



Breaking Through: Creating a Customer Experience That Really Works

Integration, data management and workflow automation provide the foundation for transforming the customer journey

Accelerate the Evolution of Your Customer Experience With Modern Integration

The critical importance of customer experience (CX) can't be underestimated in this era of digital natives.

According to industry assessments, brands with highly rated CX improve revenue at twice the rate of brands that offer a poor customer experience.

But delivering great CX is no small task. Customer experience is all about creating a comprehensive, 360-degree view of the customer and providing a seamless response to all their needs across any channel of engagement.

To achieve this, organizations must connect a daunting mix of data, applications, systems and people through a broad mix of workflows and business processes. To successfully connect and unify all these elements, organizations must become masters of integration.

At Dell Boomi, we are experts in helping businesses use integration to accelerate how they modernize, innovate and transform their organizations to make great CX possible.

This ebook, **“Breaking Through: Creating a Customer Experience That Really Works,”** explores the growing importance of CX and why it is so difficult to get right. Learn how a modern, cloud-native integration platform like Boomi provides the foundation for rapidly building out a best-in-class experience for your customers.

Since 2000, 52 percent of companies in the Fortune 500 have either gone bankrupt, been acquired or ceased to exist as a result of digital disruption.

Failure to create a great customer experience will certainly be a key factor in who is culled in the next wave of digital disruption.

The CX Goal: Differentiation by Experience

Companies are zealously pursuing ways to make their customer experiences far more comprehensive, frictionless, and, ultimately, pleasant.

Thanks to social media, there is nowhere to hide.

Comparison shopping, product reviews, online forums, non-stop conversations via Twitter, Instagram, Facebook and other channels rule the day.

Product flaw? Everyone knows about it.

Lousy customer service? Yeah, heard that, too.

Brand crisis? Happens every day.

To rise above the din, organizations must create [differentiation by experience](#). And that experience extends way beyond guiding a prospect through the sales funnel to the purchase transaction (which is typically is where most marketers focus their attention). Experience must shape the entire customer journey.

Companies that understand this put substantial effort into building communities around their products. Take Subaru, for example. Subaru used social media and the idea of communities to support its #MeetAnOwner campaign.

As the company explains on the [MeetAnOwner website](#), “Meet an Owner is where you can get firsthand knowledge from our community of real Subaru owners.” On the site, prospective buyers can see what owners think about their Subaru vehicles, have questions answered, and view owner profiles.

Subaru used social media — specifically Instagram and YouTube — to strengthen this community building strategy. It worked with [20 Instagram influencers](#) to reach a large and varied audience.

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Brands with highly rated CX improve revenue at twice the rate of brands that offer a poor CX.

Forrester Consulting

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The Customer Journey: Forced March or Enjoyable Stroll?

“Customer journey” is another term that goes hand-in-hand with customer experience.

Just what is a customer journey?

A customer journey consists of the customer’s experience from initial contact, through the process of engagement and into a long-term relationship.

The customer journey includes many touch points — tasks and activities such as:

- Buying
- Discovering
- Evaluating
- Returning
- Servicing
- Upgrading
- Repurchasing
- Complaints
- Product improvement ideas
- Customer advocacy via communities

Every touch point is a possible point of failure in the journey and an opportunity to enhance or degrade the customer experience.



Mastering Customer Experience: Do or Do Not. There is No Try.

If customer experience is so important, why do so many companies fail at improving it?

The [Forrester CX Index](#), which was based on the opinions of over 100,000 online consumers, showed no — nada, zilch, niente — brands had an excellent CX rating. And only 15 percent were rated as good.

What is often overlooked in discussions about customer experience is the devil in the details. How does a company actually operationalize all this good intent?

Creating holistic CX is certainly not an easy task or everyone would have already done it. And it's not just about the (in)famous customer touch points. It's about creating an entire system of touch points.

Customer touch points are canaries in the coal mine. When there's a problem at the customer level, it means something's seriously off the rails with the systems that deliver customer experience. And not just customer-specific technologies like:

- Web content management
- Ecommerce platforms
- Marketing automation
- Customer analytics (360 view)
- Search and merchandising
- Personalization

Just as important are systems such as supply chain management, manufacturing process management and ERP.

It's not enough to just have a customer-centric belief system that's embedded in the strategy and vision of the organization. That's necessary, but not sufficient.

The strategy and vision must be supported and executed by integrated front-end and back-end systems. Each interaction, not just each transaction, either extends or detracts from the customer experience. And a brand's customer experience is defined by its [weakest link](#).

Disconnected Systems Sabotage Customer Experience

When it comes to building a world-class customer experience, data is the answer.

Data is the source of insights — to understand the customer’s needs — and the means of action — to trigger and automate key processes to respond to the customer’s needs.

But the key truth is that most businesses are not designed to make the most of their data. They can’t easily integrate any data source and manage their data across a mix of legacy and cloud applications, both inside and outside their enterprise.

This is why all kinds of organizations struggle to create a transformative customer experience that elevates them above the competition.

Businesses typically organize themselves to perform individual functions well, not to cooperate across functions. But cooperation at a system level is exactly what delivering an excellent customer experience demands.

For marketers, brand managers and customer service professionals [“dis-integrated” systems result in:](#)

- A poor customer experience that will degrade brand loyalty
- ROI measurement challenges
- Engineering cycles consumed by “whack-a-mole” maintenance efforts
- Thwarted analytics as data scientists waste time finding, compiling and combining data sets
- Predictive algorithms and AI unconnected to execution



Delivering Omnichannel Customer Experiences

Teachers Mutual Bank (TMB) had a lofty market positioning initiative that relied on digital transformation. TMB wanted to deliver an omnichannel, mobile-first customer experience to its 170,000 customers. The Australian bank also wanted to be able to quickly connect to new best-of-breed fintech offerings in order to gain market share.

TMB’s goal depended on all its service operators having a completely integrated view of all information relating to each customer.

With Boomi, TMB was able to create a flexible, enterprise-wide data environment that links its core customer management system and extensible services layer with internal processes.

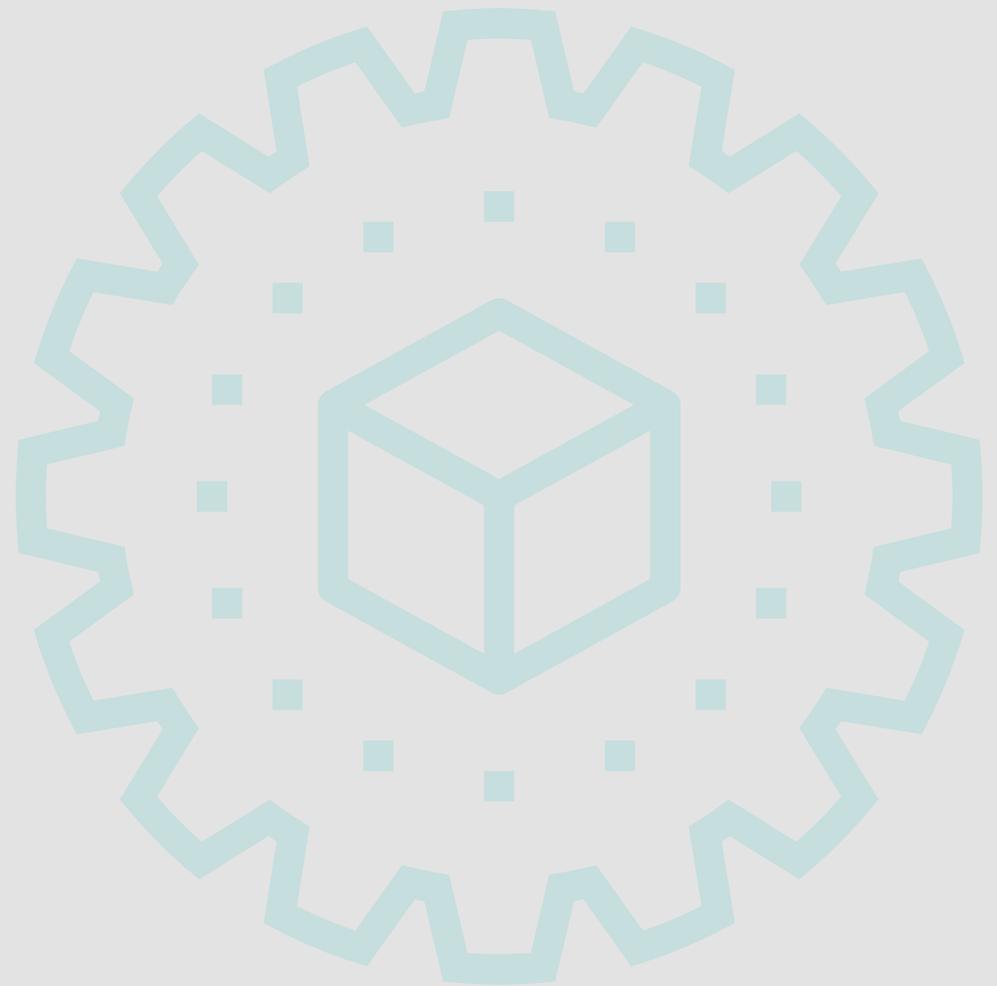
Boomi’s integration platform gives TMB the ability to quickly plug and unplug components, to test and deploy new offerings, and to forge business process improvements. These transformations, powered by Boomi, have significantly reduced integration time and costs as well as strengthening the bank’s positioning against Tier 1 competitors.

The Power Behind CX: Integration, Automation and Data Governance

So far, we've made the case that a great CX is a product of more than just customer touch points. It encompasses the relationships among people, processes and technologies working behind the scenes. That means connectivity must occur between:

- Mobile and web commerce platforms
- Shopping tools
- Marketing/personalization
- Sales
- Payments
- Social media
- Customer information
- Analytics
- Multichannel fulfillment

Connectivity requires integration, automation and data governance. These three elements are the foundation of a high-touch, frictionless customer experience.



How Boomi Can Help

Marketing, sales, customer service and IT don't have years to fix CX. But they don't need years. By modernizing the integration process, organizations can dramatically reduce the time and complexity required to connect systems and share data across operational silos and business groups.

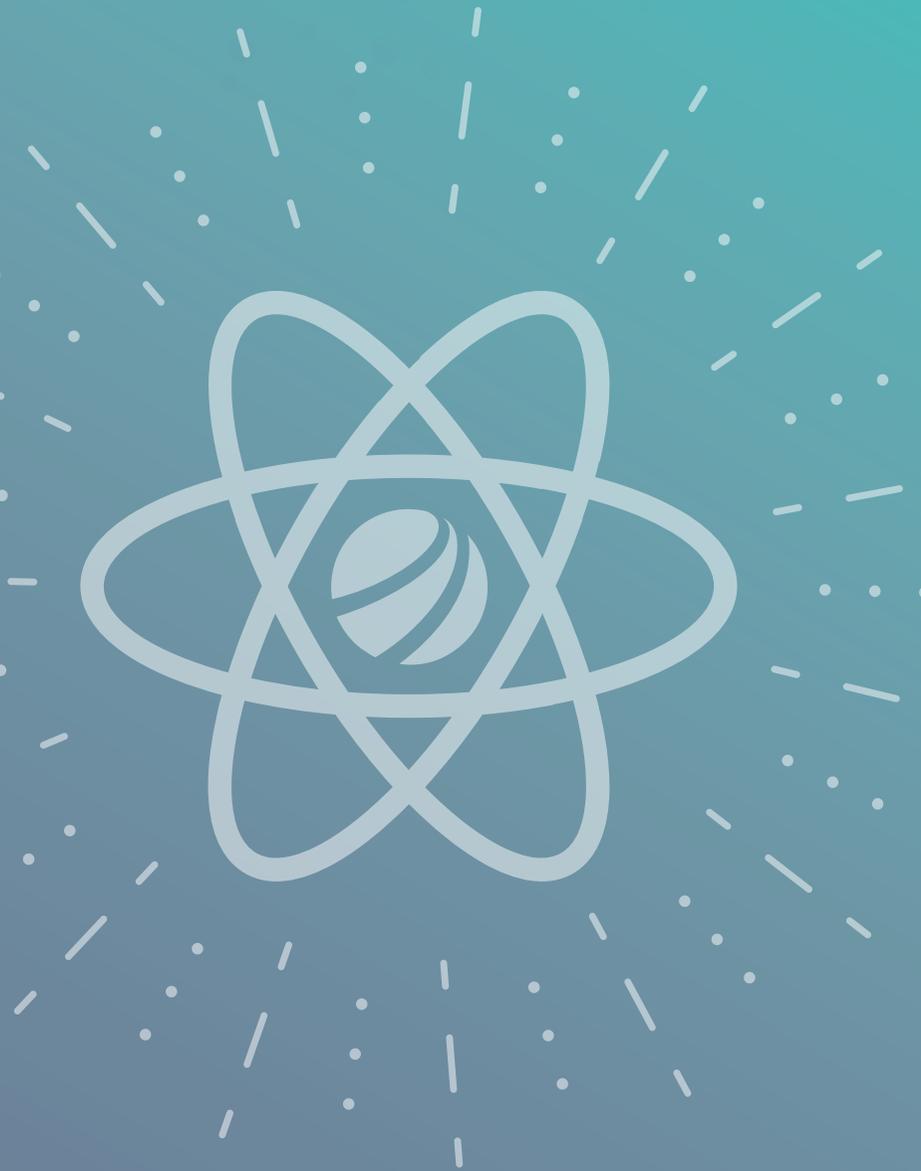
With Dell Boomi, you can connect data between every customer touch point, ensuring an engaging satisfying journey from start to finish.

Control Your Data

But the Boomi advantage goes far beyond integration. For example, Boomi Master Data Hub can deliver a 360-degree view of customers for analysts and line-of-business executives.

Master Data Hub makes it possible for analysts to model, match, synchronize, cleanse and enrich data spanning multiple domains. Its comprehensive data management and governance capabilities ensure the highest quality of data while integrating with any combination of SaaS and on-premise applications.

By unifying data across systems, Boomi Hub makes it possible to identify cross-sell, upsell and resell opportunities, while servicing customers better and faster.



Build Engaging Customer-Facing Applications

Part of delivering a great customer experience is improving the way your customers and your employees interact.

But often technology impedes the customer journey rather than propelling it. Stepping back from technology helps focus attention on the customer's needs, which informs the design of digital devices and applications. That's where Boomi Flow comes in.

Boomi Flow provides a low-code development platform to create customer journeys and automate workflows — from simple to sophisticated. By abstracting code into visual models, Flow speeds development, delivers tangible value faster and allows business stakeholders to offer input more effectively while IT maintains control over development and deployment.

With Flow, you can take the knowledge you've gained from your 360-degree customer data and use it to create personalized experiences and relationships with customers. Flow turns data and analytics into action.

In industries from healthcare and retail to manufacturing and financial services, Flow can improve communications and the customer journey with accurate, up-to-date information — accessible anytime, anywhere, from any device.



Managing the Purchasing Process Across Partners, Suppliers and Customers

Building a great CX doesn't just help B2C companies. It's equally important for B2B. Just ask third-party logistics provider Candy.com.

When a large retailer needs to ship candy to its stores ASAP, or a company wants to replenish its break room supplies pronto, where do they turn? To Candy.com.

So, Candy.com must create a satisfying customer experience for its partners and its partners' customers. To do that, the company uses Boomi B2B Management to make sure orders are processed, paid for and out the door on time. No slip ups. No missed deliveries. Just happy customers.

With Boomi, Candy.com saves more than 200 hours per week in manual processing, reduced order entry time and increased data accuracy. Most importantly, its customer experience is peerless. Deliveries arrive on time, all the time. And customers have full visibility into their orders across their entire experience journey with Candy.com. Sweet!

Gaining an Edge in the Battle for the Customer

In the cloud era, creating product differentiation is not only difficult, but — even when achieved — rarely delivers sustainable competitive advantage. That’s why a focus on customer experience is the clear path forward.

As you compete on customer experience, technology now makes it possible to unite your view of the customer and orchestrate all their interactions with your company.

The survivors of the new digital marketplace will be organizations that can successfully use data and integration to drive a great experience across all touch points.

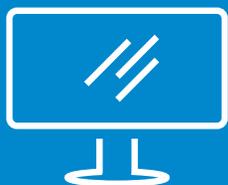
To learn more about how the Dell Boomi platform can help your organization make customer experience a sustainable brand asset, please contact a Boomi integration expert today.



Transformation’s success will rest on the enterprise’s ability to integrate, creating a multi-product, multichannel experience — a single view of the customer or services that couple products with data.



*Peter Weill and Stephanie Woerner, Authors,
“What Is Your Digital Business Model?”*



To learn more about how Boomi can help you improve integration across your enterprise, please contact our integration experts today

<https://boomi.com/company/contact/>



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