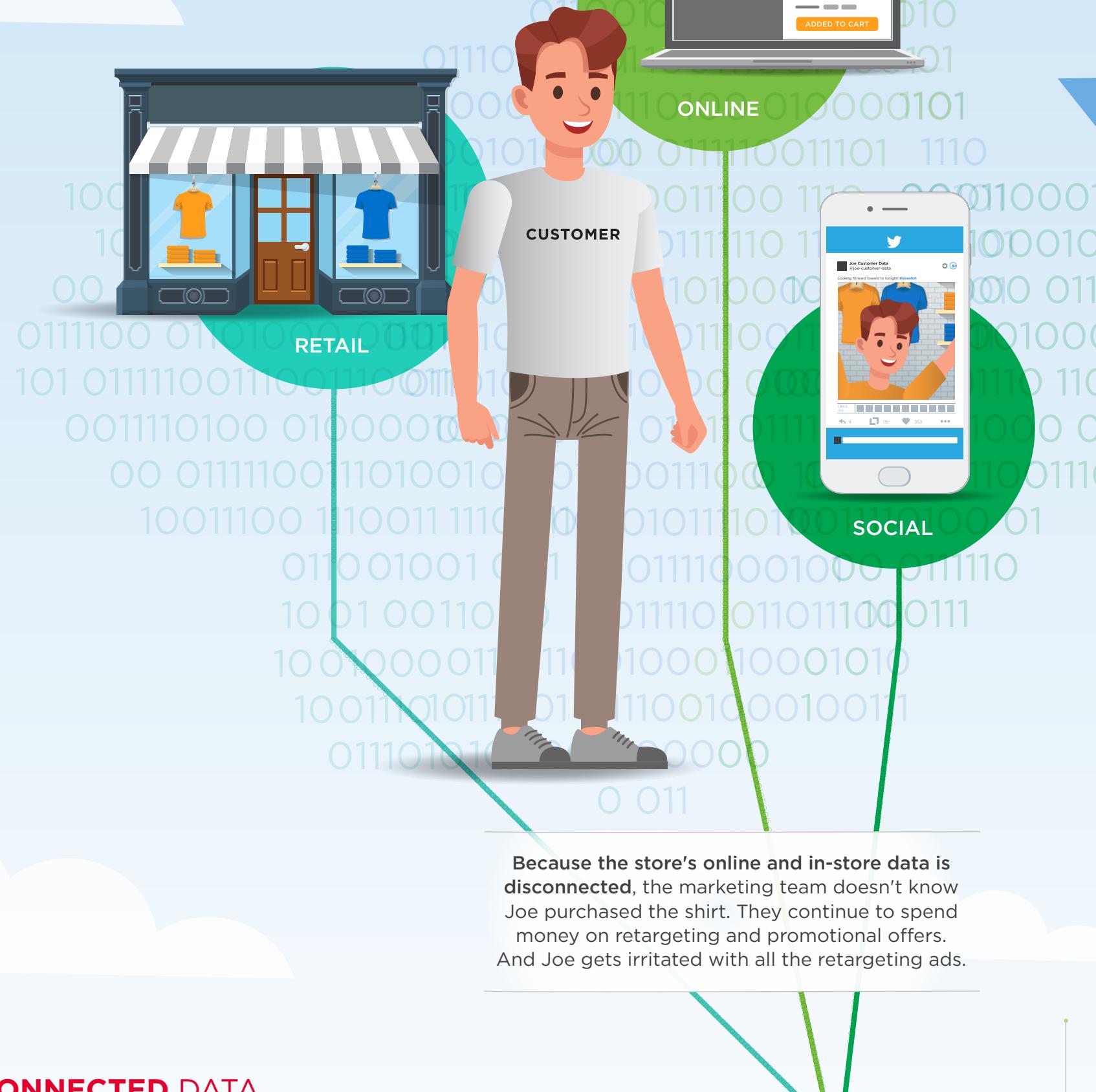


# Solving the DISCONNECTED Customer Experience

Only 13% of customers feel like their digital and physical experiences are aligned.

Delivering connected customer experiences is difficult. Many times, disconnected customer data across departments, channels and points of engagement lead to disconnected customer experiences and dissatisfied customers.



**Meet Joe,**  
he is shopping for a new shirt.  
He wants to make a good impression  
for an upcoming first date.

He starts his search on a retailer's website and finds the perfect shirt, but it won't arrive in time.

By using the online store locator, he finds a similar shirt in stock at a nearby retail outlet. He abandons the online shopping cart and heads down to the store to try it on.

Success! He likes the shirt, Tweets out a picture of himself in the new shirt "looking forward to tonight!"

## DISCONNECTED DATA Leads to Disconnected Customer Experiences

### Top Issues:

!

**C-Suite**  
Customer experience initiatives focused on user interfaces first and data last

!

**Sales / Store Associates**  
Gaps in understanding and managing customer data across departments

!

**Marketing**  
Inconsistent data, consent management issues & risk of privacy violations

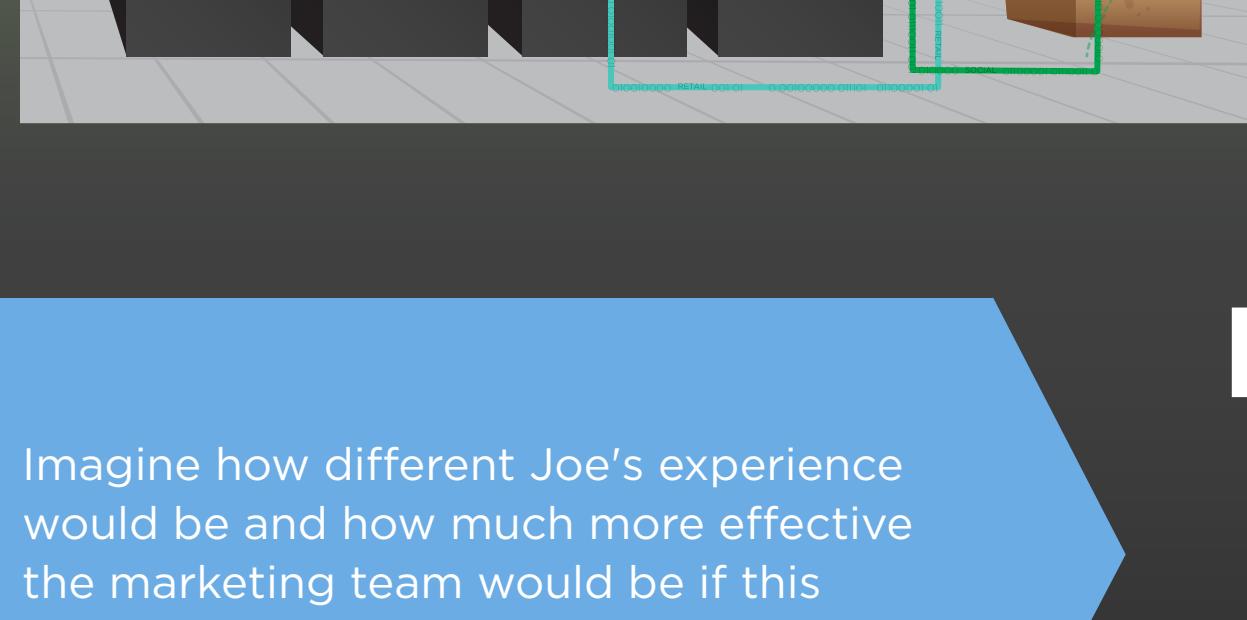
!

**Customer Service**  
No view of holistic customer relationship and history

!

**IT Department**  
Siloed and disconnected applications: CRM / Clienteling / POS, Marketing Automation, Customer Service, and more

**DISCONNECTED DATA**



## CONNECTED DATA Leads to Connected Customer Experiences

### Top Benefits:

✓  
**C-Suite**  
Plan customer experience initiatives in collaboration with data experts

✓  
**Sales / Store Associates**  
Engage with customers based on rich, real-time data with preferences

✓  
**Marketing**  
Deliver hyper-personalized experiences at scale while respecting privacy and consent

✓  
**Customer Service**  
View of holistic customer relationship and history

✓  
**IT Department**  
Deliver tailored views of customer profiles based on functional needs and role access rules

Imagine how different Joe's experience would be and how much more effective the marketing team would be if this retailer used **connected customer data**.

## Power Connected Experiences

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