Data Analytics Platform Key to CCM & CXM Success

Are you searching for a more comprehensive, personalized, and effective way to connect with your audience? Are you losing revenue opportunities by not comprehensively knowing your audience, and therefore, cannot properly serve them or anticipate their needs? Do you want to improve your customer experience, retention, and industry rating? These are the questions enterprises grapple with as they explore new, turnkey SaaS solutions that drive overall customer satisfaction and retention. Read on to learn the reasons why upgrading your customer communications management platform is so vital.

1. Really Knowing Your Audience Is Critical

Why settle for a limited view of your customer when you can get a 360° perspective? A more up-close and personal snapshot enables clients to accurately study recipient behavior in real time and properly segment their customers using live personas. With this new level of insights, you can engage your audience members in a meaningful way, improving customer acquisition, customer satisfaction, and customer retention.

2. The Communication Landscape Continues to Evolve

The impact of Covid-19 on CCM and CXM demonstrates how rapidly the communications landscape has changed. As this evolution continues—and it undoubtedly will—it is critical that your organization be properly positioned to communicate more effectively to ensure customer satisfaction and brand loyalty. Rock-solid data analytic capabilities help clients get to know and understand their audience, enabling more personalized and meaningful communications.

3: Improve Your Industry Ratings

When your customers open the emails you've sent, you want them to feel like you truly know them and have their back. Whether it is preventative tips on reducing A1 C levels or suggestions on how to reduce stress during unprecedented times, your organization works tirelessly to create a positive overall customer experience. Integrating an effective resource into your organization will not only help you get there but also create an industry halo effect. For instance, in healthcare, your health plan's Star Rating will improve, which directly impacts

profitability. And, in the insurance and financial services sectors, a boost can occur in your net promoter score (NPS), an industry standard for measuring customer experience.

4. Anticipate Your Customer's Needs & Wants

With the combination of advanced technology such as machine learning, AI, and predictive modeling, customer insights and next best action automation can easily be generated. It also enhances experience management through journey mapping, visualization, and orchestration. Critical insights can help you prevent dangerous risk factors for each audience member.

5. Share the Love…and the Insights

What better way for an organization to operate and communicate strategically than to have access to meaningful audience insights? A comprehensive, data-driven approach meets the need for an enterprise-wide communications platform by supporting a broad range of uses across many business units and stakeholders. The organization can seamlessly view the same audience member insights, creating a unified, strategic perspective, translating into multiple benefits for audience members.

6. Amp Up Your Campaign Management

Robust campaign management features are essential for organizations to gain a comprehensive look at a range of criteria impacting the customer journey. Instantly, you can create meaningful campaigns based on deep analytics and audience segmentation, serving up the right content for the right audience members at the right time to ensure a more personal and meaningful communication and experience. And, the detailed view of a customer journey and user-friendly reporting dashboard tracks the results of every marketing and outreach campaign, providing organizations with a clear next step for each audience member. So, you can then create custom campaigns for outreach or create decision reports on the segmentation of your audience.

7. Modularity & Flexibility Translates into a Seamless Transition

Explore options that can be easily integrated into your current setup, which ideally is a comprehensive SaaS platform, offering complete end-to-end solutions. This scenario will allow you to radically transform the customer experience. Look for platforms that are modular and flexible enough to integrate with an in-house platform. More specifically, you'll need a tool that enables users to work remotely on an interface designed to allow them to create, manage, and deliver communications with minimum instruction as they interact with customers across channels in real time.

8. Cost Savings Is Key

From a financial perspective, look for cost-effective options that eliminate the need to spend millions purchasing siloed software technology and integrating additional solutions in customer communications management, content services, marketing automation, digital asset management, and marketing resource management, among others.

As the leader in Customer Communications Management (CCM) and Customer Experience Management (CXM), O'Neil Digital Solutions has earned a stellar reputation in the industry. In fact, Kaspar Roos, CEO and Founder of Aspire, a leading consulting firm specializing in the Customer Communications Management (CCM) and Digital Customer Experience (DCX) industries, states,

"Aspire considers O'Neil's data engine, ONEscore, to be the single most compelling feature of its CCM offering. By giving their clients the tools and services (by O'Neil's team of data scientists) they need to understand and enrich customer data, they can produce insights that drive behavioral change. O'Neil is shifting the business model from cost and risk reduction toward one focused on driving business growth."

Contact O'Neil

O'Neil Digital Solutions (ODS), a division of William O'Neil Companies, has been a recognized leader in technology-driven, marketing communication services for nearly five decades. Forward-thinking, resourceful, and nimble, O'Neil Digital Solutions specializes in Customer Communications Management (CCM) and provides solutions for Customer Experience Management (CXM) for the Healthcare, Insurance, and Financial Services industries. Its innovative SaaS solution, ONEsuite, is a robust CCM/CSM platform that supports every stakeholder throughout the client's enterprise. Its latest release, ONEscore, is a data analytics engine that enables clients to accurately study recipient behavior in real time and properly segment their customers using 360° live personas. For more information, visit www.oneildigitalsolutions.com.