

Our Customer Experience Message

Headline	Customer Experience Empowering People, Powering Brands		
Key Messages	Connected Engagement: Personalizing the Experience Across Touchpoints	Optimized Execution: Delivering On The Promise	Actionable Insight: Maximizing The Engagement
Sub Message	<ul style="list-style-type: none"> ✓ Create a consistent, connected & personalized brand experience across all channels & devices 	<ul style="list-style-type: none"> ✓ Deliver exceptional order fulfillment and customer service through web, call centers, and social networks 	<ul style="list-style-type: none"> ✓ Connect and analyze data from all interactions to better personalize experience and identify hidden opportunities
Differentiators	<ul style="list-style-type: none"> • Web commerce • Merchandising • Search and navigation • Knowledge base w/ guided search & navigation • Real-time recommendations • Integrated marketing & loyalty 	<ul style="list-style-type: none"> • Cross-channel service experience (web, social, contact center) • Knowledge mgmt • Cross-channel order capture and orchestration • Integrated warranty mgmt 	<ul style="list-style-type: none"> • Master data management • Customer-centric data model • Real-time operational insight • Real-time decisions & recommendations • Predictive and semantic analysis of all interactions

More Choices, Higher Expectations, More Influence

Customer Experience solution Key Architectural Principles

Common Business Process Execution	<ul style="list-style-type: none"> • Provide an end user experience that is seamless when users switch between channels • Support common business processes across all touch points • Monitor business processes to identify user behaviour across touch points
Service-Enabled Back-End Systems	<ul style="list-style-type: none"> • Decouple back-end systems from channels and business processes • Support a customer centric mode of operation rather than a product centric mode • Link all systems to a common customer view
Multi-Channel Support	<ul style="list-style-type: none"> • Write once and easily deploy across all touch points and devices • Monitor and manage SLAs and performance in each of the channels
Secure All Channels	<ul style="list-style-type: none"> • Provide a centralised Identity and Access management solution • Build in fraud detection to understand threats as a whole across all of the channels

Business Functionality Mapping to Apps

