Welcome to the experience generation

How will you meet the needs of customers who are taking control of their brand experience?

Find out how to choose the right content and experience management technology.

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Your customers are in the driving seat

On the internet, on social, at home and on the streets, your customers are making the decisions about how to communicate with you and how to act. They are demanding greater depth in their relationships with you – around your product catalogue, customer services, environmental commitment, community involvement, delivery and returns policies, site access – wherever you show up.

How you respond and how you make it easier and more rewarding for them, will determine whether they choose you.

So, every message, every communication and every interaction has to count.

Managing their experiences for a profitable outcome demands:

- More data and insight
- The creative management of more channels
- More content and communications that are responsive to individuals, not segments
- More activity that will cut through your competitors' white noise

Easy right? For you, this all creates complexity in terms of working out the right blend of commercial and non-commercial content in every communication, on every page and on every device.

Getting the right messages and content to your customers, personalised based on their behaviour in every channel is a challenge for all retailers, with many of them not able to do it at all.

Your current systems may be holding you back because they are not responsive to each customer's behaviour and are not optimised for each communication and device.

You may be losing opportunities to convert, recover lost sales, raise basket values and generate repeat business.

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Executing a modern ecommerce strategy

Making it easier for your customers to manage their experience of your brand is the baseline for ecommerce profitability. Give them the control that they are seeking, and they will spend more, more often and advocate for you to their family, friends and community.

The growth rates you were getting using bolt-on CMS software are long gone. You now need a CMS and supporting digital asset management (DAM) that will lift all your commercial KPIs.

The boost that ecommerce received during the coronavirus crisis and the resulting lockdowns continues to fuel online growth. This is a great opportunity for you to win new customers and raise your average order value (AOV). At the same time, they are a threat, because you will be dealing with both existing and new competitors, who are also on the same journey to greater customer centricity.

Customers are expecting online, contact-free and socially distanced engagements with brands.

Older generations that were hesitant to use online services now have no choice but to shop online. How do you manage people who do not behave like your normal customers?

Sites have been under consistently heavy loads with reports of Black Friday and Christmas levels of traffic. Poor responsiveness to customers and slow web speeds are all lost business opportunities.

Covid-19 has accelerated many companies' timelines and propelled the growth of ecommerce forward several years into the future, brands must keep up to compete and differentiate or die.

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How the right CMS addresses all these needs

Transform your ability to manage, manipulate and exploit content for every context.

The right CMS will enable you to:

- Organise, find and enrich all your assets froma central library
- Optimise and automate your product media, images and videos
- Plan, schedule, produce and deliver customer experiences all from the same platform

We enable clients to create campaigns that drive engagement and conversion through powerful customer experiences at brand, category and product level. Allowing you to create a personalised shopping journey for every customer across all commerce channels.

Decisions, decisions - how to go headless without losing your mind

How do you become digital first to keep pace with a customer that is demanding a better experience but without starting again?

We say, there is a better route to headless than many of the current recommendations, which emphasise the benefits over the actual cost to your organisation in terms of investment, disruption, time to implement, and the insistence that you have to replatform.

Truth is, you don't have to re-platform from your existing technology stack. Instead you can achieve best-of-breed flexibility by complementing and enhancing your existing platform with headless services, products and components, setting you on the journey to full headless should you choose to take it.

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Implementation & Support:
Amplience running on Salesforce Commerce Cloud

Right now, you should insist on a seamless integration that enables you to retain the stability, reliability and security of your commerce backend.

- You can create lightweight but high performance, customer-first experiences
- You can leverage modern programming languages, frameworks and technologies
- You can support multiple digital channels, touchpoints and devices beyond just simple websites, to include microsites, mobile, in-store, IoT and other innovative experiences
- You can be sure your backend systems are completely supported, scaled and maintained by a 3rd party
- You can ensure that your source code is not easily changed or susceptible to security vulnerabilities over time

The return on investment

- Higher conversion/AOV/LTV
- Lower marketing costs/ROI on marketing spend
- Higher return on marketing labour hours
- Decreased dependence on costly media buying – proof that a shift to personalisation is working
- Lightning Fast / Mobile Optimised - sub-second mobile load times, faster sites mean higher conversion

20%+
conversion improvement

7x
productivity improvement

40%
faster page load speed

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We are industry experts and trusted advisors that act as an extension of your own team.

Close partnership, tried and tested, real world examples, experienced development… pain free, de-risked implementations, on time and on budget.

Our dedicated team will get you up and running.

Then your personal Customer Success Manager will make sure you're using the solution to engage and convert in the way you want to.

Contact us:

Reach out to **uksales@astoundcommerce.com** for further insight.

Get in touch with Amplience at **contact@amplience.com** for more detail around how they can help you manage your customer experiences.

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