The ultimate digital experience needs the ultimate content platform
Delivering the ultimate digital experience for customers is a top priority for nearly every brand. Consumers not only want personalized digital experiences, they expect brands to truly understand their needs and wants.

In fact, 66% of consumers care more about experience than price when making a brand decision, which means that brands are constantly competing on CX and always looking to make improvements to get ahead of the competition.

Many brands think they are succeeding in this mission, with 48% of U.S. marketers believing that their brand delivers an exceptional customer experience. Unfortunately, only 22% of consumers agree.

If you want to truly differentiate your brand, you must find a way to connect and optimize your entire content supply chain and deliver the very best in personalized digital experiences – for every type of customer, every single time.

66% of consumers care more about experience than price when making a brand decision

Your aim is to use content to seamlessly connect with all kinds of customers on an emotional level, powering CX and encouraging trust, loyalty, and advocacy.

If any brand fails to do this consistently, it exposes the fact that they simply don’t know their customers very well. But it also means falling short of providing the ultimate digital experience. And if you’re not doing that, you can bet that your competitors will be.
With so much insight to interpret and the pressure to produce large volumes of content based on your findings, the process can begin to suffer. There are so many plates to be spun that you risk letting some of them fall and there is a danger that your content starts to become fragmented, with departmental collaboration also suffering.

While a content management system (CMS) is undeniably a valuable tool, and acts as the foundation for content planning and execution, you might need another option.

To drive the content intelligence needed to create connected human experiences and gain a real edge over your competitors, you require the 360° power of an end-to-end digital experience platform (DXP).

Customers want relevant, real-time content that adapts to their behaviors and emotional needs at every touchpoint. To try and meet this challenge, you need insight to deliver the right content, when and where it matters. You also require data to classify different customers and identify the channels they use, before producing the many varieties and volumes of content for each customer segment.

That's a lot of elements that need to converge within a very short timeframe.

You need more than just a CMS

With so much insight to interpret and the pressure to produce large volumes of content based on your findings, the process can begin to suffer. There are so many plates to be spun that you risk letting some of them fall and there is a danger that your content starts to become fragmented, with departmental collaboration also suffering.

While a content management system (CMS) is undeniably a valuable tool, and acts as the foundation for content planning and execution, you might need another option.

To drive the content intelligence needed to create connected human experiences and gain a real edge over your competitors, you require the 360° power of an end-to-end digital experience platform (DXP).
Go big or go unnoticed

Overcoming the challenge of connecting through real human experiences across the customer journey needs personalized content, delivered at scale. And it can only be achieved by a content solution that encompasses intelligence, insight, and impact for the individuals you want to reach.

You’ll only get valuable intelligence by connecting every stage of the continuous content lifecycle, from creation and delivery through to desired outcomes and insights around content consumption. And for that to happen, your content platform has to be connected too.

One content platform for the ultimate experience

It takes an end-to-end content solution to deliver meaningful personalization at scale. Sitecore is the only company to manage the full content lifecycle, with one connected platform that supports you with everything from creating and publishing relevant content to driving outcomes and measuring content effectiveness.

By maximizing the impact of your content, you can accelerate the creation process - and reduce the complexity around it.

With Sitecore, you get the insight and intelligence needed to connect and optimize your entire content supply chain. One stage automatically links to the next to make the process more efficient and scalable. It means you can focus on turning those human connections into loyal customers - all while providing the ultimate digital experience.
Own the Experience®

Sitecore creates human connections between brands and their customers via digital experiences that leverage end-to-end content, seamless commerce, and continuous personalization to enable organizations to thrive in a world, where without a superior customer experience, there is no product.

Let’s discuss how we can help you deliver digital experiences that make all the difference:

sitecoresales@sitecore.com
sitecore.com

1 Merkle, The Experience Impact
2 eMarketer, Customer Experience 2019, July 2019