

# 4 Solutions

## for Overcoming Your CX Challenges

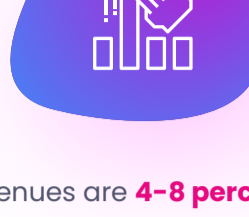
Modern marketing organizations know that delivering superior customer experiences (CX) is key to competing for new customers and retaining existing customers.



### And the Results Speak for Themselves:



Companies that lead in CX outperform others by nearly **80 percent**,<sup>1</sup> according to widely cited research.



Their revenues are **4-8 percent higher** than industry competitors.<sup>2</sup> As a result, **84 percent** of companies that seek to improve CX see revenue improvements too.<sup>3</sup>

# 76%

of workers say collaboration through digital and in-person interactions affects workplace culture. – Salesforce



# 75%

of IT projects fail, primarily because of people (lack of planning, lack of procurement, lack of communication). – Forbes, citing widely reported Gartner research

Making CX improvements at scale, though, can be overwhelming and time-consuming. Many companies are falling behind or giving up and hoping for the best. The truth is unspoken but crucial: Many companies are failing to solve today's overwhelming digital CX demands. This puts company survival at risk—and executives know it.

Talented people across industries find themselves overwhelmed by the CX “problem,” mostly because it isn't a single problem at all. It's many of them. That leaders don't know what to do or where to start is even more concerning.



Many companies find that they're looking at the CX challenge through different lenses, with different teams pursuing their own tactics versus adopting a holistic company-wide CX strategy. The result? “Not worth trying” syndrome, the belief that it's just not worth the effort to embrace another new CX tactic that may further complicate an increasingly complex creative and technical landscape. Here's how this notion affects marketing—and how to fix it.



## Common CX Challenges

Most companies are dealing with some combination of these four challenges:

# 1

### TECHNICAL PROBLEMS

Marketing and data collection are increasingly complex, demanding a seemingly endless array of marketing tools. It's not enough to just set them up once, either. Adding one more tool to the roster can feel daunting, both because setting up and learning a new tool can be challenging and because companies question whether new tools will truly add additional value.

# 2

### CONNECTIVITY ISSUES

With dozens—and sometimes even hundreds—of different CX tools, companies are left with a disconnected network of programs that don't talk to each other. Siloed back-end systems and data sources require time and money to monitor and run, and companies may begin to question their utility.

# 3

### CONCERNS WITH PEOPLE AND PROCESSES

People in different departments—and with different approaches to CX—may not talk to each other. When they do, they may form adversarial relationships—all competing for priority and budget—rather than collaborative ones. Adding a new process or tool to this dysfunctional system is not appealing.

# 4

### BUDGET AND PROCUREMENT CHALLENGES

Companies are working with **limited budgets**. They need to not only manage expenses but also know that their expenditures are offering a meaningful ROI. Traditional SaaS companies further complicate matters by making it difficult to buy their products. Moreover, even when a company decides to make a purchase, procurement and budgeting processes are cumbersome and may only cycle around once per year.

Fortune 500 company managers could waste more than **500,000 days a year** on ineffective decision-making. – McKinsey

## 4 Solutions for Common CX Challenges

Overcoming the urge to either rip and replace existing systems or to take a wait-and-see approach requires innovative solutions that achieve a business's goals. Businesses have to be willing to innovate, but they need tools that work for, not against, them.

### CX APPS, NOT MORE TOOLS:

Modern CX teams avoid spending precious dollars on more tools that waste more resources. Lightweight CX apps are the ticket to a better CX strategy. Companies should try out apps to automate, personalize, and optimize the experience without a lot of overhead or cost.

### NETWORKED SYSTEMS AND DATA SOURCES:

“Networking” disconnected systems such as content management systems, martech, and adtech solutions powers a centralized CX strategy while using the systems and data already purchased.

### TEAMS WORKING COLLABORATIVELY:

Use built-in apps to foster teamwork and organize projects, landing pages, tracking codes, goals, creative briefs, and more all in one place. This offers better visibility of the entire process, streamlining approvals and encouraging productive collaboration.

### STREAMLINED PROCUREMENT:

Companies must develop systems to streamline procurement. Some simple strategies include:

**A** Experiment with a solution's features first. Prioritize tools that allow you to try them for a low cost with no commitment.

**B** Effortlessly roll out new CX use cases so that you don't have to continuously revisit the procurement process.

**C** Invest in affordable apps rather than bulky systems that offer features you don't need.