



Customer Experience

From customer to number one fan

With their marketing, companies are usually focused on two main goals - obtaining customers and binding them long-term. After all, loyal and convinced customers are the most important multipliers. The ability to build and develop stable customer relationships is a major challenge - especially in the dynamic cross-channel marketing field. The secret to success is a fascinating Customer Experience. With a sustainable brand experience - at all touchpoints and across channels - you will emotionally bind your customers to your brand. We enable you to personally address customers and prospects on all relevant digital and traditional channels in real time. Increase the value of your brand and conversion sustainably.

Many channels – One goal

In light of the multitude of channels, offering potential and existing customers a unique user experience is a complex challenge. We support you in this!

- Website: We develop your website concept and design, implement your content management system (CMS) - including integrated translation management system and target group portal - and design interactive social media elements.
- Shop: We optimize the usability of your online shop, connect multimedia elements and enable individual content, offers and discounts.
- App: In addition to native, web, hybrid, cross-platform and media shop apps, we develop, design and implement mobile sites and responsive websites.
- Personalization: We implement your CMS – for the production of meaningful footprints and automated display of personalized content.
- Extranet: We conceptualize your extranet - from concept creation, platform selection and design to the development of user templates, user and rights management, as well as the integration of interactive elements and linkage to third party systems.
- Intranet: We develop your communications concept, which is used as the basis for creating the information architecture, interaction design, navigation concept and structure of your Intranet.

Your benefits



- Targeted group-specific content makes your site a central access point.
- Unique shopping experiences ensure long-term customer loyalty.
- Apps, mobile sites and responsive websites enable mobile communication.
- Linked customer data allow a personal approach to customers and potential customers.
- An extranet as a platform for communication and collaboration makes information available to specific user groups.
- An Intranet as a central information platform improves internal communication.





Make your brand the focus

To send consistent messages on all channels, a number of system requirements must be fulfilled. You require systems for content management, targeting and campaign management.

Make a professional impression

The corporate website is the focal point of your multi-channel communication. With a CMS such as "CoreMedia" or "Adobe Experience Manager", your content can be created locally, managed efficiently, updated as needed, centrally stored and easily published. We analyze your needs, develop an individual content strategy, help you select the CMS and implement it in your IT environment, carry out corresponding training and provide 24/7 support.

Get to know your target groups

To turn potential customers into loyal customers, you must appeal to your target groups with relevant content. With a targeting tool like "Adobe Target", which is integrated into the customer relationship management system, you can personalize the content of your website, your online shop or your newsletter with content based on the interests, location, gender, etc. of the visitors. You can send your customers customized real-time messages, continually optimize end customer interactions, increase the conversion rate and turn visitors into loyal customers.

Strengthen customer loyalty

So that you can personally appeal to your potential customers and customers with relevant information across channels, the use of a campaign management system like "Adobe Campaign" is recommended. Linked to your CRM system, it enables flexible cross channel marketing. You can access the customer history and personally contact customers and potential customers via the preferred channel.

The most important information at a glance

Web content management

- Publish multimedia content with a click of the mouse
- Responsive website adapts content display automatically for each device
- Translation management system lowers translation effort and costs
- Integrate social media platforms via interactive elements

Targeting

- Learn about visitor behavior through CRM integration
- Perform analyses based on activities, KPIs and segmentation
- Generate profiles automatically, create personalized content and make connections
- Identify user locations and adapt content accordingly

Campaign management

- Approach customers and potential customers personally and across all channels
- Individualize offers and discounts for customers
- Initiate targeted campaigns automatically across all channels
- Analyze which channel is best for reaching certain target groups

You have questions, need information or a contact?
Get in touch with us.

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As global next generation IT systems integrator Arvato Systems focuses on „Digital Transformation Solutions“. We use the technology talent and expertise of over 3,000 people at more than 25 sites throughout the world. Being a part of the Arvato network and belonging to Bertelsmann, we have the unique capability to create entire value chains. Arvato Systems offers an exceptional combination of international IT engineering excellence, the open mindset of a global player, and the dedication of employees. We also ensure that all our customer relationships are as personally rewarding and long-lasting as they are successful.

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