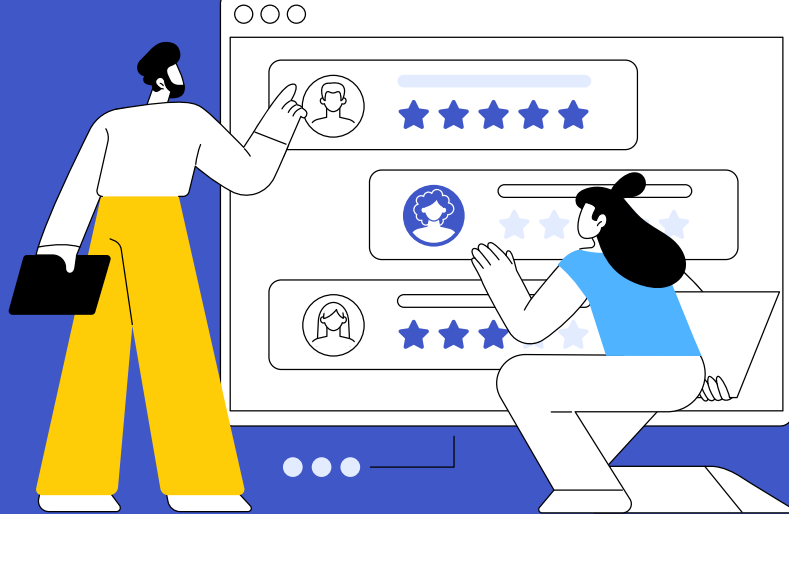
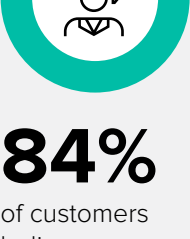


Experience Orchestration for CX:

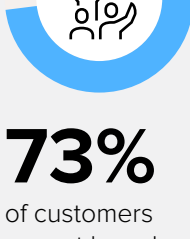
What CX Owners Need to Know About Experience Orchestration



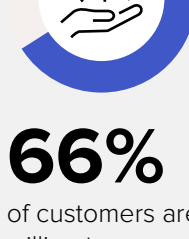
Heightened customer expectations means brands need to step up to orchestrated experiences



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.



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

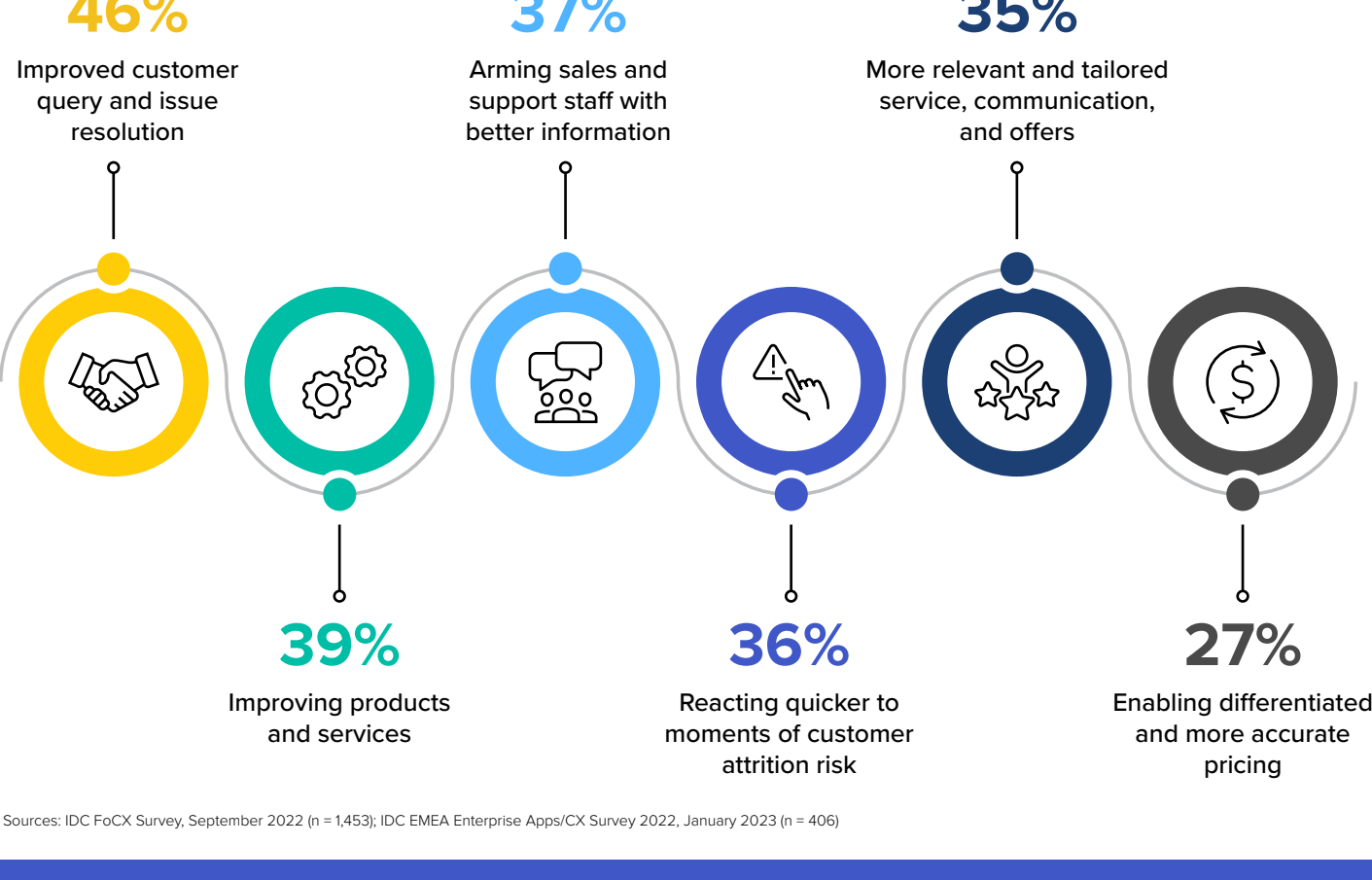
Orchestration in action leads to tangible business outcomes

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:



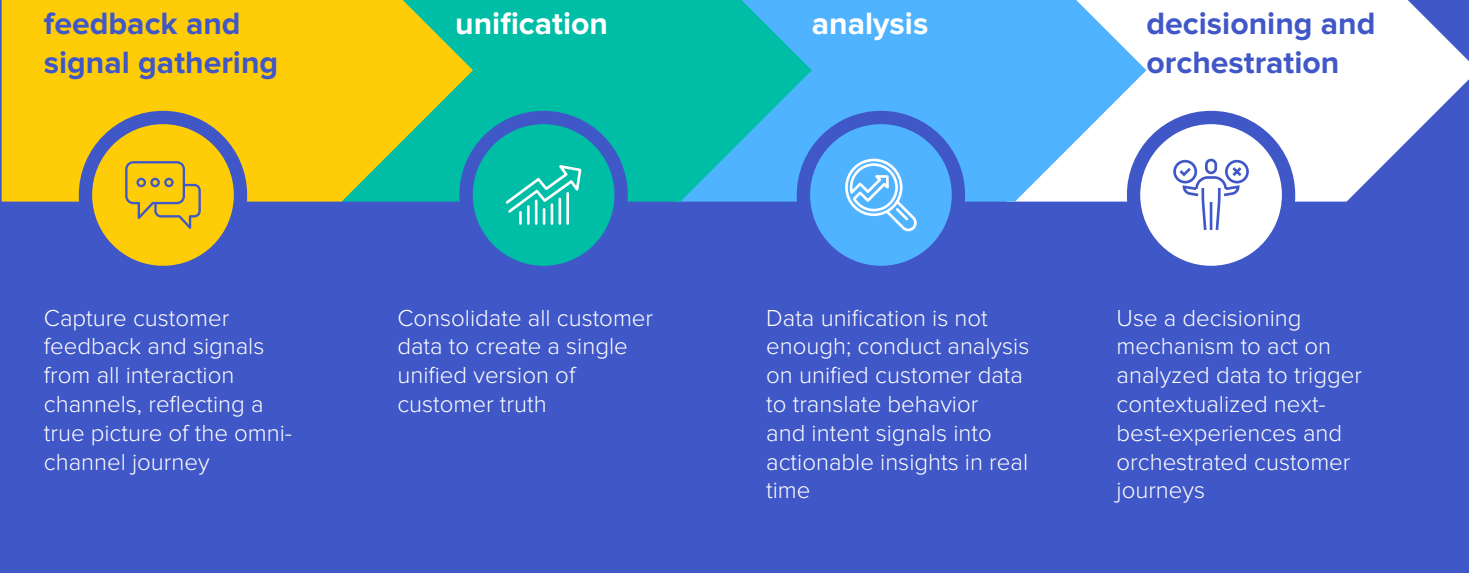
Top customer and business benefits of implementing a data consolidation, analysis, and experience orchestration system



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.



Well-executed experience orchestration must be:



Equipping your organization for experience orchestration

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



Do you need help understanding 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/>

