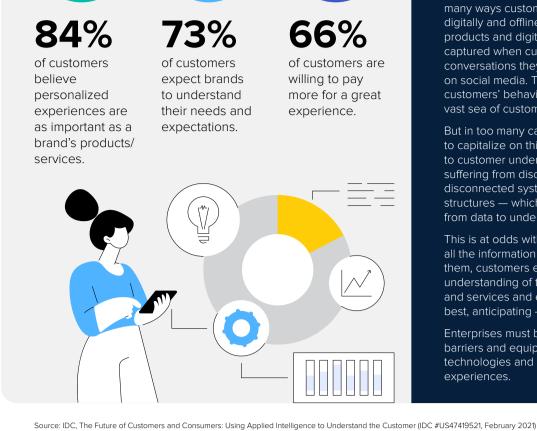
Experience Orchestration for CX: What CX Owners Need to Know **About Experience** Orchestration



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



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,

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

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

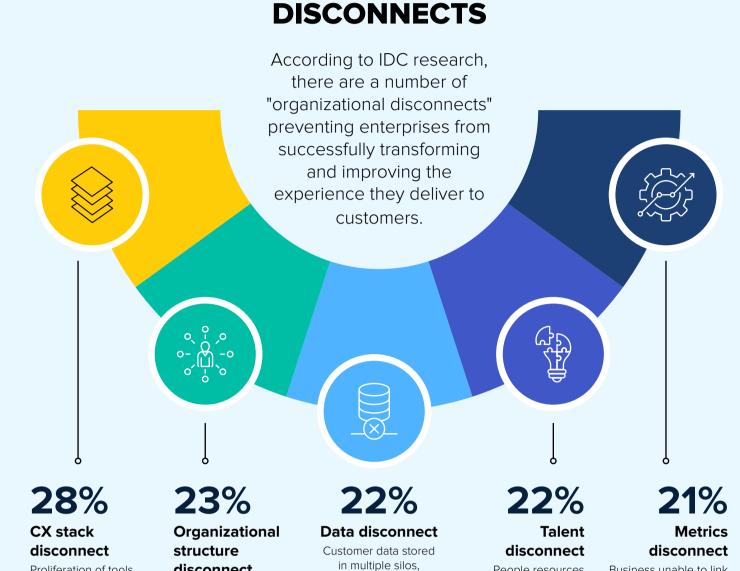
best, anticipating — their goals and needs.

barriers and equipping themselves with the right set of technologies and capabilities to enable orchestrated experiences.

Enterprises must bridge this gap, overcoming these

Disconnected organizations, disconnected systems

ORGANIZATIONAL



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

interdepartmental cooperation is thwarted If CX leaders are to guide their organizations into being experience orchestration enterprises, they must take responsibility for restoring

disconnect

Organization

is too siloed;

view

these broken organizational connections.

preventing single

360-degree customer

manage and improve

People resources

not aligned with the

skillsets needed to

improved experience

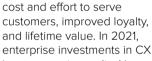
Business unable to link

CX KPIs to commercial/

financial impacts from

Orchestration in action leads to tangible business **outcomes**

from experience orchestration are well recognized by CX leaders. Ultimately these outcomes



translate into reduced

The beneficial customer and business outcomes resulting

improvements resulted in:

Improved customer

query and issue

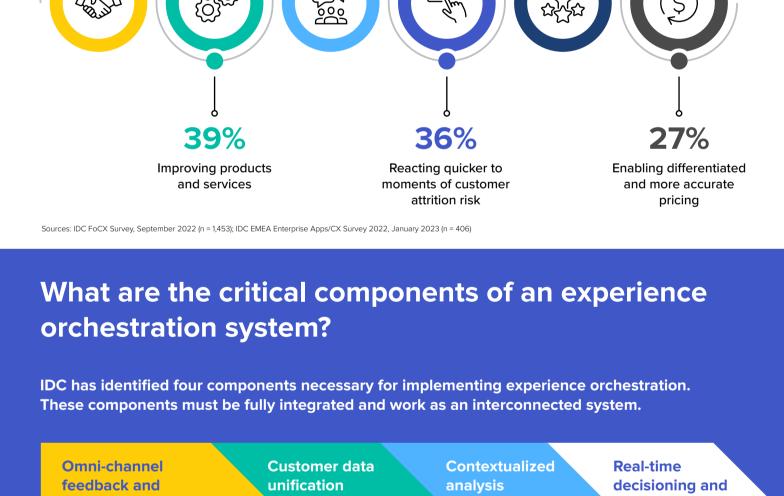
resolution



average improved retention/loyalty **35**% More relevant and tailored service, communication, and offers

average expansion

in customer spend



Capture customer Data unification is not Use a decisioning feedback and signals data to create a single enough; conduct analysis

and intent signals into best-experiences and actionable insights in real orchestrated customer

Well-executed experience orchestration must be:

unified version of

customer truth



signal gathering

from all interaction

channels, reflecting a

enable up-to-the-moment responses

Equipping your organization for experience orchestration

taking in all feedback and signals to build a

Value-adding creating experiences that a customer perceives as meaningful and helpful to its goals, engendering trust

Pre-emptive

customer is aware

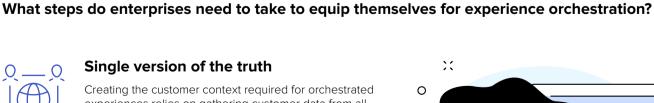
anticipates needs and solves problems before a

to translate behavior

executed systematically to be repeatable for all customers across all touchpoints

orchestration

analyzed data to trigger



0

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



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,

to improve the organization's ability to deliver the experiences customers need when they need it.

organizations need to leverage the speed of Al-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

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Are you interested in activating CX program insights to guide channel-less personalized experiences?

experience-orchestration/

your brand's experience ecosystem?