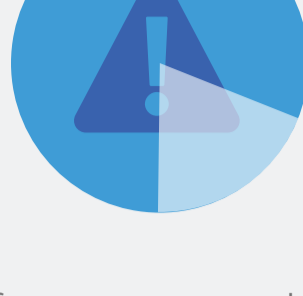


# Winning at experience across the customer journey

Engage, nurture, convert to deliver the ultimate customer experience

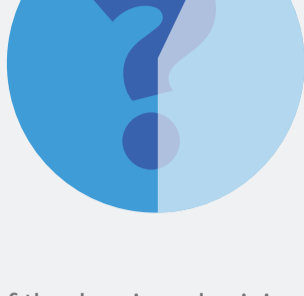
## Engage

### What's influencing prospective consumers before they buy?



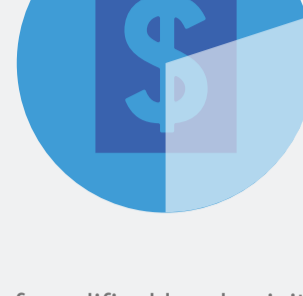
**81%** of consumers research online before they shop — and spend 40-137 days researching before making a major purchase. (GE Capital Research Bank)<sup>1</sup>

### What happens once prospects identify their problems?



**57%** of the buying decision is already made before a prospect's first serious engagement with a brand. (Marketing Leadership Council)<sup>2</sup>

### How will prospects' awareness-building research impact sales?



**70%** of qualified leads visiting your website today will eventually make a purchase, either from your company or one of your competitors. (Marketo)<sup>3</sup>

## Winning at customer experience in the engagement phase



Deliver **high-value educational content** that engages prospects as they research their needs.



Use your company website to **focus on customers' needs and speak their language**, rather than concentrating on products and internal language.



Use marketing technology to **track visitor behavior and engagement**, and returning leads, to your website.

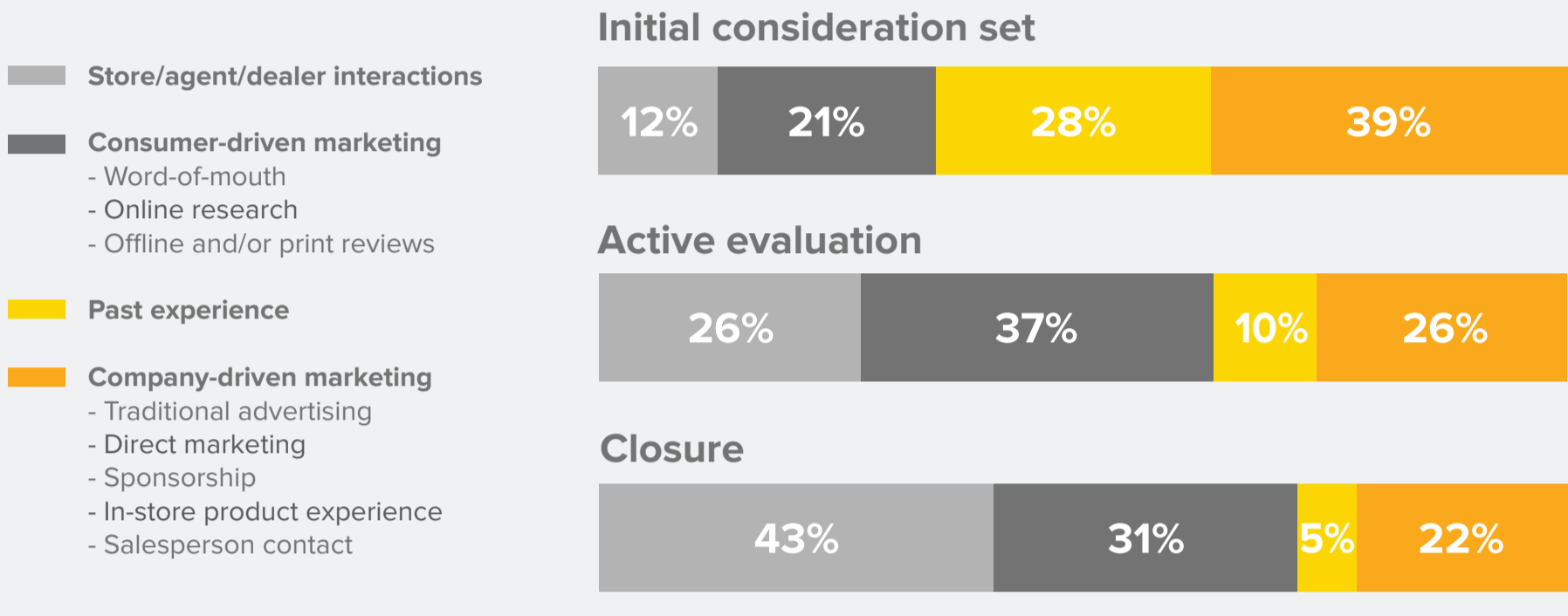


## Nurture

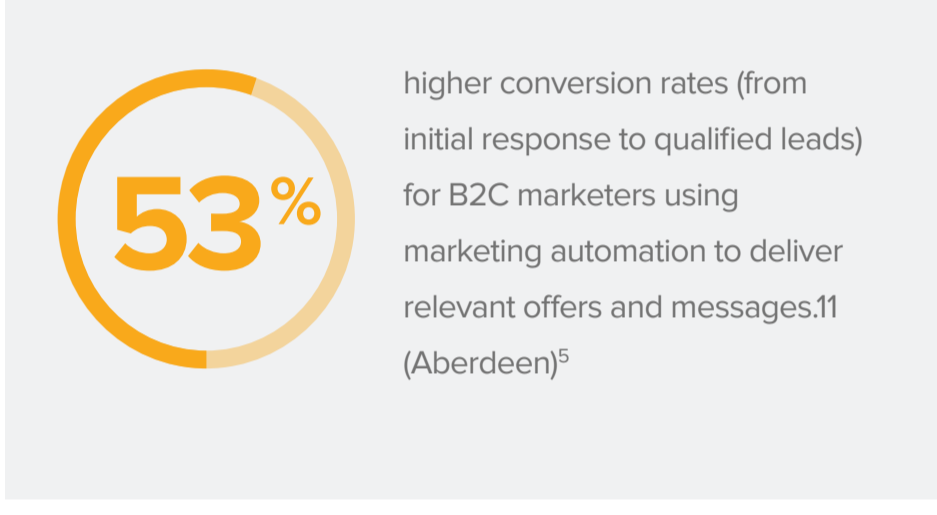
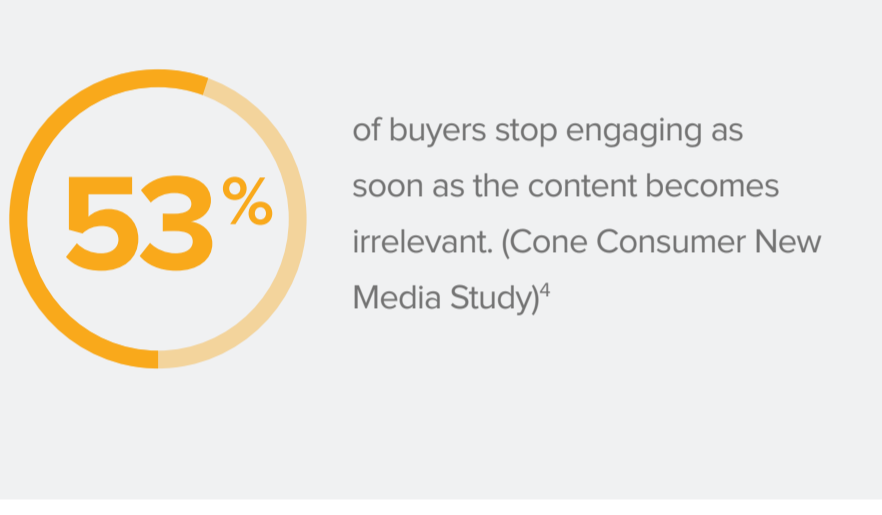
### How effective are you at driving sales?

Word of mouth and consumer-driven marketing online become increasingly important as buyers get closer to a purchase.

### Most influential touchpoints by stage of consumer decision journey by % of effectiveness



### How do marketing activities impact lead nurturing?



## Winning at customer experience in the nurture phase



Develop a **comprehensive picture of prospects' behavior and interaction** with your brand's communication platforms.



Become **sophisticated and specific in your consumer analytics**.

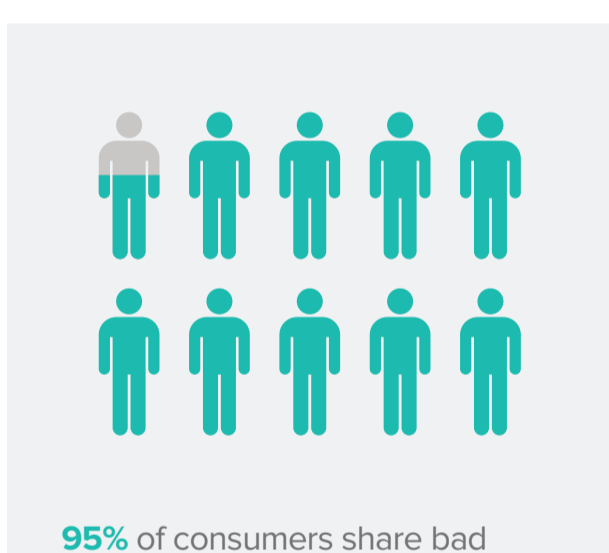
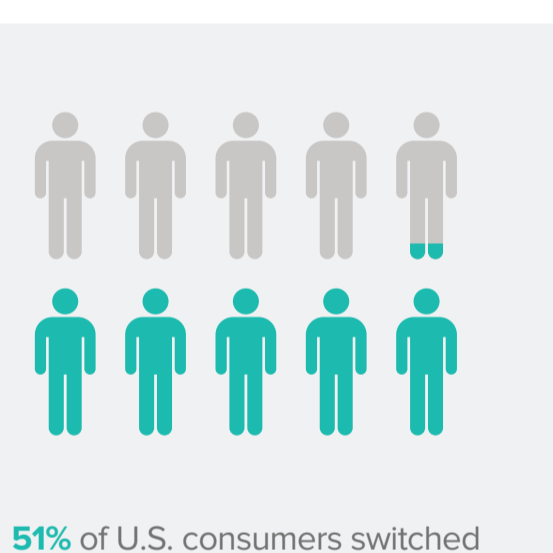


Use real-time analytics and interaction technology to **deliver relevant offers to customers at the right time** in the buying process.



## Convert

### Why do companies need to work harder to keep their customers?

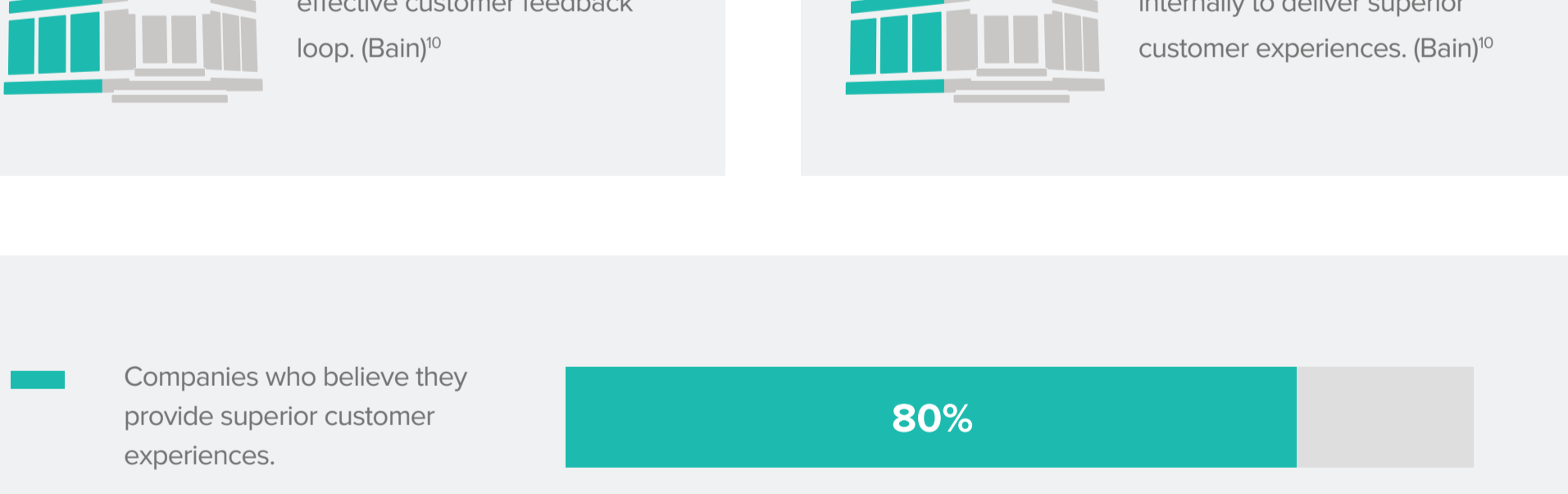


### How does experience impact consumers' relationship with your brand?



of consumers are frustrated by dealing with companies that do not make it easy to do business with them. (Accenture)<sup>8</sup>

### How are companies delivering on the promise of great customer experience?



## Winning at customer experience in the conversion phase



Never stop **communicating high-value information** to your customers, even though you've closed the sale.



Integrate your customer support, sales, operations, and marketing to **develop a full picture of how the customer is experiencing your brand**.

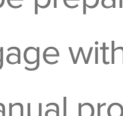


Always **stay customer-focused** in the way you design and develop your products and services.

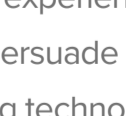
## Infor Marketing Management

### Your platform for winning at experience across the customer journey

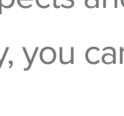
You need to be prepared to deliver an exceptional customer experience whenever and wherever your prospects and customers decide to engage with you. To educate, influence, validate, persuade and satisfy along the customer journey, you can't rely on siloed and manual processes anymore. You need a marketing technology platform that:



Makes you smarter about what your prospects want



Helps you connect with them at the right place and time



Integrates every touchpoint that connects them to your brand for a holistic and satisfying experience



The age of campaign-centric, offer-oriented marketing is over. To outpace your competition, your marketing strategies need to take on the entire customer experience. With Infor Marketing Management software, your organization can focus on greater collaboration and innovation with our industry-leading tools.

<sup>1</sup> <http://www.retailtoday.com/article/study-81-research-online-making-big-purchases>  
<sup>2</sup> <http://www.executiveboard.com/lead-resources/content/digital-evolution/pdf/Digital-Evolution-in-B2B-Marketing.pdf>  
<sup>3</sup> [http://www.marketo.com/\\_assets/uploads/definible-guide-to-lead-nurturing.pdf](http://www.marketo.com/_assets/uploads/definible-guide-to-lead-nurturing.pdf)  
<sup>4</sup> [http://www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey)  
<sup>5</sup> [http://3forward.com/wp-content/uploads/2010/02/Building\\_A\\_Pipeline\\_That\\_Never\\_Leaks\\_by\\_AberdeenGroup.pdf](http://3forward.com/wp-content/uploads/2010/02/Building_A_Pipeline_That_Never_Leaks_by_AberdeenGroup.pdf)  
<sup>6</sup> <http://blogs.salesforce.com/company/2014/04/5-lead-nurturing-best-practices-for-sales-and-marketing.html>  
<sup>7</sup> <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-B2B-Customer-Experience-Start-Playing-Win-Stop-Playing-Not-Lose.pdf>  
<sup>8</sup> <http://www.accenture.com/microsites/SiteCollectionDocuments/b2b-customer-experience-research/Accenture-B2B-Customer-Experience-Infographic.pdf>  
<sup>9</sup> <http://www.zendesk.com/resources/customer-service-and-lifetime-customer-value>  
<sup>10</sup> <http://bain.com/bainweb/pdfs/cms/hotTopics/closingdeliverygap.pdf>