TA DIGITAL
Intelligent Technology

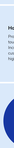
Create Great Customer Experiences Using Coveo Intelligent Search with Adobe Experience Manager

Importance of Customer Experience and How You Can Improve It?

Creating a Winning Customer Experience Strategy

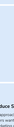
Customer Experience, also known as CX, is defined as the overall experience customers have with your business, based on their interactions and perceptions about it. It is a combination of a customer's psychological, emotional, and physical encounter with your business.

Here are a few questions to keep in mind if you want your customers to have an exceptional experience



How to Increase Customer Loyalty and Retention?

A report by Bain & Company reveals that increasing customer retention rates by 5%, increases profits by 25% to 95%. Differentiating your offering on customer experience is a great way to garnish increased customer loyalty and retention.



How to Increase Customer Satisfaction?

According to Esteban Kolsky, 77% of customers will share a positive experience with 8 or more people. Build a relationship with your customer, communicate clearly and shorten the response time. Don't make them wait.

How to Achieve Higher Customer Lifetime Value?

Loyal customers are the most valuable customers. Research shows that customers who develop an emotional connection to a brand have a 306% higher lifetime value, stay with a brand for an average of 5.1 years vs. 3.4 years, and will recommend brands at a much higher rate (77% vs. 45%).

How to Build Better Brand Equity?

Providing exceptional customer experience at all the touch points, leads to better brand equity. Increased brand equity translates to enhanced customer retention, improved marketing ROI and higher market share.

How to Reduce Service and Marketing Costs?

A CX-centric approach leads to less guesswork about what customers want. Instead, it allows for substantial savings in marketing costs by carefully collecting and analyzing customer data. This data can generate valuable insights and optimize their marketing spends.

How to Increase Up-selling and Cross-selling?

According to research by Epsilon, 90% of customers are more likely to purchase a product or service when they receive personalized recommendations. Examples like "Complete your look," "Our picks for you," "People who buy this also bought," "Recommended for you," "You may also like"

> "According to Forrester research, experience-driven businesses grew revenue 1.4 times faster and increased customer lifetime value 1.6x more than other companies in the past year."

Creating Customer Experience with Adobe Experience Manager (AEM)

How Adobe Experience Manager (AEM) Creates Superior Customer Experiences:

Customer experience and customer engagement go hand in hand. According to findings by Aberdeen Group, companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers, compared with 33% for companies with weak omnichannel strategies.

What are the Benefits of Adobe Experience Manager (AEM)?

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Simplified Authoring

With easy to use drag and drop components and intuitive tools, marketers can efficiently design the websites without having to rely on IT for support.

Effective Data Management

Multiple sites, inventory of digital assets, online communities, digital forms can be smoothly managed and tracked by marketers from one place.

Scalability

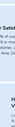
Scale-up and manage your customer experiences easily with AEM's cloud manager capabilities and auto-scaling functionality.

Security

AEM offers best in class data security and privacy to handle any kind of updates, traffic, and downtime.

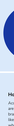
Content Intelligence

Create, automate and deliver timely, personalized and targeted content to your customers at the perfect channel through AEM's AI-powered suite.



Adaptable Customer Experiences

Meet your customers wherever they are and provide them seamless, omnichannel and integrated customer experiences easily.



> "Gartner predicts that by 2019, more than 50% of organizations will redirect their investments to customer experience innovations."

Importance of Enterprise Search in Customer Experience

What is Intelligent Search?