

Build value, not products

Make like a market-leading
manufacturer.



In manufacturing, stronger bonds make all the difference

The bar has been set. Behaviors have changed. Buyers are acting on personal preferences and engaging based on positive experiences. They demand higher levels of service, personalization, and transparency.

Any business that isn't oriented around these expectations is fast losing connections with customers. Yet, right now, only 4% of manufacturing executives across the UK and Europe say their digital experience is dynamically tailored to each customer.

**There's no going back.
Your business has to evolve.**

Are you one of the 61% of businesses that hasn't got significant insight into friction points in the customer journey? It's time to take control of your brand and build the experiences, as well as the products, that people demand.

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Meet the rising demand for individual experiences

Key digital challenges

According to Gartner, only a third of marketers feel their existing tech is useful. And meanwhile, over 80% are sitting on a short-sighted or outdated roadmap.¹ Does your technology address today's needs?

The manufacturing landscape is changing. In-person communications are being replaced by digital experiences. Customer preferences are becoming highly individualized, expectations are rising, and outstanding service is expected as standard.

With 63% of manufacturers saying there's a greater willingness to make long-term investments in the tech and capabilities needed to compete in customer experience, organizations that fail to adapt, risk being left behind.

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Understand your customers, and you can build a new world of growth

In the face of new challenges, what should your business be considering?

1. Customers are looking for direct relationships with manufacturers, sidestepping dealership networks.
2. When manufacturers compete on price alone, profits are eroded, quality suffers and customers become disillusioned. It's a spiraling cycle of loss, inflicting damage on brands and sapping customer loyalty.
3. The digital experience is the new competitive battleground, and manufacturers are struggling to offer personalized experiences that justify a higher price tag, which leads to customers turning away.

When the world is driven by high standards, not standardization, you need to make a name for yourself as a differentiator.



When you understand your customers, they understand your value

Top customer experience trends for manufacturers

	Focus area	Action
Evolving customer expectations	To spark and nurture meaningful conversations, manufacturers need to lean hard on data.	Embrace digitalization to gain more control over brand reputation and routes to market, generating more demand.
Increased commodification of products	When data is unlocked, companies can understand customer needs, enabling personalization at scale.	Marrying customer data with content planning, creation, and targeted distribution keeps you on top of the opportunity.
Rising need for personalization	By personalizing each customer experience, distinctive content can be delivered across different channels to delight customers.	Introducing agile, data-driven systems helps to provide an accurate and real-time understanding of customers.

Retool your roadmap

The Sitecore vision for manufacturers

Almost half (44%) of manufacturing executives agree that digital experiences replacing in-person communications is the most significant change impacting the way they engage with customers.

As buyers demand more, you need to create customer value through personalized end-to-end experiences, streamlining your processes with a single platform. From attracting new customers to improving retention, Sitecore gives you the tools and guidance to inform your strategy and form personalized relationships with every individual member of your audience.

To support you, Sitecore focuses on:

- Providing one centralized platform that manages personalized content delivery across multiple channels at scale
- Taking a composable approach, so you can choose the best components to build customization, acceleration, automation, and scalability
- Unifying assets, teams, and processes across the entire content lifecycle

Sitecore helps you connect with customers in bold new ways

Evolving customer expectations

Sitecore helps manufacturers to understand customers on a granular level in the digital world, enabling relevant, consistent, and personalized experiences at scale.

Increased commodification of products

Sitecore helps you build relevant content, managing digital experiences to drive conversion.

Enhancing digital experience

Sitecore helps you to interact with your customers on an individual level, through the context of current and past interactions.

Implementing new
technology platforms is
the top plan to overcome
barriers to improving the
digital experience.



Make customer-led manufacturing your mindset

Content is the key to meeting and exceeding ever-growing customer experiences – personalized content delivered at the right time in the customer journey, to be precise. This is the goal of every ambitious company. However, current organizational and technical challenges often prevent this.

Customer data now presents new opportunities for manufacturers, allowing them to operate in the conventional retail arena and online through a branded e-commerce presence.

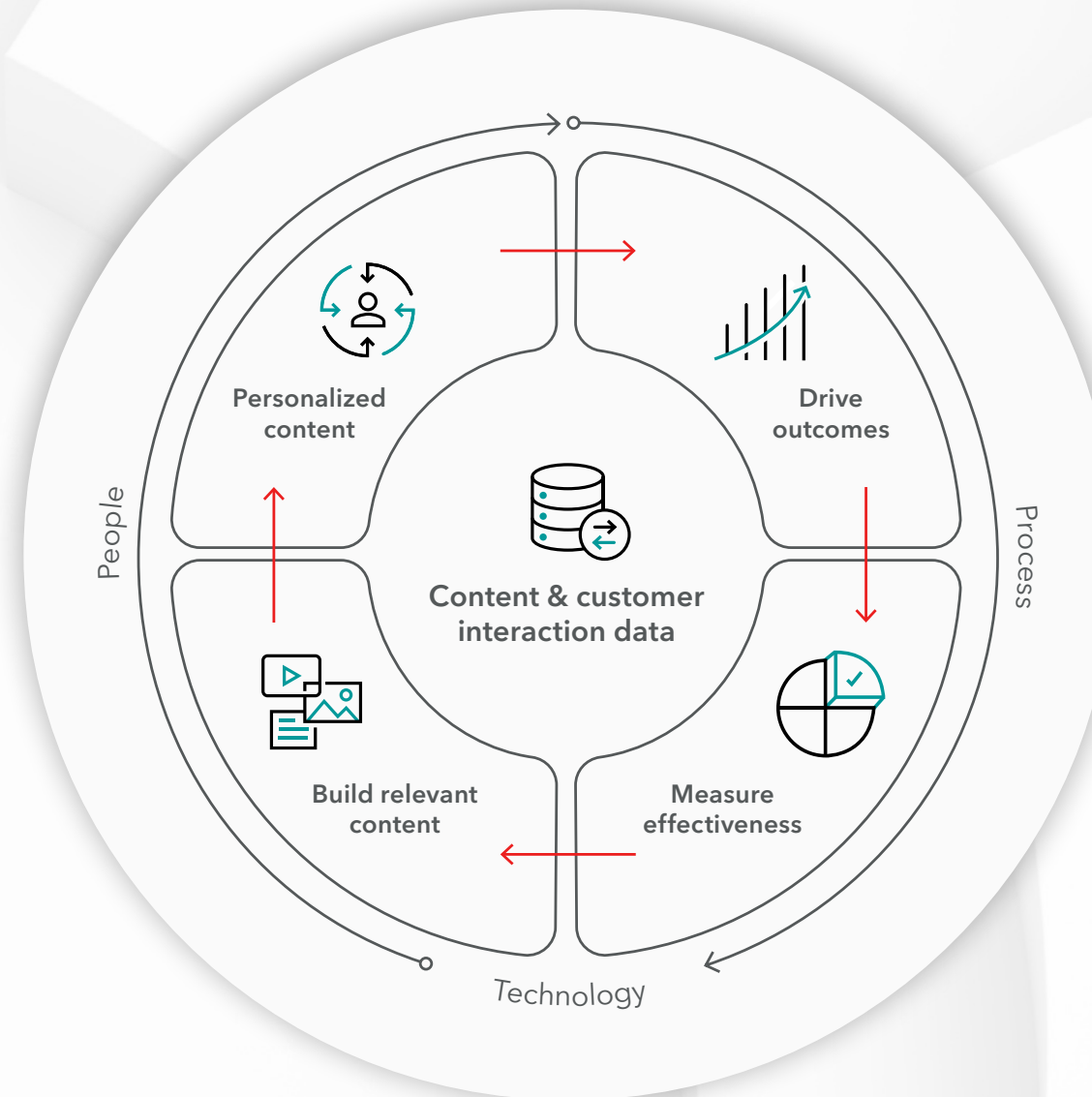
But whether because of silos or fragmented approaches, teams often view elements of the content lifecycle as separate units, which contributes to disjointed and inconsistent customer experiences.

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Future success is built on technical foundations

To adapt to the demands of customers and respond to change, IT and tech needs to take a more significant role in leading growth efforts.

Yet, worryingly, only 20% of executives currently agree that their martech stack integration level is 'excellent' and fully integrated with all necessary platforms.



Get this right and you can ensure proper customer focus.

A unified platform to enable fluid collaboration

Having more centralized platforms can empower marketing teams to better understand customer interactions across every touchpoint. But right now, 50% of manufacturing executives only have low or moderate trust in the reliability of their organization's data to optimize the customer experience.

By using a single solution to manage the end-to-end content lifecycle, teams can streamline processes and deliver memorable, personalized experiences. From creation to delivery to performance insight, a unified platform enables transparent and fluid collaboration.

If the platform includes integrated data and intuitive dashboards, teams have the actionable insight needed to present experiences that connect, continually improve them, and tie content investments to revenue and cost savings – promoting a new view of content as a business asset.



Build relevant content

Content planning, creation, collaboration, approval, management, and distribution

Digital Asset Management

Simplify storage, management, distribution, and control of digital assets

Product Content Management

Stay on top of all product content for e-commerce and other downstream apps

Content Marketing Platform

Streamline content, strategizing, planning, creation, and publication

Marketing Resource Management

Manage, budget, and control every phase of a marketing project



Show content

Web content management

Easy-to-use CMS platform for reducing reliance on IT

- WYSIWYG marketer-friendly editing experience
- Cost-effectiveness of managing content
- Integration across the martech stack
- Consistent multi-site brand experiences
- User-friendly form creation to collect visitor data



Personalize and drive outcomes

Customer data, personalization, and commerce

Extending CMS functionality to deliver personalized omnichannel experiences

- Managing digital experiences
- Track and analyze customer interactions
- Consistent omnichannel experiences through web, mobile, and e-commerce
- Audience segmentation and campaign management
- Automated personalized experiences
- Artificial intelligence
- Testing capabilities to see what drives conversions

Choreograph your next move

To meet the rising demand for tailored experiences and direct relationships, you must take the best approach for your business.

Sitecore offers the guidance and tools to help you become self-sufficient, coordinating and creating customer value through personalized experiences and an adaptable business model.

- Streamline your complex processes with a single platform, delivering an end-to-end customer experience
- Market to customers based on interactions across any channel, in real time
- Empower retailers and brands to win customers by adding context
- Maximize your margins by improving efficiencies and removing significant costs from your marketing operations

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Sitecore Digital Experience Platform

Unifying content, experience, and commerce, our composable DXP is a suite of products that empowers brands to deliver the experiences customers crave.

The end-to-end content and commerce platform for marketing.

- One platform to manage personalized content delivery across channels and at scale
- Central repository for all customer interaction data enables quicker decision making
- Headless architecture powers ability to create content once and display it anywhere
- Native analytics, testing, optimization, and machine learning capabilities



Experience

Market to customers in context of current and past interactions across any channel and in real time



Commerce

Empower retailers and brands to win customers by personalizing the end-to-end interaction experience using data and context



Content

Unify assets, teams, and processes across the entire content lifecycle



Assemble your customer relationships

When you understand your customers, you build value, not just products. And that strengthens relationships. It differentiates your business and helps you thrive. Investing in the long-term means overcoming the complexities that prevent personalization at scale.

Now you can understand and meet buyers where they are, from predicting what they need to knowing what they want, before the moment (and your competitive advantage) is lost.

Create unmatched customer experiences with Sitecore

When it comes to creating human connections in a digital world, we're leading the way. Our products help thousands of brands deliver millions of digital experiences every day - and we're always innovating to ensure our products support your digital growth.

We are the only company to manage the complete content lifecycle with one connected platform that brings together content, personalization, commerce, and customer data.

Ready to see Sitecore in action?

Book a demo tailored to your interests and needs sitecore.com/request-a-demo

Discover more

Visit our [Manufacturing resource page](#)

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers.

A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day.

Leading companies including American Express, ASOS, Carnival Cruise Line, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Learn more at [sitecore.com](https://www.sitecore.com)

Sources

1. Gartner

All other sources: Thriving in The New Digital Era - Digital Transformation in Manufacturing (2021) eConsultancy.

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