

# How Liferay DXP Helps Businesses Increase Profitability



# Using Liferay DXP to Engage with Customers

In today's market where competition comes from all sides, supply chains have been disrupted, and the B2B purchasing process has only grown more complex, how can businesses expect to grow their revenue?

One of the most direct ways businesses can impact profitability is by engaging with their customers. **With a robust platform like Liferay DXP, businesses can build solutions to connect and engage with their customers for their entire journey.**

We'll explore how businesses can use Liferay to transform their processes, experiences, and services online so they can forge deeper and longer-lasting relationships with their customers to accelerate revenue growth.







# How is Customer Engagement Tied to Profitability?

Customer *engagement* is unique from customer experience in that **engagement** refers to whether users find value in a product and service. Highly engaged users are actively interacting with a business's content, webpages, and resources, being more likely to purchase, return, and share their experiences.

But, maintaining deep, personal relationships with customers can be costly and difficult. **Liferay helps businesses tackle this challenge by providing the foundation to build customized digital experiences that engage customers.**

Businesses can use Liferay to create a customer portal that will impact profitability by growing customer engagement through:

- 1 Reduced internal operations costs
- 2 Simplified purchasing processes
- 3 Personalized customer experiences



# 1

## Use Liferay DXP to Reduce Costs

Instead of costly one-on-one customer support, businesses can **improve the efficiency of their customer service and reduce cost-to-serve by implementing self-service functionality.**



Live interactions can cost up to 80-100x more than a fully self-service resolution. Where the average cost of a B2C interaction is \$7 and a B2B interaction more than \$13, self-service can reduce cost-to-serve to just pennies.<sup>1</sup>

With Liferay's out-of-the-box features, businesses can build a unified communication hub for customers that allow customers to securely access the information they need without needing to contact a customer representative.

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<sup>1</sup> How You Can Turn Customer Service into a Profit Center

This means that sales and customers service teams have the resources and time to manage other strategic initiatives with Liferay's:



**Native Document and Media** repository that makes content easier to find



**Product Information Management** solution that gives organizations a single place to collect and manage product information into a catalog.



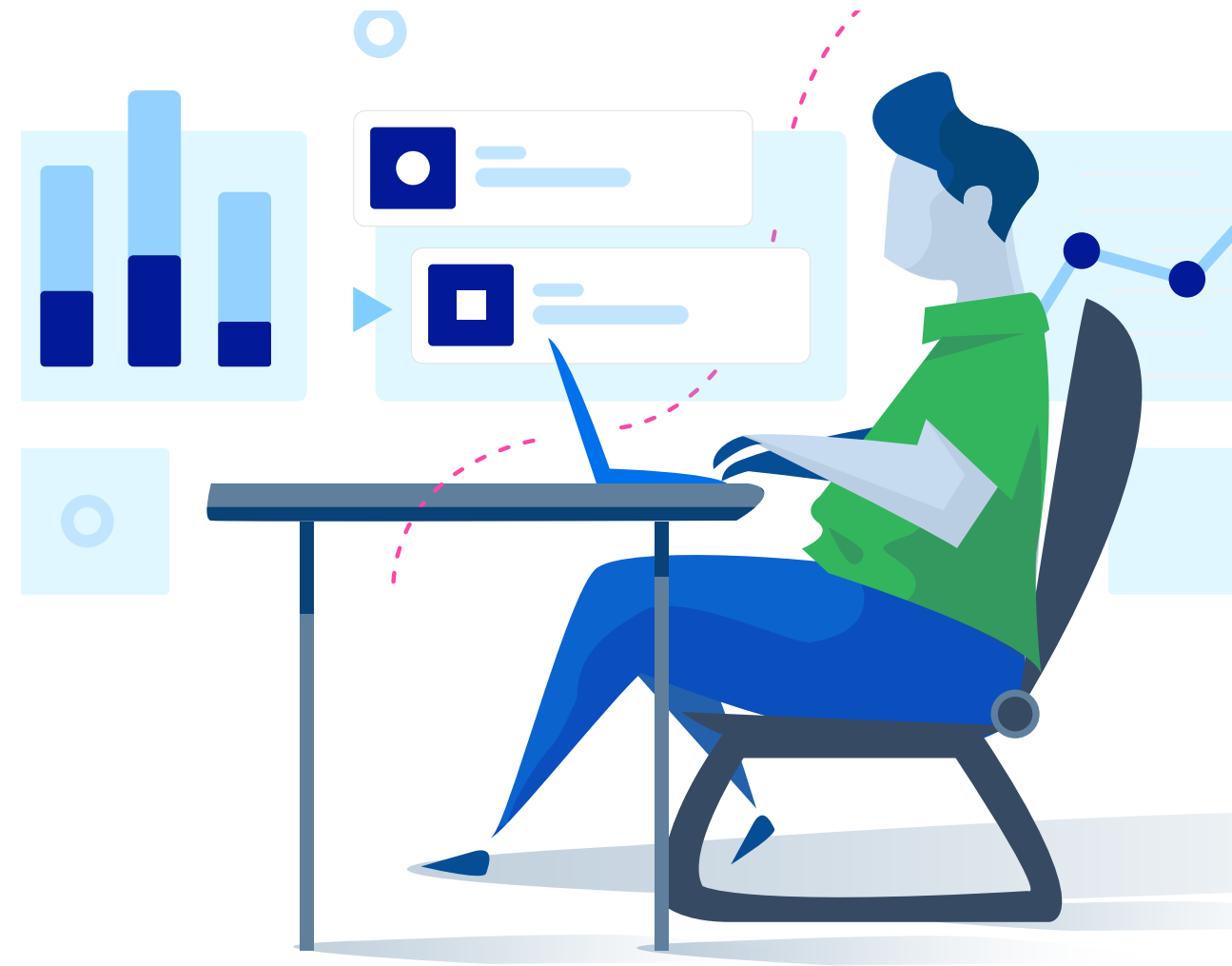
**Knowledge Bases** to house important resources and information. Create, review, and publish knowledge bases to allow customers to easily find the information they need.

These capabilities ultimately empower customers to manage their own experience, not only giving them a greater sense of control over their own purchasing journey, but also alleviating customer service costs.



#### Finding the Right Information

A major automotive manufacturer takes advantage of these capabilities to enhance product listings with selection guides, installation videos, and more. These guides provide customers with easy access to the information they need to ensure vehicle compatibility.







## 2 Use Liferay DXP to Simplify Purchasing Processes

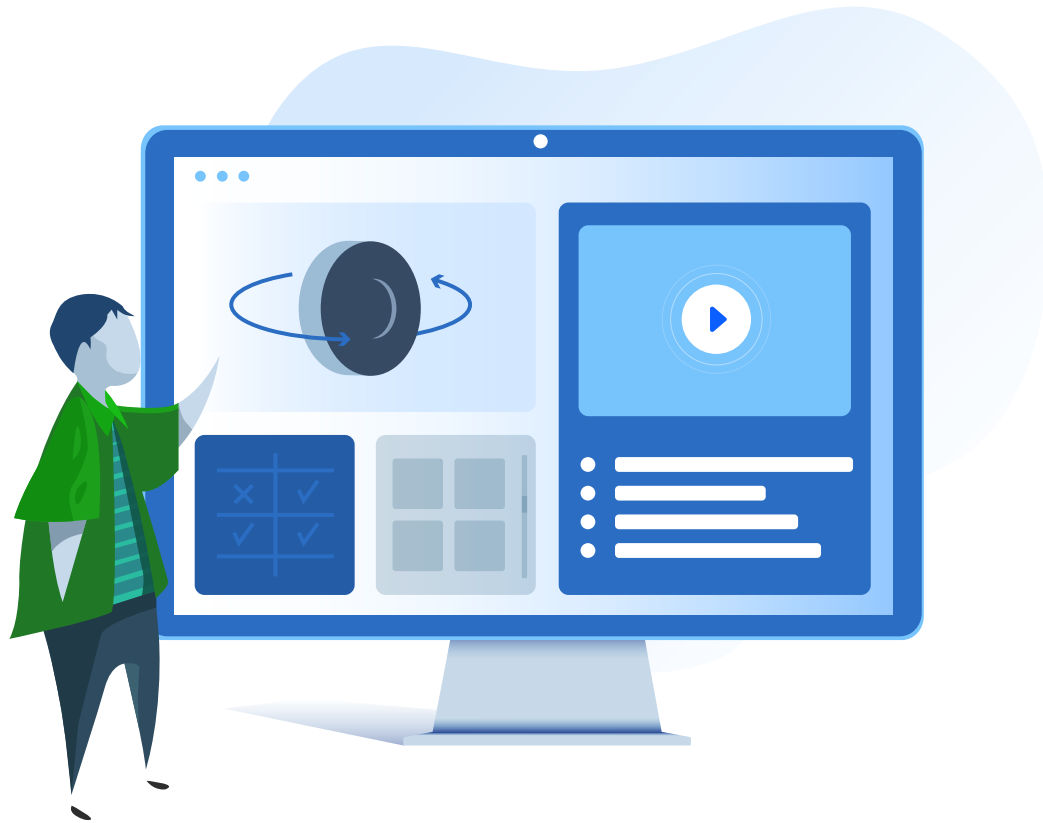
In many businesses, purchasing decisions can be very challenging and lengthy, often requiring multiple buyers and workflows.



According to Gartner, 77% of B2B buyers state that their latest purchase was very complex or difficult.<sup>2</sup>

By delivering a world-class buying experience, businesses can make it easier for their customers to purchase, thus increasing overall revenue and profitability. Liferay provides the tools to allow customers to set up and manage their own orders. Use Liferay DXP to improve the buying experience by:

<sup>2</sup> Gartner®, [New B2B Buying Journey & its Implication for Sales](#). 2022.GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.



**Streamlining ordering through self-service** rather than needing to contact a sales representative to place an order



**Providing more detailed product information**, such as datasheets, videos, and manuals, on the same site that purchasing occurs to give buyers the confidence they need to make the correct purchases



**Personalizing catalogs and pricing** for a tailored buying experience based on account, buyer role, and location.

By streamlining purchasing, buyers can not only feel assured about their purchase, but also do so much more quickly and easily.



#### Never Been Easier

Although Tag has complex requirements and global reach, this global leader in integrated marketing and communications solutions was able to use Liferay DXP to launch B2B self-service ordering. This helps both the customer and organization save money and time.

[Read how they were able to do it here >](#)



## 3 Personalize Customer Experiences with Liferay

B2B buyers want to be able to buy from vendors that make their job easier and reduce the amount of time spent searching for products, and they will not hesitate to switch to a seller that will be able to do this for them.

But B2B personalization is tricky to implement effectively. **In a recent survey, over 54% of sales and marketing professionals believe that personalization is harder to get right in B2B than in B2C.<sup>3</sup>**

Sales teams don't have the time or energy to personalize each interaction coming in. Thankfully with Liferay, they don't have to.

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<sup>3</sup> Folloze Research Indicates That Most B2B Marketing and Sales Teams Link Personalization Efforts to Fueling Long Term Growth



With modern digital engagement tools on Liferay, sellers will be able to deliver personalized experiences that will satisfy buyer expectations and increase overall spend. Create targeted shopping experiences and offerings with Liferay's:



**Segmentation capabilities** to manage and target specific audiences.



**Experiences** to easily personalize content, webpages, promotions, products, and other messages to engage with customers.



**AI/ML recommendations** to push relevant content and products based on purchasing history and what similar user profiles have viewed before.



#### Up Close and Personal

Austria's oldest insurance company, Merkur Versicherung AG, uses Liferay DXP to personalize content and webpages for different target groups and channels. Targeting specific information is essential for employees, brokers, partners, and customers to get the resources they need.

[See how they did it here >](#)





# Engagement Across the Entire Journey

There are more ways to increase profitability outside of just increasing direct sales. Use Liferay DXP to impact profitability with an engaging customer portal.

[Request a demo to see how Liferay can help you.](#)



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at [liferay.com](https://liferay.com).

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