

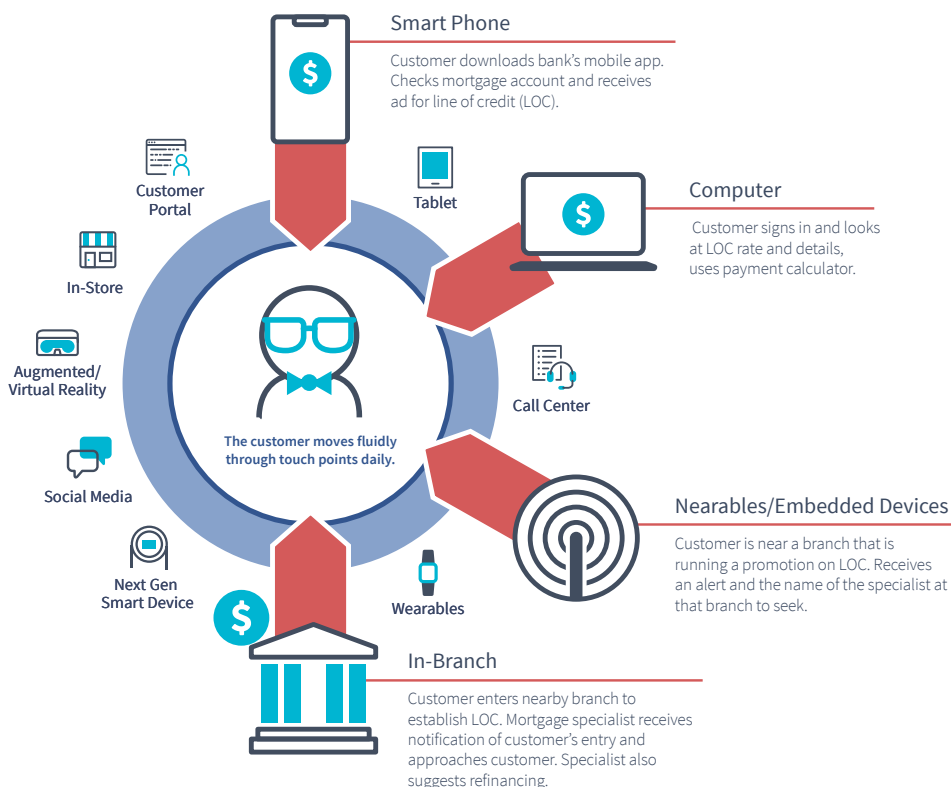
Liferay Digital Experience Platform

One customer experience. Everywhere.

With so many choices for today's consumers a click or swipe away, the companies that stand out will be those who deliver highly personalized experiences in the channels of the customer's choosing. The Liferay Digital Experience Platform helps you create connected customer experiences finely tuned to your customer's needs in any device or context.

The Business Challenge: Customer Expectations on the Rise

The increase of digital channels means greater opportunities for companies to better understand and serve their customers. But this proliferation of digital or digitally enhanced touchpoints—mobile, web, email, smart device, kiosk, interactive billboards, social media, call centers, in-store experiences and more—also means customers are expecting increasingly greater personalization and continuity across these channels.



Customers are taking multidevice and multichannel paths to purchase that work for them. Marketing, customer experience and IT teams face pressure today to not only deliver meaningful, relevant content but to do so at every customer touchpoint. Companies must eliminate the disjointed experiences between channels that frustrate their customers to present a continuous brand experience that delights the customer and ultimately leads to greater loyalty.

Liferay DXP: A Platform that Brings Everything Together

Liferay Digital Experience Platform is software to create, manage and deliver end-to-end customer experiences consistently across every touchpoint. Liferay DXP brings together customer data from disparate systems across the enterprise to support the entire customer relationship (e.g., across a public website, native mobile app, customer support portal, Customer Relationship Management system). Companies can have a full view of the customer and at the same time deliver experiences tailored for that individual into any channel.

Liferay DXP helps companies foster collaboration between the business units that face the customers, including sales, marketing, support and customer advocacy, in order to serve the customer with one consistent brand experience. Working from shared customer data across their systems, employees can provide effective service, giving customers the content and information they need in the moment.

In addition, Liferay DXP provides a means for a company's entire ecosystem to work together. Partners and sales teams can, for example, share a single view of the customer and access important information, such as the number of support tickets filed.

Business Benefits

IMPROVE THE CUSTOMER EXPERIENCE

Differentiate your company with connected and consistent digital experiences that are uniquely tailored to each customer's behavior, history and profile for higher customer satisfaction and loyalty. Liferay DXP keeps people engaged across the full customer lifecycle, from prospect to customer to advocate. Show customers relevant content at exactly the right time in context of the device or channel, and manage it all from a single, integrated platform.

UNDERSTAND YOUR CUSTOMERS

Liferay DXP is designed to help you understand your customers and turn each interaction into an opportunity for customer insight. Gain a complete view of anonymous and known users by unlocking data through backend integration on behavior, activities and interactions hidden in your disparate systems. A single view of all your customer's interactions with your company gives you contextual understanding and insight into opportunities for cross-selling and up-selling products or services. Replace fill-in-the-blank promotions with tailored experiences based on what your customer really wants.

LAY THE FOUNDATION FOR DIGITAL AGILITY

The technology you choose matters, both for addressing today's needs and positioning your business for long term success. Liferay DXP enables your business to integrate applications and information in order to quickly create digital experiences in response to changing customer needs. Liferay has a flexible and modular architecture on which to build and innovate new business models while integrating with your current software and hardware investments. Equip your company for digital transformation across every business unit and stay agile for future needs.

Key Features



CONNECTED DIGITAL EXPERIENCES

Liferay DXP allows you to create native mobile apps, mobile sites, modern websites, landing pages and more while maintaining consistency in branding and experience across all touchpoints. Customer data will persist across interactions allowing, for example, a customer to begin filling out a form on a computer and complete it later on a smartphone.



ARCHITECTURE FOR DIGITAL READINESS

IT teams can deliver business-ready solutions quickly with Liferay's flexible and modular architecture, taking advantage of reusable microservices and integration with existing applications to adapt to new digital technologies and shifts in strategy. Save costs through the reuse of content, customer data, components and services across systems. Simplified integration across backend systems unites business units and processes so that companies can support the full spectrum of the customer's experience.



CAMPAIGN MANAGEMENT

Set up highly targeted marketing campaigns and track whether they're successful. Personalize content by segmenting audiences with rules for who should see what and when in context of the device or channel, and view the results in a single dashboard. For example, create targeted offers or display useful articles along with the budget and spend for each campaign.



SINGLE VIEW OF THE CUSTOMER

Have more informed and contextual conversations with your customers. Liferay DXP creates a single customer profile aggregated from all interactions with the business. A full customer view helps you track each customer relationship and gives your employees access to key information such as recent activities, which content they're engaging with most, customer history, and opportunities for cross-selling and up-selling.



ENGAGEMENT METRICS

Learn how your audience is engaging with your business through data such as video content views, traffic sources, click-throughs on targeted content and recent touches. Liferay DXP delivers the core engagement metrics you need to analyze the effectiveness of your marketing campaigns and make critical, data-driven business decisions.

Moving Forward

Learn more about how Liferay Digital Experience Platform allows today's enterprises to go deeper in customer engagement and relationships.

Visit liferay.com/digital-experience-platform