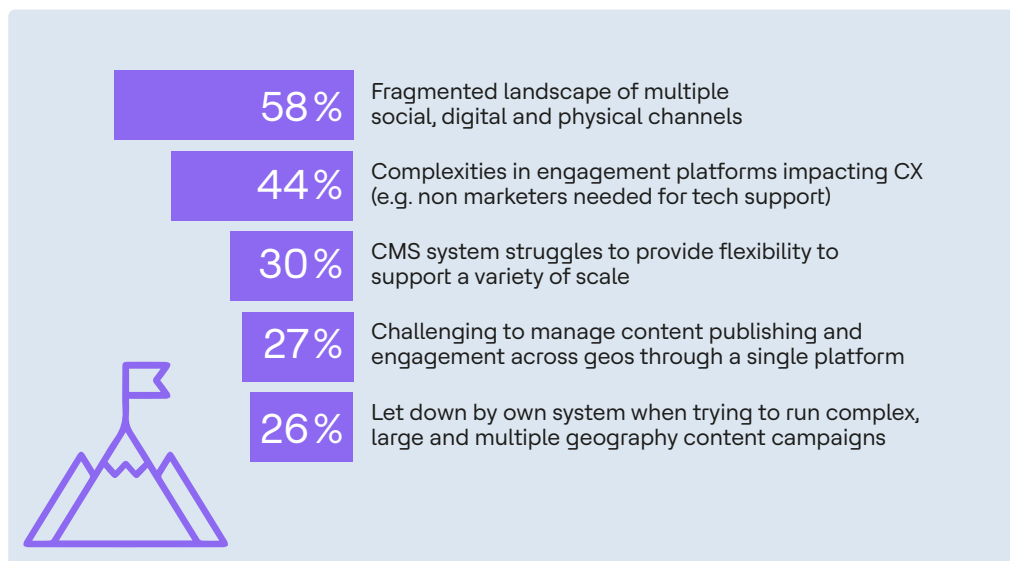


Challenges faced by Marketers

There are several challenges marketers are facing with their current systems

1. fragmented landscape of channels,
2. complexities of systems,
3. unable to address scale and
4. constraints in publishing across geos.

Often marketers will have to involve nonmarketers for support which, at the end, impacts customer experience. Of all the challenges, fragmented landscape of multiple social, digital and physical channels is mentioned by 58% of marketers to be their biggest concern. The need of the hour is a single integrated platform—that enables enterprises to consistently cater at scale to all channels (online/offline/social) across geographies in a coherent manner—and, in effect, achieve “a single view of the consumer”.



CX is crucial and here we probe further into the key challenges and barriers to deliver excellence.

Top 5 challenges in providing CX excellence

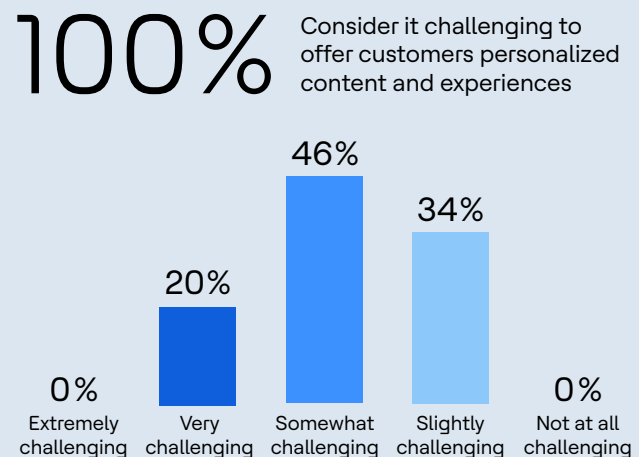
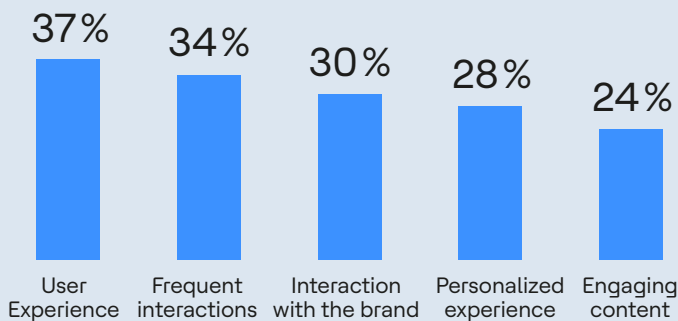
Marketers remain constrained in providing outstanding customer experience. The most challenging elements in a marketer's mind turns out to be providing unique and engaging user experience that will enable frequent interaction between the consumer and the brand. Marketers also recognise that creating "Personalized Experience" and

providing "Engaging Content" are tricky and really challenging. The survey found that 66% of marketers have mentioned that offering "Personalized content and experience" is "Somewhat to Very Challenging" from their point-of-view. **Consumers need a reason to return to the brand. The attraction needs to be strong enough to keep them logged**

in, engaged and interactive. Whether it is content recommendations, loyalty, gamification or location-based services, personalization helps in increasing registered userbase, frequent interactions and long-term loyalty.

Most challenging elements of customer experience

Considering difficulty level 5 and 6 (out of 7)



Barriers to CX excellence

The various challenges mentioned in the earlier segments, when consolidated, resulted in charting out the Barriers to CX excellence. Marketers classified the different barriers in two separate segments: 1) external factors and 2) internal factors.

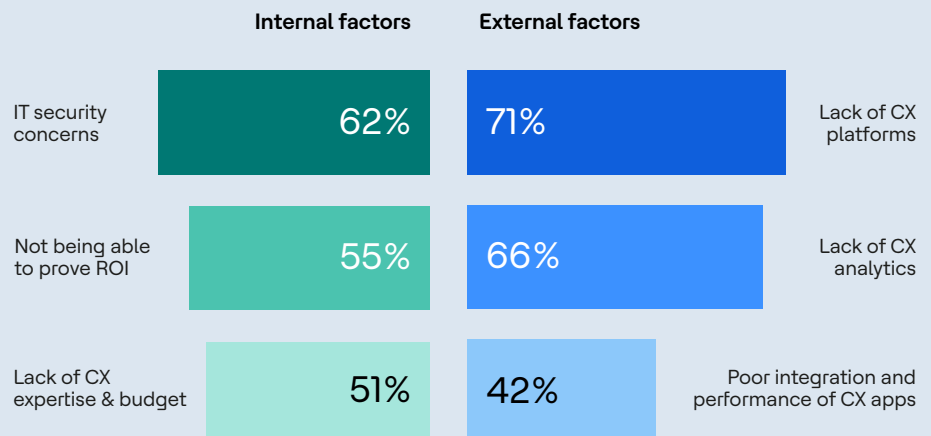
Amongst the external factors, they cite "Lack of CX platforms" and "Lack of CX analytics" to be the main hindrances. Internally, marketers are constrained by "IT security concerns" and "Inability to prove ROI". A "Lack of budget" and "Lack of proper expertise" were also cited as constraints.

"Poor integration and poor performance of CX apps" were challenges that applied to both external and internal barriers. Marketers need to overcome both these external and the internal barriers. A strong CX platform with analytics will help by providing outstanding experience to consumers, as well as create a strong business case for senior leadership support.

Marketers also found areas for improvement which we discuss further in the following segment.



"Marketers need to overcome both these external and the internal barriers."



Opportunities for improvement

Areas to improve in priority

Marketers indicated on a scale of 1 to 5, which attributes are currently effective in their organisation.

Consequently, the ones which are currently lowest in effectiveness were highlighted. This led to identifying the necessary areas of improvement.

The survey found that 57% of marketers indicated that "Fast time-to-market" needs to be improved as the highest priority. This is followed by "Ability to author and publish content on own" and cost efficiencies.

For example, while publishing campaigns across geographies, marketers are constrained due to channel fragmentation, absence of auto-translation and disparate systems in regions. This hinders them to move fast in the market. A platform that will help to overcome the different challenges and enable "Faster time-to-market" is in huge demand.

Room for improvement in order of priority

Considering current effectiveness indicated to be at low level of 1, 2 and 3 out of 5



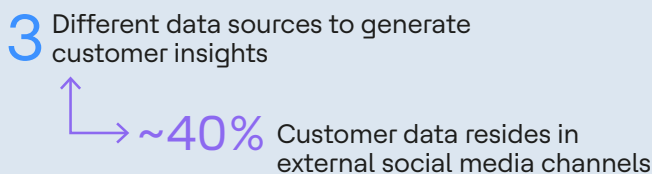
Marketers also highlight the need to improve their ability to publish engaging content and experiences, while retaining ownership of customer data collected.

Improvement needs for data tracking and insights

As customer data becomes more and more valuable, 52% marketers highlighted the underlying imperative to retain ownership of customer data collected. When investigated further, it revealed that on a weighted scale ~40% of customer data collected by marketers resides in

external social media channels, making marketers highly dependent on these platforms.

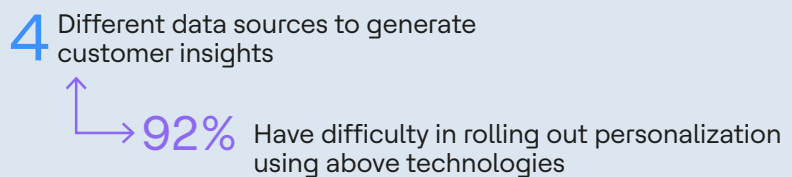
An owned platform will remove this constraint and enhance marketer's ability to have deeper insights on customer behaviour and choices.



"Only 13% have a seamlessly integrated martech stack to have a full view of customer behavior and customer performance"

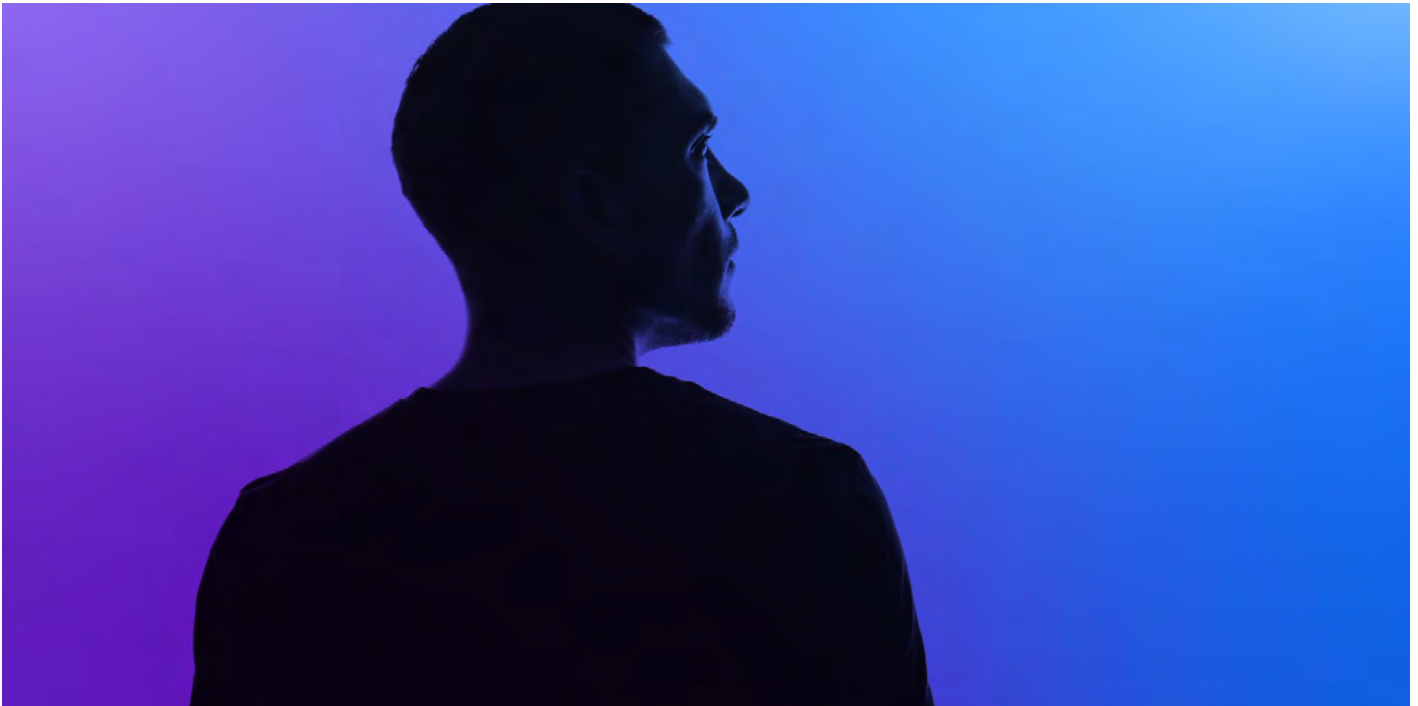
Marketers also stressed that they employ on average four different technology applications for leveraging customer data. However, 92% faced challenges while rolling out personalization.

A seamless martech stack can help marketers overcome this barrier and unlock better customer engagement.



Based on the survey outcomes and our observations, we recommend how to improve and deliver CX excellence for marketers.

Recommendations



1) Marketers indicate a huge “lack of CX platforms and CX analytics” in the market. A single integrated experience that ensures consistency and reliability is of paramount importance to marketers. A single integrated platform is needed that enables marketers to:

- Consistently cater at scale to all channels (online/offline/social) across geographies in a coherent manner
- Auto-translate content publishing across geos
- Overcome the system complexities and channel fragmentation
- Personalize content and experience offerings to the degree of one-to-one
- Offer contextual content recommendations, loyalty, gamification and location-based services to ensure consumers return to brand
- Achieve “a single view of the consumer”.

2) Marketers need to balance between conflicting priorities and focus on both short-term goals, such as cost reduction and improved efficiencies, and long-term goals, such as innovation and long-term brand health.

A strong CX platform with analytics will help marketers to balance in both ways and provide outstanding experience to consumers, while creating a strong business case for senior leadership support.

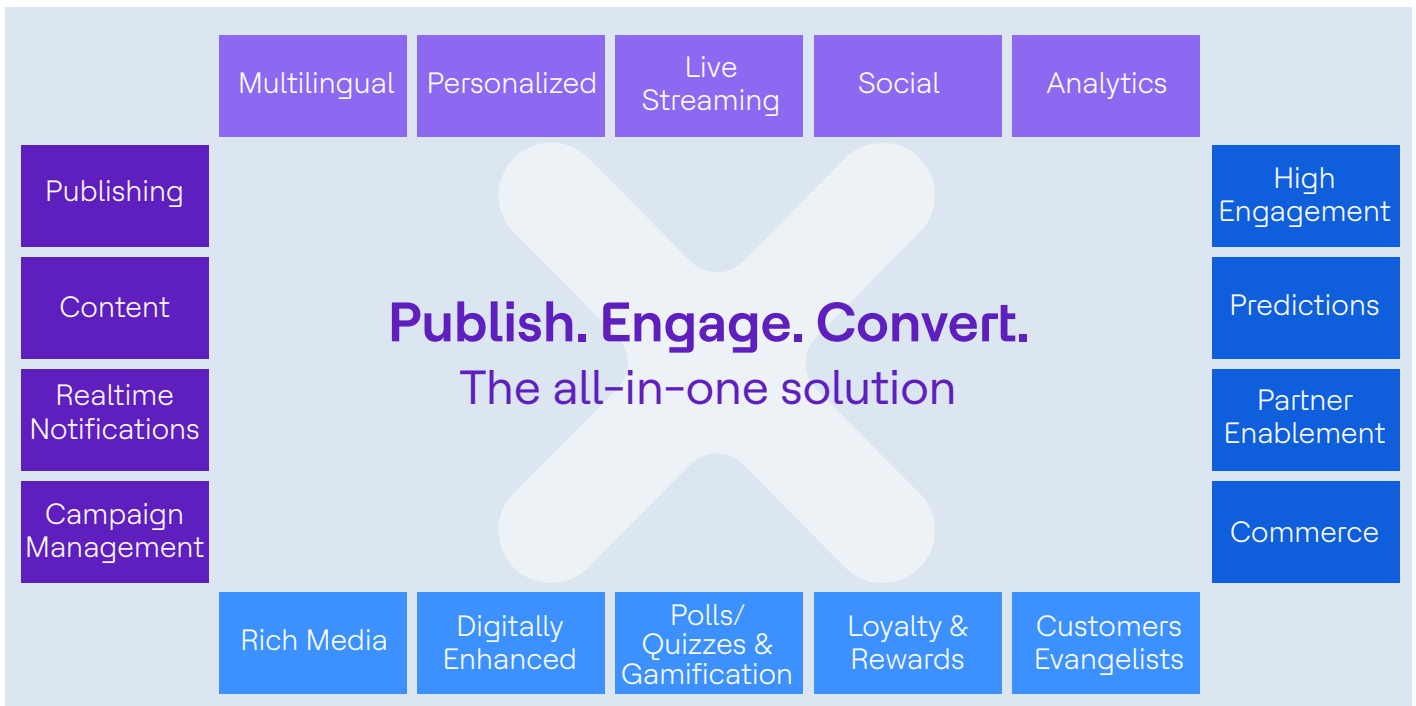
3) Marketers expressed the need to have a full view of consumer behaviour backed by improved data tracking and insight’s ability. An owned platform with a seamlessly integrated martech stack will enable marketers to:

- Retain consumer behavioural data on own platform,
- Obtain deeper insights and analytics,
- Gain 360-degree view of consumer behaviour and
- Improve personalization offerings and consumer engagement.



“A single integrated experience that ensures consistency and reliability is of paramount importance to marketers.”

How X solves the puzzle



X is our world-class Digital Engagement Platform that helps marketers engage consumers globally and converge multiple touchpoints in one unified experience interface. It helps business users and editorial teams connect owned and earned consumer channels through an intuitive, easy to use interface.

1. X is a single integrated platform
 - X provides a "one brand, one voice, one style" authentic experience in a way never delivered before
 - X empowers marketers to control the narrative and quality in real-time, overcoming channel fragmentation across geos
 - X offers highly sought-after features
 - Consistency in publishing and auto-translation across regions
 - Personalized recommendations, loyalty, gamification and location-based services, which helps increase dwell time significantly
 - X provides "The single view of the consumer"
2. X assists marketers in achieving both short-term and long-term goals at the same time
 - X is built on seamless martech stack of products which are visionary, highly supported and future-proof
 - TCO is highly competitive compared to any other product in market
3. X brings in the unique ability of an integrated CDP that
 - keeps track of consumer behaviour
 - provides 360-degree view of consumer choices
 - empowers marketers with feedback enabling them to offer more contextual recommendations



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