

# anexinet

EBOOK

## Being an exceptional business experience company:

*What it means, and why the time to start your transformation is now*



## Your customers don't buy products and services, *they buy experiences*

Today, every company on the planet is in the experience business. But while most organizations understand the importance of improving customer experience (CX), very few have achieved truly transformational success in their CX initiatives. This is often due to disconnected efforts across key areas of the business and the ever-increasing complexity of delivering great experiences to both employees and customers.



Great digital experiences are not surface level events. They are the result of a sophisticated, yet seamlessly interconnected group of actors and actions that go far beyond front-end design. Organizations that are bought into being in the experience business think differently - they understand the need to move beyond the traditional tenets of CX and place an innate focus on consistently delivering the amazing digital experiences their customers expect. In this eBook, you will learn more about why this is a challenge for many companies, and how a digital leader like Anexinet can help you become an exceptional business experience company.

## Delivering great digital experiences isn't that easy

Customer experience is crucial in today's digitally connected world. But for most companies, it's getting harder to organize their entire business around consistently delivering the great digital experiences their customers expect – especially when the goalpost continues to move.

### What's making it difficult for your company?



#### Expectations that span industries

Your customers see innovation in one industry, and quickly wonder why you are not offering a similar experience.



#### Legacy technology and processes

Your infrastructure, processes, and applications don't allow data to flow intelligently across people and systems.



#### A lack of real-time intelligence

It's challenging to build and maintain a comprehensive profile of your customers and where they are in their journey.



#### Empowering your employees

Your employees don't always have the right data, tools, or insights to properly support, service, and steer customers.



#### A continuously moving goalpost

Even when you do make progress, it feels like there's always a new or unmet customer need that requires more innovation.

## Partnering with a digital leader like Anexinet will make it much easier

No matter what's holding your company back, Anexinet has the talent and expertise to lead you along a transformational path to becoming an exceptional business experience company. From engaging front-end experiences to the dependable back-end infrastructure they run on, our Connected Experience Solutions bring together all of the elements required to deliver amazing digital interactions internally, and throughout your entire customer journey:



**Intuitive front-end UI design**



**Amazing cross-channel customer/employee experiences**



**Modern, event-driven, real-time digital architecture**



**Microservices and workload-specific data platforms**



**End-to-end security baked into everything**



**Automation, standardization, scalability, and agility**



**Future-proof technology that grows with your business**

## Learn more from our experts

### Connected customer experiences deliver (but require) more

Read a blog post that discusses why connecting with your customers and meeting their expectations is more challenging than it has ever been before.

[Read the blog](#)

### Deliver the connected experiences your customers expect

Watch a video to learn more about the challenges discussed in this eBook, and about our solutions, talent, and expertise in the Connected Experience space.

[Watch the video](#)

## Anexinet's Connected Experience Solutions: *Become an exceptional business experience company*

Achieving and maintaining leadership in business experience requires an organization-wide approach – one with a heavy, concerted focus on customer experience, employee experience, data, analytics, operations, and technology. Our Connected Experience Solutions were built to make it easier for organizations of any size – and in any industry – to deliver the secure, high-performing interactions they need to become an enduring leader in the business experience space.

### Connected Experience Solutions:

An integrated family of solutions to form a holistic approach to connected experiences

#### 1 Customer experience

*Place customers at the center of your business and surround them with innovation and engaging experiences.*

- Apply the principles of design thinking to create beautiful, intuitive, and consistent digital interactions.
- Continuously examine your customer journey to expand choice, increase consistency of experience across engagement channels, and decrease time-to-value.

#### 2 Employee experience and streamlined operations

*Empower employees with the tools and information they need to be efficient and deliver superior customer service.*

- Create employee experiences that inspire your workforce to leverage the tools and information required to deliver superior customer service.
- Eliminate manual processes and optimize middle-office and back-office support functions.

#### 3 Applied intelligence

*Build and maintain complete 360° customer profiles through continuous data acquisition, analysis, and appending.*

- Collect structured and unstructured data in real-time across all systems and touchpoints, blended with external “signals” such as location, time, weather and news.
- Leverage Artificial Intelligence to increase engagement options and reduce time-to-service.

#### 4 Technology platforms and architecture

*Quickly deploy modern and secure Experience Management Platforms to power a new generation of business experiences.*

- Get expert leadership on end-to-end design, architecture, implementation, and security.
- Tap into the power of best-in-class experience platforms to future-proof the core technology that drives your engaging business experiences.



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**With Anexinet's Connected Experience Solutions, you will be able to:**



Improve B2B, B2C, and B2E experiences across your company



Take the friction out of your entire customer journey



Increase the lifetime value of your customer base



Incorporate modern tools from Adobe, Salesforce, AWS, Azure and more.



Create a mutually beneficial relationship with your customers



Introduce AI-powered assistants and virtual shopping experiences

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## See what our Connected Experience Solutions can do for you

If your company is struggling with delivering consistent, connected experiences to your customers, please contact us. Give us an opportunity to show you how we can lead you along a transformational path to becoming an exceptional business experience company.

*Talk with our experts to discuss the challenges you're facing and see how we've helped other organizations in your industry.*

[Schedule a discovery meeting](#)

*Learn how our Connected Experience Solutions will help you re-imagine engagement across all your touchpoints.*

[Learn more about our solutions](#)