

## Data Integration for Customer Experiences

A growing trend is capturing the attention of consumers. Whether they shop at their local CVS pharmacy or in their favorite large electronics mega-stores, digital content is becoming the norm throughout the buying experience.

Here at Sapient, we're developing new ways to enhance the consumer experience through digital content. Remember back in 1998 when all the dotcoms told us how shopping in stores would someday be a thing of the past? What they didn't realize is the one key component which is forever hard-wired in the consumer experience is the relationship they have with their favorite retailers.

The proof is everywhere and includes:

- Scanned coupons at check out using your smartphone.
- Digital video screens throughout major retail stores.
- Shop online and pick up at the store options.

Merging digital content with a better consumer experience doesn't simply drive our client's businesses. Instead, it helps provide quantifiable data about their customer base to enhance how they market to them. Our approach in the last few years working with Adobe Experience Manager (AEM) is to pinpoint how a better user experience improves brand loyalty.

Sapient's vision is to harness the plethora of digital content companies invest in and integrate it into a better consumer experience. But is it merely more techno-babble tethering consumers to online shopping? Quite the contrary. Our goal is to bridge the gap between online insight analytics and the in-store shopping experience. The result is a powerful data set that allows companies the ability to improve how they interact with their consumers.

## Big Data Story

Companies of all sizes know harnessing the power of consumer metrics is the key to growing their brands. However, there's a missing element Sapient is helping these organizations discover in the concept of the consumer story.

For example, financial institutions are integrating our AEM expertise to pinpoint how their customers interact across their websites no matter their preferred device. By evaluating behavioral web analytics, lenders are empowered to offer customized financial products based on how customers interact with their company.

The question on the minds of brand managers is how do they harness their online digital content to improve how they interact with their customers in person? Our

answer is to develop an integrated experience architecture which grows your brand story to enhance a better competitive advantage.

Remember, the traditional brick and mortar business model will certainly remain the bedrock foundation of your business long-term. Consumers remain loyal to those companies that dovetail rich digital experiences both online as well as in person. The secret is to engage your consumers by merging your trust and credibility assets into a better digital experience driven by consumer behavioral metrics.