



# ENTERPRISE DATA SILOS: **LOST IN THE CLOUD?**

The cloud offers incremental improvements, but CMOs/CXOs need to be ready to take customer engagement to the edge

## INTRODUCTION

Marketing and customer experience (CX) executives are familiar with the promises of cloud computing—reduced costs, greater agility, more flexibility, and improved access to data that was once trapped at the departmental and even individual user level.

But the cloud can only take marketing innovation

so far. The ability to personalize communication and segment audiences when handling millions of customers worldwide requires a modern mobile marketing and customer engagement platform, one that can deliver relevant and personalized real-time messaging at individual points of interest, need, and purchase decision.”



As Internet of Things (IoT) devices become more common and incorporate more processing power, a vast amount of data is being generated on the outer “edge” of computing networks. This puts a strain on network resources and an enterprise’s ability to engage with customers in real time, **as the combination of distance and high volume often causes a network traffic jam.**

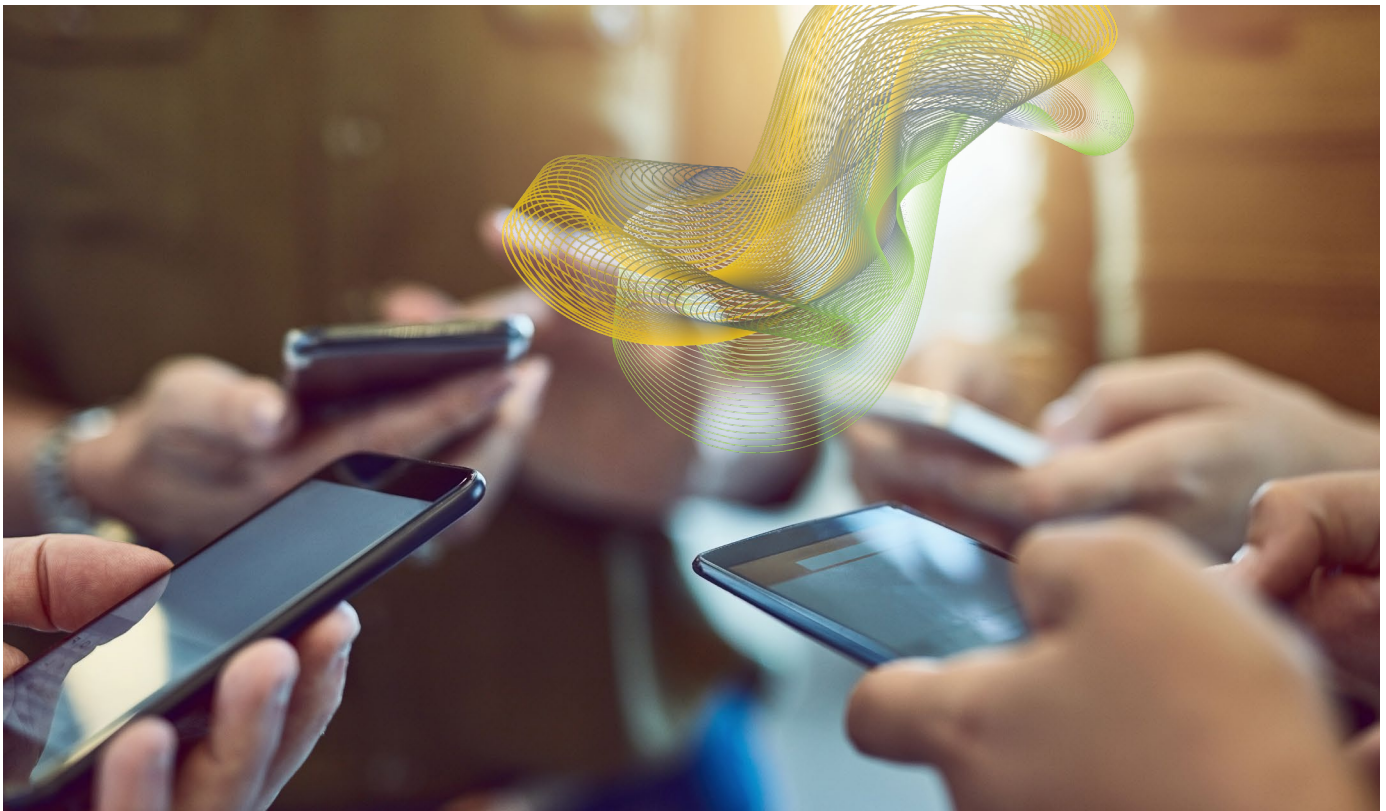
If you’re interacting with a consumer on their mobile device to influence their immediate decision and anticipate future needs, an even momentary delay means that the message is no longer meaningful. **Edge computing enables data produced by IoT devices should be processed closer to the source,** instead of sending it on a longer journey to data centers or clouds.

This time-saving is key, as modern brands need to deliver customer interactions that are relevant and

take place in real time. This whitepaper will look at how CMOs and CX leaders can leverage emerging technologies to not only personalize messages but anticipate customer needs and respond with perfect timing.

## CONSTRAINTS OF CURRENT CLOUD TECHNOLOGY

One of the major drawbacks of current cloud computing platforms is a **lag in processing time.** When a customer is making a choice between your product and another option, for example, they need targeted messaging that is relevant at unique points of decision. Edge computing enables marketing executives to deliver these real-time customer experiences, driving better business outcomes with stronger relationships and more personalized interactions.



Enterprise data silos are holding back marketing, customer support, and sales teams from delivering just-in-time messaging. Disparate and disconnected systems create inefficiencies and gaps in data and delayed response times. This results in lost opportunities for the brand, all because their systems are too slow to engage customers instantaneously.

Data silos also make it difficult to ensure that customers are being segmented correctly and receiving relevant communication. “Data silos run the risk of sending the wrong message, like recommending things that a customer may have

already purchased, or sending them multiple irrelevant push messages that may be frustrating,” said Oisín Hurley, CTO, Swrve, a market-leading real-time customer engagement platform.

Modern marketers need to connect with customers across different devices, but also in real time across multiple channels — mobile push notifications, email, and SMS text. **Traditional cloud-based solutions can't handle the overload of incoming data to send out relevant and individualized communications across channels, platforms, and devices in real time.**

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— Maxim Kirilenko, Business Development Director, Playrix

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As a result, marketers are stuck creating one-to-many messages that will only hit the mark with a small segment of their larger audience.

## WHY MARKETERS NEED NEXT-GEN CUSTOMER EXPERIENCE PLATFORMS

Modern marketers inspire customer loyalty with relevant messaging that leverages data across apps, devices, channels, clouds and enterprise systems. The goal is to generate revenue and lifetime value with more positive and pertinent interactions, not simply more touchpoints and marketing messages that don't resonate. A next-

generation customer engagement platform that is designed to scale can achieve that objective.

Real-time visibility is also critical to improving customer interactions and driving business outcomes. Marketers need a 360-degree view of all campaigns, all metrics in one place, and on one dashboard.

Some of the gains made possible by a next-generation customer experience platform:

**Relevant, one-to-one messaging.** “Swrve’s real-time behavioral analytics, dynamic segmentation, and localized personalization operate simultaneously and



at exceptional speed and scale,” said Swrve user Maxim Kirilenko, Business Development Director at Playrix, a top iOS and Google Play game developer. “That alone has given our team the **flexibility** and **agility** needed to speak to players and take relevant action exactly when and where it counts for our bottom line.

**New revenue.** NETGEAR was looking for ways to increase the impact of their messaging, and inspire more action and engagement from existing customers. They needed a solution that could integrate seamlessly with Salesforce, complement push campaigns with email activity reported in Journey Builder, and optimize the customer journey for better results. Within 40 days of going live with

Swrve, the company **generated \$100,000 in new upsell revenue and a 170% increase in click-through rates.**

**More targeted push notifications.** KeyPoint Credit Union used Swrve to **send hyper-targeted push notifications** to new members asking users to sign up for text alerts, explore relevant app features such as mobile access, fast balance, and ATM locator, and view new offers, among other capabilities. “Having the ability to target members based on what they have or haven’t done in real time has been valuable for us,” said Swrve user David Greene, Marketing Manager, KeyPoint. “Controlled experiments have shown measurable increases in app engagement, feature usage, and app retention.”

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Increased **app engagement**. Cox Communications needed an all-in-one platform to elevate engagement, increase monetization, and boost feature adoption in their app. The results after deploying Swrve: **a 3.5x increase in paperless billing opt-ins; 5% engagement rate on its “refer a friend” campaign; and 10% increase in overall usage in the voicemail feature campaign.**

## WHAT CMOS AND CX EXECUTIVES NEED TO KNOW ABOUT NEXT-GEN ENGAGEMENT PLATFORMS

From the perspective of a CMO or CXO, two important initial steps in transforming the customer journey are to explore ways to more effectively leverage data and assess tools designed to enhance customer experiences. This becomes even more critical as the business and customer base expand.

Once the organization is ready to revolutionize its approach to customer engagement, as the leader of the customer experience transformation, it's important to understand the features and functions that the organization needs to execute better—not more—customer communications.

“The customer experience platform should incorporate features designed to learn audience behavior for more engaging and targeted communication,” Hurley said. “The system should enhance the ability to learn individual preferences, such as receiving an email versus a text, or what method of communication is most likely to be opened at certain times of day. Are they more inclined to open an email during the day, or engage with a text in the evening? These types of analytics offer marketers the best way to interact with customers on an individual level, and help to predict how they are going to react to a particular event or communication.”

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Today's marketing is all about metrics. The CMO/ CXO must be confident in the information they are tracking provides a complete view of the customer interactions. This involves a system that has a rich and flexible dashboard to monitor key performance metrics.

CMOs or CXOs can't be complacent by investing in a system that meets their current needs but will reach capacity quickly. They need to ask: Does the system provide the ability to scale communication across millions of customers simultaneously while providing a one-to-one experience? “They have to ensure that the system can accommodate real-time communications with millions of active users while personalizing the experience, which is a technological challenge,” Hurley said.

Customer experience leaders must also recognize that customer experience platforms don't exist in a vacuum. It is critical that the system integrate with current marketing and business systems already in place to maximize existing data and investments.

## CONCLUSION

**Enterprise data drives customer experience and marketing initiatives, and those without a modern and integrated marketing and customer engagement platform will fail.** The cloud has many upsides, but the next-generation of platforms provide the power, flexibility, and speed to offer real-time relevance and one-to-one messaging at scale.

The “norm” of waiting hours for data intelligence from siloed enterprise systems is holding people back and causing inefficiency. Get ready for the new norm with enterprise-grade tools that deliver ROI and profitability.

### Key takeaways from this white paper:

- ▶ While the cloud has helped CMOs and CXOs get closer to real-time customer interactions, networks are strained by the volume of transactions. This results in a delay in real-time communication, which results in lost opportunities to capture revenue as customers move on.
- ▶ Next-generation customer platforms, which leverage edge computing that is closer to the source of transaction, can boost response times and offer a better, more relevant, customer experience across multiple channels and devices.
- ▶ To lead the customer experience transformation, CMOs and CXOs must leverage modern tools that provide the speed and flexibility to provide relevant communication to millions of users in nanoseconds. Profitability is on the line when customers at individual points of interest, need, and purchase decision.

# About the Sponsor

Swrve is the marketing and customer engagement platform that helps leading brands confidently scale communications over millions of customers in real time. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

For more information, visit [www.swrve.com](http://www.swrve.com)

