Develop lifetime customer value with **Sitecore** Experience Commerce

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WHAT IS SITECORE EXPERIENCE COMMERCE?

❖ Gartner predicts that by 2019, over 50% of organizations will veer their investments to customer experience innovations. And according to a Walker study, by 2020 (which is less than 8 months away), customer experience will overtake price and product as the key brand differentiator.

❖ Sitecore Experience Commerce (XC), an enterprise-grade commerce solution, steps in here to deliver value-driven shopping experience that not just propels conversion for one transaction, but engages customers for life, keeping in close sight their constantly evolving values. It integrates content and commerce on one platform, delivering omnichannel retail experiences that reach out to the right customers with the right offers.

❖ Since Sitecore XC can run on Microsoft Azure, it eliminates the need for extensive setup and configuration. All one has to do is sign up and immediately start developing solutions.

WHY IS SITECORE EXPERIENCE COMMERCE SO DYNAMIC?

❖ Sitecore Experience Commerce is the only e-commerce platform that continuously learns from every interaction to help businesses understand each customer before, during, and after the purchase — in real time, and across every channel.

Some of its salient benefits include:
❖ Boosting the bottom line by improving key KPIs
❖ Getting to market quickly
❖ Leveraging data-driven insights to customize shopping experience that will have customers coming back
❖ Streamlining inventory allocation
❖ Accomplishing full life cycle order management
❖ Using embedded automation to capture, analyze and measure the efficacy of each sales made

ADDING VALUE TO CUSTOMER EXPERIENCE

❖ Sitecore Experience Commerce is all about creating and editing personalized shopping experiences. It has a web-based, touch-enabled dashboard that facilitates creation of rich, customized experiences with content, product pages, search, email, and mobile. The platform enables editing of products and content for the device they are intended for, with the ability to preview how different audiences will experience the content differently.

❖ The platform allows testing of every newly created or edited experience against previous versions, similar content and promotions, followed by optimization and retesting to ensure maximum effectiveness. Optimization for engagement is also enabled for audiences and segments.

❖ Sitecore comes powered with Experience Database that captures preferences, persona matches, and behavior for each customer, and every individual experience, offering a 360-degree customer profile. This, combined with the inbuilt e-commerce personaliza - tion, facilitates personalization of every customer's experience and adapting to their needs in context.

MANAGING RELATIONSHIPS WITH SITECORE EXPERIENCE COMMERCE

❖ Sitecore's strength lies in its ability to personalize and deliver holistic shopping experience. According to Mark Frost, Sitecore Chief Executive Officer, " ...we are the only platform that continu-ously learns from the customer journey across all touch points, we are uniquely positioned to turn every interaction into a relevant experience and help brands build lifelong relationships with their customers."

❖ Unlike a number of other e-commerce platforms, Sitecore's integrated content and commerce solutions allow to rake up rich customer insights that drive personalization throughout the purchase cycle, regardless of channel. By seamlessly eliminating technological disconnects, Sitecore is able to prevent disjointed, impersonal customer experience, a challenge that many other brands face.

HANDLING ORDER MANAGEMENT AND PROMOTIONS

❖ Sitecore XC is a well-rounded and intuitive platform with a robust order management capability that captures all customer purchases. The commerce order tool enables display of order history and recent orders based on the rendering chosen by user. The renderings include order number, status (completed, problem, pending, waiting for availability, on-hold), date and order details – such as order summary, payments (via braintree integration), fulfillment, cart sellable items, return merchandise authorization, etc. There are a number of configuration options for each order rendering so that a user can view or hide order and order details based on the chosen options.

❖ On Sitecore Experience Commerce, managing promotions can be done with granularity. **Promotions can be applied using various criteria such as date/time, catalog, shop, or customer order history. The promotion tool is fairly straightforward to use, allowing users to employ a range of features** like flexible application, promotion books, qualifications, benefits awarded by a promotion, coupon management, and real-time promotion calculation. In just a matter of minutes, users can create promotions and have them approved to carts or products, as the need may be.

ANALYTICS AND REPORTING

❖ Sitecore Commerce platform comes with the Experience Analytics dashboard and reports for marketers and analysts, helping them identify patterns and trends in the data brought up by the experience platform. The analytics throws together a multitude of reports on orders, campaigns, products, categories, customers, shopping cart activity, payment and shipping, loyalty programs and more, allowing users to access and utilize the minutest of details and information that might be required to deliver the most unique and customized customer experience. The dashboard enables filtering and sorting, internal searching, etc. to gauge a variety of data.

❖ **What's unique to Sitecore Commerce Analytics is that users can access statistics based on profiles/personas they define.** They have also access to engagement values built on the patterns defined by them. This helps users understand if their marketing efforts are making an impact on their profiles/personas.

WHO IS SITECORE EXPERIENCE COMMERCE FOR?

❖ Sitecore XC works well for any B2C, B2B, or a B2X brand that sells online, with the goal to develop lifetime customer value. In spite of industry differences, Sitecore XC has a user experience capability that is one size fits all, simply because it understands the context of every consumer interaction with a brand, and fires up its personalization and analytics strengths to deliver more relevant experiences.

❖ Sitecore Experience Commerce has helped reinvent the online commerce presence of many organizations across industries including FMCG, telecom, home fashion, healthcare and pharmaceuticals, automobiles, beauty and personal care, travel, and manufacturing. By relaunching the ambitious digital goals of these brands, Sitecore XC has helped them with global business transformation, boosting customer loyalty engagement, lowering IT costs, improving ROI and delivering outstanding customer experience.

Some instances of Sitecore XC at work are:

❖ QNET, one of the world's fastest-growing online shopping and business communities and one of Asia's leading direct selling companies, faced the challenge of serving over a 100 countries, using 10 plus languages, and experienced issues in making content updates and personalizing them, collecting and analyzing data, and integrating backend systems, among others. Sitecore XC stepped in with its single powerful platform, resulting in faster site rollouts and updates, better testing and optimization due to rich analytics, increased user engagement and empowering the sales and marketing teams of the company.

❖ Southern Phone Company, a leading Australian telecom, wanted a scalable, responsive and more dynamic digital presence that could leverage customer data to boost user engagement and increase sales. The company chose Sitecore platform to create a more user-friendly digital experience. The result – 80% faster page load time, more efficient communication between customers and support agents, more personalized messaging and intelligent marketing based on geographic, demographic, and campaign triggers,

increased organic search rankings; and in less than a year of implementation, the company has witnessed an improvement of 35% (and rising) in conversion rates.

❖ L'Oreal: Out of 3000 of its websites, only 20% were driving the bulk of their traffic. L'Oréal also found that many of its sites were decentralized or inactive. Now, the beauty brand is on a website roll out spree with Sitecore, and its new sites have over 50% faster load times. The brand has also seen significant cost savings, and is experiencing improved customer connect across the entire brand portfolio.

❖ Bupa, Australia's largest health insurer, rebuilt, on Sitecore, its myBupa self-service website for members, resulting in up to 60% improvement in page response time, 22% decrease in bounce rates, 15% increase in returning members and 10.3% reduction in call center volumes. The website handles 600,000 transactions per month and manages 1.5 million customers on the myBupa app platform.

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CONCLUSION

Sitecore XC delivers personalized and relevant customer experience every time, before, during and after online purchase. It brings together merchandising and customer needs, while providing helpful information that helps make space for relevant promotions and individualized offers.

A Sitecore research reveals what marketing and IT decision-makers have been thinking:
- 93% believe a comprehensive digital marketing platform would significantly improve their organization's online commerce.
- 82% believe they would boost revenue using a comprehensive digital marketing platform
- 73% believe a comprehensive digital marketing platform would enable their organization to regain customer loyalty.

Sitecore Experience Commerce is a result of these research findings – a fully comprehensive digital marketing platform – one that combines web content and commerce, and can dramatically enhance online commerce.

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