Interoperable CCM to Connect Legacy, Current and Future Communication Technology Platforms

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I am NOT in IT I do NOT speak IT

DILBERT

WALLY, DID YOU UBERIZE THE SLIDE DECK?

I HARMONIZED IT IN THE CLOUD.

ARE WE READY FOR A TRANS-DOMAIN KICK-OFF?

WILL THAT BE GOOD ENOUGH TO "ASK THE FRIDGE" OR DO I NEED TO START DISSINTER-MEDIATING?

IT DEPENDS ON IF WE HAVE ENOUGH BANDWIDTH TO GROWTH-HACK THE ANALYTICS.

I JUST HOPE OUR CLICKS-AND-MORTAR STRATEGY STAIRCASES.

I'M ALMOST CERTAIN THAT WAS NONSENSE.

SOMETIMES IT'S ABOUT THE JOURNEY.

BY SCOTT ADAMS

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Still, Some Trends Simply Can’t Be Ignored
Drivers of DX

- Primary drivers:
  - end-to-end *customer experience* optimization
  - operational flexibility
  - innovation

- Secondary drivers:
  - the development of new revenue sources and information-powered ecosystems of value, leading to business model transformations and new forms of digital processes.

- Challenges: legacy systems and disconnects in processes.
We Don’t Really Know Yet What DX is all About
But We Have to Be Honest About DX:
There is an Impact and it is Profound


- **Digital Manufacturers**
  - Revenue Growth: 1.2%
  - Profit Growth: 2.3%

- **Non Digital Manufacturers**
  - Revenue Growth: -3.1%
  - Profit Growth: -2.1%

*Source: IDC, 2019
N=402 Global Manufacturers*
What Gets Transformed Depends on the Business and the Industry
What Gets Transformed Depends on the Business and the Industry
Technology extends human potential by allowing people to do things more efficiently than they would otherwise be able to do.
According to Harvard Business Review…

Biggest Technology Gaps in Customer Experience

One common denominator for all technology problems

87% Importance

35% Effectiveness

Visibility into and understanding of the end customer experience

78% Importance

25% Effectiveness

Data and systems integration across all channels and products

77% Importance

26% Effectiveness

Visibility of data across all functional areas
The Persistence of Silos
Silos are the Biggest Challenge to Marketing Agility

Q) Biggest Agility Challenges: Which of the following do you find are your biggest obstacles to gaining greater agility? Marketing workforce agility is defined for this survey as the ability for the CMO to respond quickly and easily change the workforce to respond to changing business needs. (Please select your top 3)

- Silo-bound culture: 79%
- Lack the time and resources: 53%
- Retraining marketers: 49%
- Difficulty recruiting: 35%
- Tech systems don’t support agility: 32%
- Difficulty retaining: 18%
- Other: 3%

N=70 Tech Marketing Senior Executives
IDC 2019 CMO Barometer Study: Marketing’s Future Workforce
Coordinating a lot of Data
Case Study: Interoperable CCM

• Who is this company?
  • Data to Profit Platform, the quarterback of your data.

• Because you are talking to millions of people,
• Because you manage hundreds of products and thousands of transactions,
• Because you must take into account the latest legislation to protect your customers and prospects.

• A single solution to make all of your customer data, prospects, products, logistics, transactions, contracts, competitors, etc., available in a single customer repository. These data are refined in real time for the purpose of understanding, exploitation and total control of your market.
Case Study: Interoperable CCM

As a service provider they offer a highly specialized, cloud-based CRM/ERP application for a very special segment of the market. Clients choose from a variety of templates to create their own messages, invoices, statements, direct mail, etc.

• Challenges:
  • Connect legacy systems (IT, operations) with CRM, ERP, etc.
  • Cope with increasing complexity of bi-directional customer communications
  • Permanent race against the clock to offer customers access to new channels before competitors do – future proof. Add channels as needed.
  • To fit with the SaaS Model, onboarding of new customers need to happen fast, automated and reliably.
  • A pricing model that fits with the core offering.
Case Study: Interoperable CCM

“Based on an innovative data storage and processing technology developed by our R & D, the platform is resolutely adaptable to the specific needs of each client, so that it can integrate its own business rules.”
Goals:
Provide a conversational customer experience (Omnichannel)
Small IT footprint/Low Cost

Automate as much of the customer interaction as possible for fast, low cost processing of most cases
Building Block #1

AWS Virtual Private Cloud (VPC)
Building Block #2
Deployment through Docker
Building Block #2
Deployment through Docker
Building Block #3
“Digital First” Document Generation

Document Generation: Digital First

- Omnichannel
- Open Standards
- Flexible Integration
- Output: → Compart Format Matrix
- Investment Protection
- Optional web-based Designer UI
- Flexible Deployment - cloud ready
Building Block #4
Cloud Service Integration

Design

- Templates
- Resources
- Business Logic
- Language Logic

Preview

- CSV File
- XML File
- Database
- Web Service

Describe your Document
What You See is What You Mean

Output: Any Channel, Any Time

Mobile
Web
E-Mail
New Channels
Archive
Print
The API Economy
Pay For Functionality and Data

https://rapidapi.com/
Building Block #6: Management
DocBridge® Gear Enables the CCM Hub

Applications and Business Processes

Application A

Application B

Batch Print Stream
Data
Data

CCM Hub

Common, stable interfaces, virtually all channels accessible to all applications

Single Integration Layer Between Applications, Business Processes and Communication Channels

Single interface for all channels, single touch point for all changes

E-Mail
Mail
Messenger
Web Portal
Archive and others

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Adding CRM and Marketing Automation Tools

CCM Hub

- REST URL Encoded Data
- REST JSON
- REST JSON

All Compart Functionality

- Mailjet
- Mail
- WhatsApp
- Web Portal
- Archive and others

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CCM Hub – intelligent, interoperable, small footprint, integrated, no Silos
Omnichannel CCM: A Human Challenge

Based on the data, we should move 100% of spending to mobile.
Thank you for your patience and attention

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