

# Finding the Tools You Need to Create a Powerful Customer Experience

The success of a business is no longer simply dependent on the products and services it offers. Customers expect more – they’re looking for a connection, an experience.

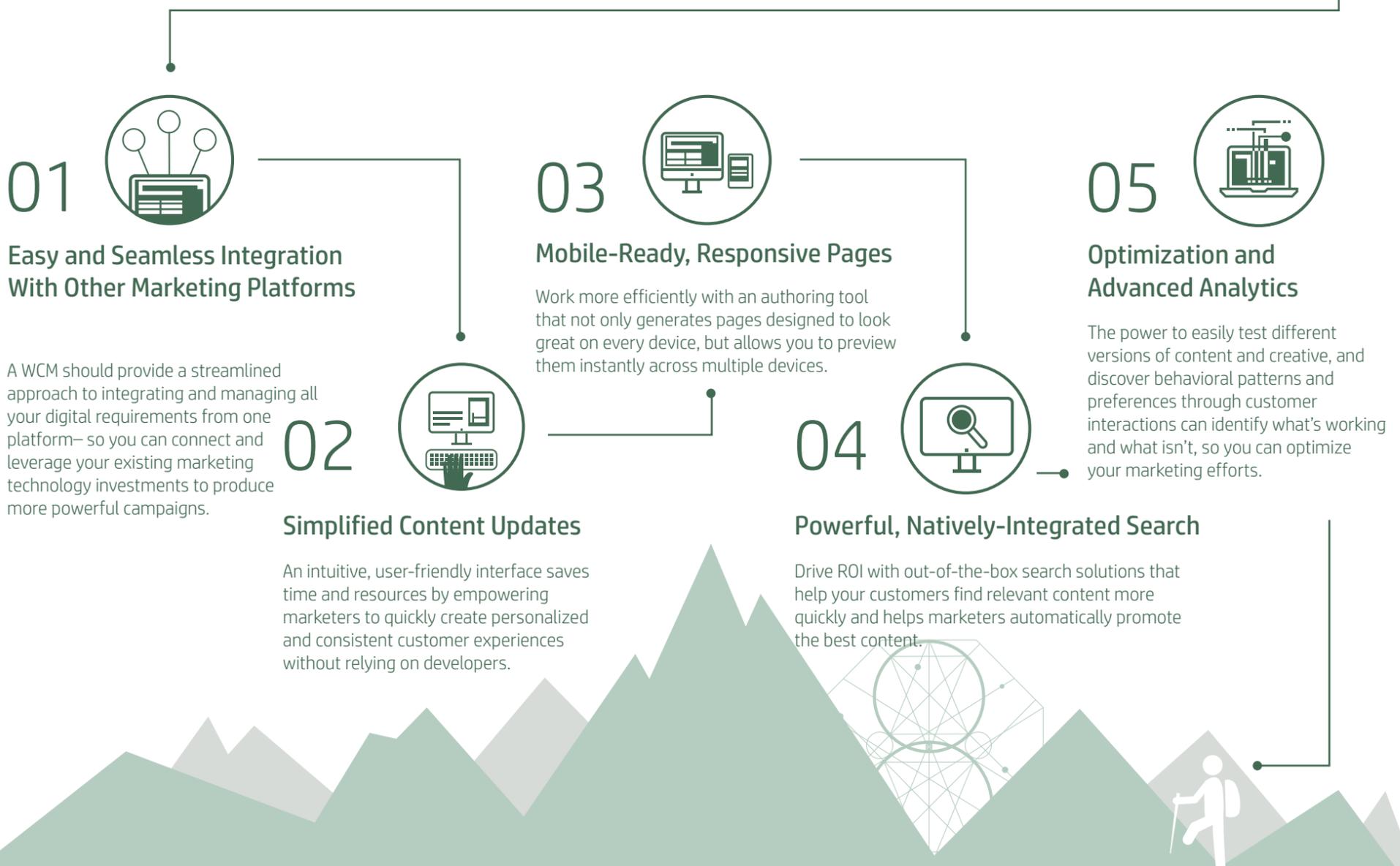
Companies considered to be leaders of customer experience saw an ROI of **43%** on the S&P 500, while those who lagged in customer experience saw a decrease of **33.9%**<sup>1</sup>.

The average enterprise organization manages **268** different customer-facing web and mobile sites<sup>2</sup>.

By 2016 **89%** of companies expect to compete mostly on the basis of customer experience<sup>3</sup>.

Web Content Management is now even more essential to the customer journey – enabling you to boost customer engagement by the consistent delivery of relevant and targeted content across a variety of channels. That’s why choosing the right solution is crucial to creating a meaningful customer experience while saving both time and money.

When searching for the right Web Content Management solution to manage your digital experience, these are the **top 5** features you should consider:



1 - Forrester's The CIO's And CMO's Blueprint For Strategy In The Age Of The Customer  
2 - Forrester's The State Of Digital Experience Delivery, 2015  
3 - Gartner Survey Finds Importance of Customer Experience on the Rise — Marketing Is on the Hook