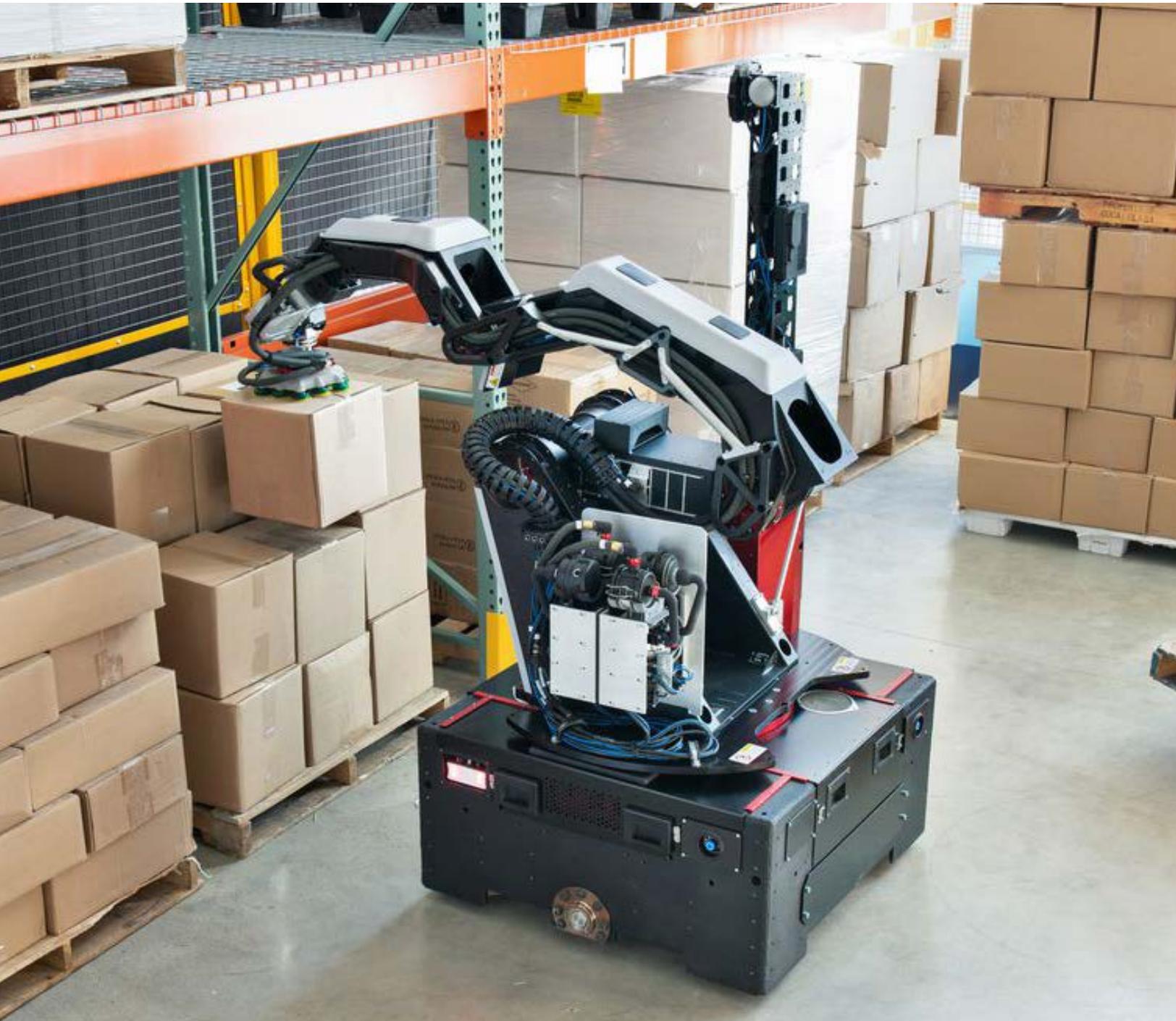


POWERING CUSTOMER EXPERIENCE THROUGH HYPERAUTOMATION

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Enterprise adoption of digital technology has accelerated, particularly since the global coronavirus outbreak. Companies are increasingly focusing on employing cutting-edge technologies that can improve operational economies and productivity. Hyperautomation has received the most traction among all technologies in recent years.



What is Hyperautomation?

Hyperautomation is a business-driven strategy for automating business processes by simulating five key capabilities: hearing, observing, speaking, performing, and understanding. Hyperautomation combines several technologies, such as artificial intelligence (AI), machine learning (ML), and robotic process automation (RPA), to make it easier for businesses to work, particularly in time-consuming operations such as client onboarding.

What is Customer Experience?

The totality of a consumer's views and feelings as a result of interactions with a brand's products and services are referred to as customer experience (CX). Customer experience refers to the entire life cycle of a customer's engagement with a brand, from initial contact to active use to renewal or repeat purchases.

Whether the brand understands it or not, any brand with customers creates a customer experience. Customers are the ultimate arbitrator of whether or not a firm sells a better product or provides excellent customer service.

Because customers behave, respond, and react in unforeseen ways, brands find it difficult to control the customer experience. To improve the likelihood of customer happiness, brands should evaluate and optimize each consumer touchpoint.

Hyperautomation is necessary for Customer Experience

For marketing organizations looking to boost customer retention and experience, hyper-automation is becoming increasingly vital. It allows marketers to contribute to the broader business goals of their firm by allowing them to:

- **Do more with less** - Because marketing teams and resources are reducing, marketers may now utilize technology to automate several critical but historically time-consuming processes like creating, delivering, fulfilling, and measuring offers.
- **Use AI and machine learning to transform business processes** - According to Gartner, AI is a core business and analytic competency, while machine learning (ML) is now going beyond yesterday's hard-coded algorithms and manual data science to transform business processes, reconfigure workforces, and optimize infrastructure behavior through faster, better decision making and process optimization.
- **Speed time to market** - Even while marketing teams have shrunk, hyper-automation can help them produce and distribute customer loyalty incentives more quickly, cutting the time to market from months to days.
- **Experiment and adapt to provide the relevance that customers want** - When offers aren't working, marketers can use automation to try different phrases to see what works best. This agility allows them to optimize offerings based on real-time customer insights to provide the relevance and value that customers expect.

How to Achieve the Relevance Your Customers Want

In the post-COVID era, when practically every industry has undergone years of digital change in a matter of months, a convenient digital experience is no longer a differentiator for brands. Brands must maintain their relevance over time for every consumer, and in every interaction throughout their travels. However, in terms of marketing, Teams are expected to accomplish more with fewer resources. They must invest in both money and people. innovative technologies to make things go faster and more efficiently personalization and implementation offers. In addition, technologies are necessary to assist in the evaluation of outcomes and fine-tuning of offerings to encourage continuous participation consumer involvement, and satisfaction MarTech solutions must close the loyalty loop. The way that they can drive greater digital maturity personalization into automation marketing techniques to cut down on time market and enhance outcomes.



Make use of technology to create unique consumer experiences

AI and machine learning are created for customer service. The latest digital technology has made time-to-insights faster and new levels of personalization and service both scalable and inexpensive, from chatbots that are available 24/7 to natural language processing that helps you to comprehend what people mean in free-form text messages.

The increasing number of large businesses employing these technologies reflects their value. Dominos, for example, lets customers order pizza using Domino's Facebook Messenger chatbot, while eBay, as a personal shopper, helps clients browse the whole eBay marketplace for the greatest offers.

Conclusion

Modern consumers have high expectations, which mass marketing will not be able to meet. They want to form relationships with brands, and they prefer to conduct business with those that provide personalized offers and messaging. However, this fine-grained degree of offer campaign Without the correct tools, automation is difficult technology. And now is the perfect time to get started taking the necessary efforts to improve your situation. Build a MarTech stack to help you with your marketing team that is more efficient and productive in their work making a difference to the company's bottom line By following a well-defined road map that includes use cases and answers to a slew of questions, decision-makers will be better informed investigating the available options on the market and choosing the ones that are right for you. You are a team player who contributes to the company's overall objectives and will be able to present a compelling case for acquiring and putting in place the new. You'll need a MarTech platform to send offers. Today you're sending and moving in the direction of customized offers

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