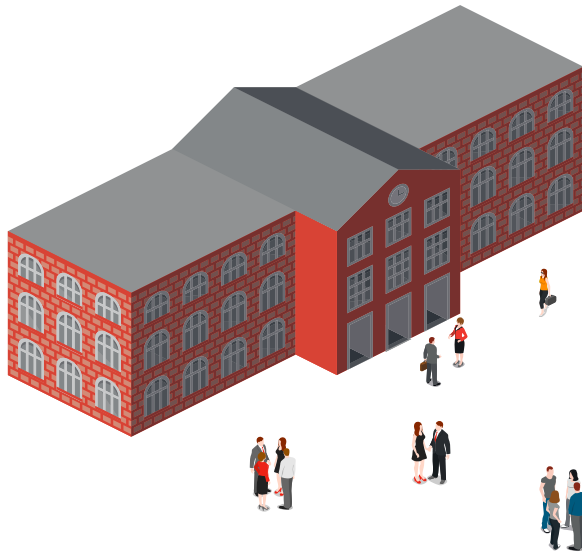


Customer Experience Delivery

In order to be successful nowadays, firms across all sectors (no matter whether they are B2B or B2C) need to focus on their customer. If they have not already done so, modern companies therefore need to transition from being product-centric to customer-centric organizations.

Our Marketing Advisory Team helps organizations to undergo this transition. In many cases this entails the introduction of PwC's "OneExperience", which provides for an optimized target operating model (TOM), a harmonized E2E customer experience planning and execution process as well as an optimized MarTech landscape.



Current Situation/Obstacles

"Marketing budgets have fallen to their lowest recorded level, dropping to 6.4% of company revenue in 2021 from 11% in 2020." (2021)¹

This development has been posing a burden for marketers and their day-to-day work and means that the ROI from marketing (ROMI) needs to be optimized. The two possible optimization levers for ROMI are (1) reducing costs and (2) increasing sales and/or margins in order to increase effectiveness. Consequently, firms are attempting to transform their marketing departments into agile, cross-functional teams, breaking open department silos and focusing on continuously improving and quickly activating customer experiences.

"Companies that have „customer-centric, data-driven marketing and sales platforms improve their ROI by at least 15-20%." (2022)²

This means that the rather costly switch to customer-centricity – which includes the development of a customer-centric marketing vision, the transformation of employees' mindsets and providing training for (new) marketing tools – yields great benefits.

"The number of marketing tech platforms has grown by 4600% in the last decade." (2022)³

This means marketers face numerous decisions when it comes to selecting the appropriate MarTech systems, interconnecting them and developing a strong landscape that supports all marketing processes. However, complexity and maintenance costs increase with each tool that is added and marketers often struggle to exploit the full potential of each tool.

"90% of marketing leaders struggle to identify the right technology." (2019)⁴

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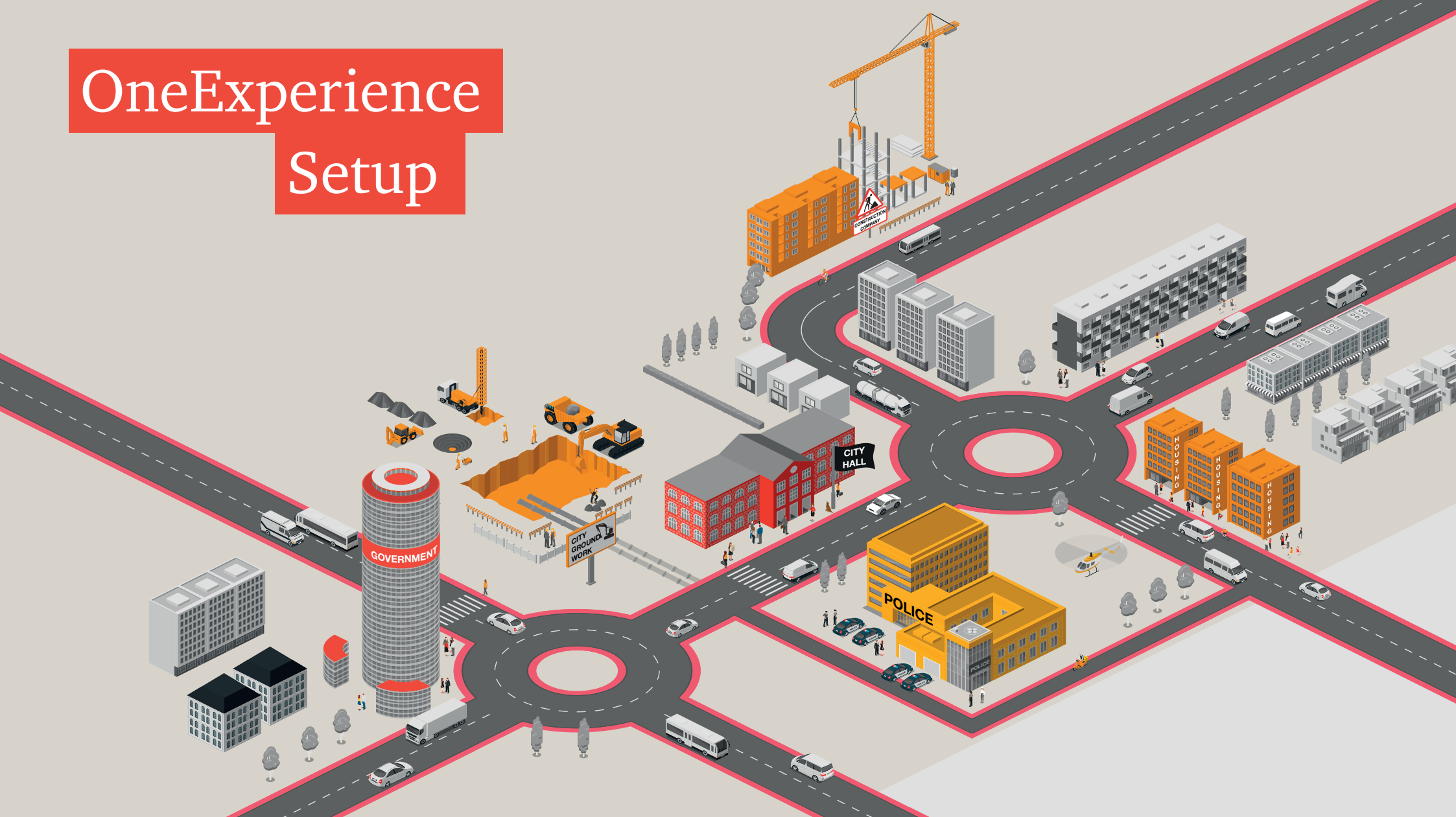
¹ Blum, K. and Omale, G. (2021, July 14). Gartner Says Marketing Budgets Have Plummeted to 6.4% of Overall Company Revenue in 2021. Retrieved from <https://www.gartner.com/en/newsroom/press-releases/-gartner-says-marketing-budgets-have-plummeted-to-6-4--of-overall>

² Lightfoot, A. (2022, February 02). Is A Customer Centric Approach The Future of Marketing? Retrieved from <https://latana.com/post/customer-centric-marketing/>

³ Beranowski, M. (2022, May 12). Today's complex MarTech landscape. Retrieved from <https://www.collectivemeasures.com/insights/todays-complex-martech-landscape>

⁴ Harvey, J. (2019, January 14). Marketing Talent: Striking A Balance Between Creative And Technical. Retrieved from <https://www.forbes.com/sites/forbescommunicationscouncil/2019/01/14/marketing-talent-striking-a-balance-between-creative-and-technical/>

OneExperience Setup



OneExperience Setup

Headquarter [Government]
Territories [Police Station]
OneExperience [City Hall]
Market-specific units [Inhabitants]

Processes & Double Agile Working [Streets & Roundabouts]
IT Department [Construction Company]
MarTech [City Foundation]



Learn more about the OneExperience Setup by hovering over the city elements

Our OneExperience Solution

ONE (global) marketing organizational structure based on ONE consolidated MarTech stack

With the OneExperience setup, a firm's marketing operations, including its processes, are centrally standardized and harmonized, thereby bundling employees' competencies and bringing together complementary skill sets (creative and technical). Departmental silos are broken up and employees are instead creatively empowered to develop optimal customer-centric experiences on a collaborative basis. At the same time, they are encouraged to draw on the available technologies in the MarTech landscape. Moreover, the MarTech landscape is reconsolidated and optimized and this results in increased cost efficiency and productivity levels.

ONE unified process within a powerful customer-centric target operating model (TOM)

A single harmonized and flexible marketing process is developed and covers the E2E planning and execution of marketing activities within and across all teams. Focus is placed on the continuous optimization of customer experiences. Such optimized experiences can be achieved thanks to the centrally created standards, templates and use cases that are made available and can be adapted rapidly and at a local level.

Time-to-market of customer experiences three times faster

Customer experiences can be delivered and activated three times faster thanks to the standardization, harmonization and complementary bundling of marketing skills and processes. This simultaneously allows for greater flexibility in creating and responding to constantly changing customer demands.

10-20% optimization of marketing KPIs (e.g. leads)

Our Marketing Advisory team assists in creating and introducing a comprehensive KPI monitoring framework for OneExperience that brings about shortened feedback and reaction times for individual customer desires and touchpoints and thus facilitates the continuous monitoring and agile optimization of customer experiences.

100% transparency & centralized control

The new global marketing organizational structure with a harmonized MarTech landscape and a unified process results in, on the one hand, the highest level of transparency possible and, on the other hand, in centralized control across all levels and teams (internal and external).



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