



# The Shared Throne

From omnichannel data  
to omnichannel content



## Common thread

There is a huge opportunity to deliver relevant and tailored content along the customer lifecycle, but organizations have found themselves struggling to deliver.

While data is increasingly well harmonized and centralized and omnichannel insights drive customer experience optimization, content was left to fend for itself, scattered throughout the organization.

If we want to accommodate business demands, content that transcends channels, brands and departments must be consolidated and reorganized. Omnichannel content should not only resolve the chaos and stagnation of siloes, but also fit agile ways of working.

“Agile content” is the next logical step towards creating those seamless experiences organizations want to offer their customers.

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## Chapter 1

# The joint power of data and content (again)

After content became king in the 1990s, digital marketing really took off. It first evolved as a channel-by-channel strategy with marketers building and nourishing customer relationships on and for those channels individually. However, these relationships were isolated on websites and other digital environments with the result that marketing approaches were soon broadened out with multichannel strategies. Over time, the customer relationship grew increasingly important, and a new conception emerged of this relationship which started well before the moment of conversion and went on long after it. Data became the main tool to achieve this. Data (not content) was leveraged to recognize and serve customers across their multichannel journeys and became so indispensable that it had become commonplace to refer to data as ‘the new gold’.

*Building customer relationships has grown and the desire for a lasting relationship became more important.*

# Data as the new gold

Marketing and IT were hoarding data from customer journeys across multiple channels. The motto was: the more data the better — and it is easy to see why. With all this data becoming available, marketers and business owners were able to analyze customer behavior, signal trends, and identify key interactions, or micro-moments where the business could be optimized with maximum effect.

Data, and the valuable insights derived from it, held out a promise of unrivaled levels of accountability, traceability, business optimization, and insight — and the marketing and IT communities eagerly adopt data-driven approaches. Yet this data gold rush soon revealed a darker side; data was literally everywhere. Businesses were overwhelmed by it. This led to a technological arms race to break down data and system silos; a holistic approach and centralized solution for data were bound to emerge.

# The rise of omnichannel

As they buy their mobile phones, insurance policies or winter coats, customers have a choice over where and how they talk to – or about – any organization of their choosing. This customer journey is never linear because people hop from one channel to the next as they make purchases in a webshop, track their orders via e-mail, ask questions to chat(bots), use instant messaging to submit ideas and customer complaints, and share their thoughts on social media.

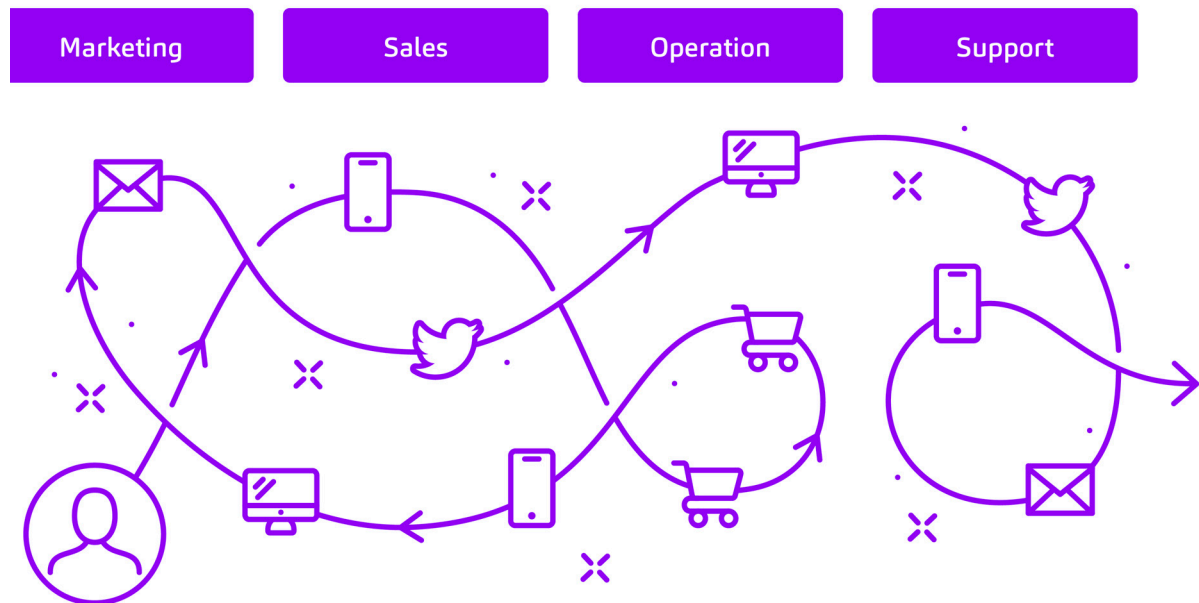


Figure 1: The non-linear customer journey

New data technologies delivered centralized, harmonized, and accessible data about all these interactions and journeys. They allowed business owners to look past the complexity of the omnichannel CX and analyze their customers' behavior at any point for any given interaction. Unlike

the integrated data capabilities that preceded omnichannel, these new technologies brought unparalleled time-to-market, reduction of IT dependency, and much deeper and more actionable insights for improving customer experiences — and they did this across all channels and in all stages of the customer lifecycle: marketing, sales, operations, and support.

By looking at this centralized, harmonized data, businesses began to see that channels would lead to higher returns when approached not as an isolated experience, but as part of an overall, continuous customer lifecycle. Adoption of this holistic approach has accelerated drastically in recent years; it is the rising star of omnichannel — but its very success poses a new challenge.

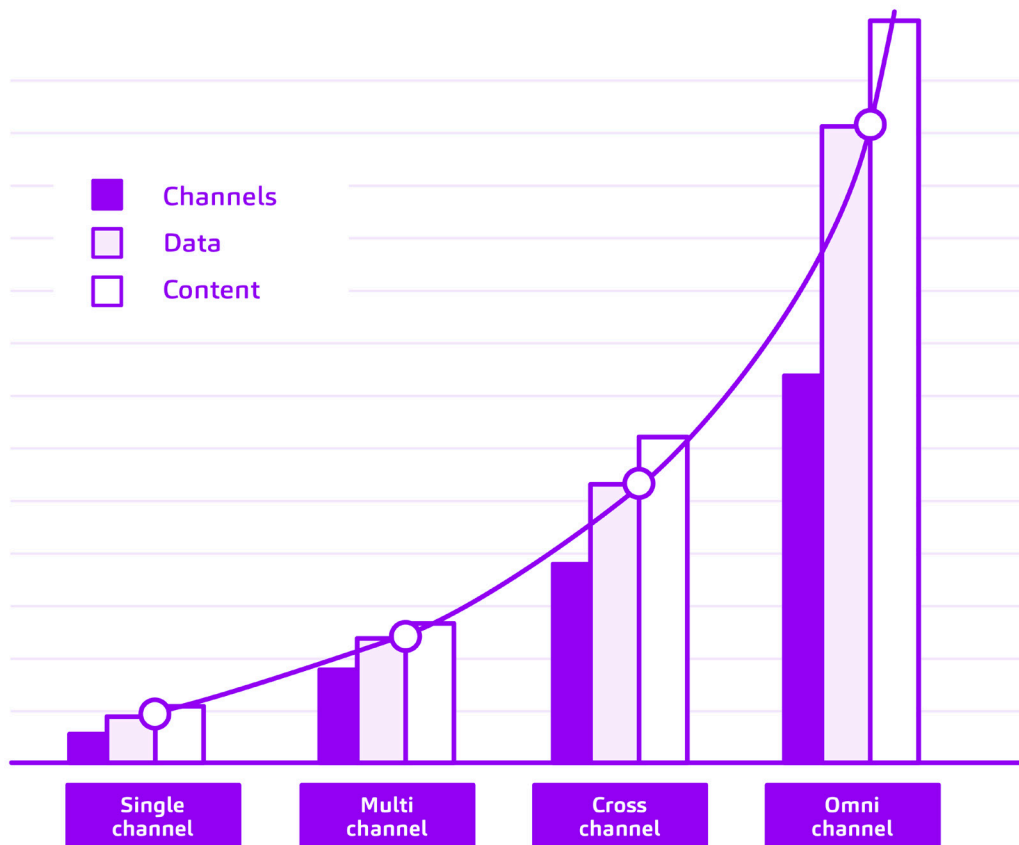
# Content as the new bottleneck

This is where a lot of organizations find themselves today: at the brink of a new content challenge. As data is increasingly well harmonized and centralized, the omnichannel insights derived from it are driving the desire to effectuate change, to make those insights count. Business owners now see business opportunities in their data. Even though the lifecycle of today's customer is a non-linear one and potentially touches every channel, omnichannel data enables business owners to analyze and build insights about their customers' needs. The data can reveal when or where customers become dissatisfied or delighted, how they promote an organization or advise against it (on social media for example), where they disconnect entirely or where there are huge opportunities to amaze or to surpass expectations. But tailoring content or messages to centralized data and insights is proving difficult. Content is the new bottleneck<sup>1</sup>. How did that happen?

*As content was overthrown in favor of data as the new king, it was left to fend for itself, scattered throughout the organization.*

Much as was the case with data when organizations attempted to overcome the channel-by-channel approach, content is laying scattered throughout the business. And it is proving virtually impossible to deliver content developed mostly for individual channels to each and every channel — across the omnichannel framework, in other words.





85% of marketers, according to research by IDC, say that while they are under pressure to create assets and deliver campaigns more quickly, they find that producing consistently engaging, well-designed and visually appealing content a struggle.

Think of almost any piece of text you create for your business; it is presented on multiple locations on your website, pasted into documents, promoted on social media, and coded into the mobile app of your business<sup>2</sup>. It is stored, edited, and published over and over again in multiple systems and locations. It is also created and approved by different people as the various systems require specialized editors and channel owners to have the necessary roles and rights assigned. All this explains why organizations find themselves unable to meet the ever-increasing demand for content<sup>3</sup>.

If we want to accommodate business demands, content that transcends channels, brands and departments must be consolidated and reorganized. By doing so, content can effectively serve the omnichannel customer experience as it allows for efficient reuse and repurposing of content for multiple channels and contexts. This massively reduces the headache of managing multiple pieces of content across different technologies, systems, teams, and departments as they convey the same message, each on a different channel.

But organizing and harmonizing omnichannel content is only part of the puzzle.

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<sup>1</sup><https://marketingvoice.ami.org.au/the-content-production-distribution-and-measurement-bottleneck/>

<sup>2</sup><https://simplea.com/Articles/What-Is-Content-Reuse-and-ROI>

<sup>3</sup>Managing the content explosion: unleashing the value of content, The Drum, Norman Rosenberg, 2020

# Past the point of no return

Aside from the rise of omnichannel data, which provided a new perspective on how they can do business, organizations also find themselves engaged in a technological and organizational transformation.

Digital technology is a crucial part of the business. Over the years, organizations have moved from a basic digital presence to advanced digital initiatives to drive their business forward. This transformation involved a step-change from basic webshops to sophisticated platforms in both B2C and B2B as well as the digitization of advanced business applications (for instance for insurance companies, telecom providers, and public bodies). Organizations, entire industries even, are now dependent on their digital strategy for doing business. Digital channels are not just a layer used for customer communication; they actually have an impact on all aspects of doing business. Increasingly, they are the business.

This technological transformation emerged alongside an organizational one. Improvements were demanded more and faster (after all, it had a great impact on the business), and results needed to be visible, measurable, aligned with business goals, and most importantly, it had to happen now. This need for speed led to an incremental way of working we came to call 'agile'. Agile ways of working now enable organizations to speed up improvements on the business side as well.

To make this happen, organizations are transitioning from teams specialized in either channels or technologies to putting in place multi-disciplinary groups tasked with optimizing the business. These teams may focus on specific business areas, value domains, (groups of) propositions, or selected (target) audiences, but whatever the objective, they all operate from an omnichannel perspective. The reason for this is very simple: omnichannel customer experience management leads to better experiences and higher returns. So, now the pressure is on.

*Omnichannel content should not only resolve the chaos and stagnation of siloes, but also fit agile ways of working*

Content is needed faster than ever before; real-time omnichannel data and insights create an ongoing demand for it while customer journeys are continuing to transcend the channels where they interact with organizations. That doesn't fit the channel-by-channel approach of content management that still used today, let alone the decentralization of it. In fact, the immense demand for compelling and relevant content, and the velocity of it, can never be met if we keep creating and managing content in the way we have been doing.

Instead, organizations need to transition to agile ways of working for managing their content. In essence, omnichannel content should not only solve the chaos and stagnation of siloed content but also fit agile principles<sup>4</sup>. There is no turning back.

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<sup>4</sup>Marketing: Why Marketers Are Going Agile, Agile Alliance

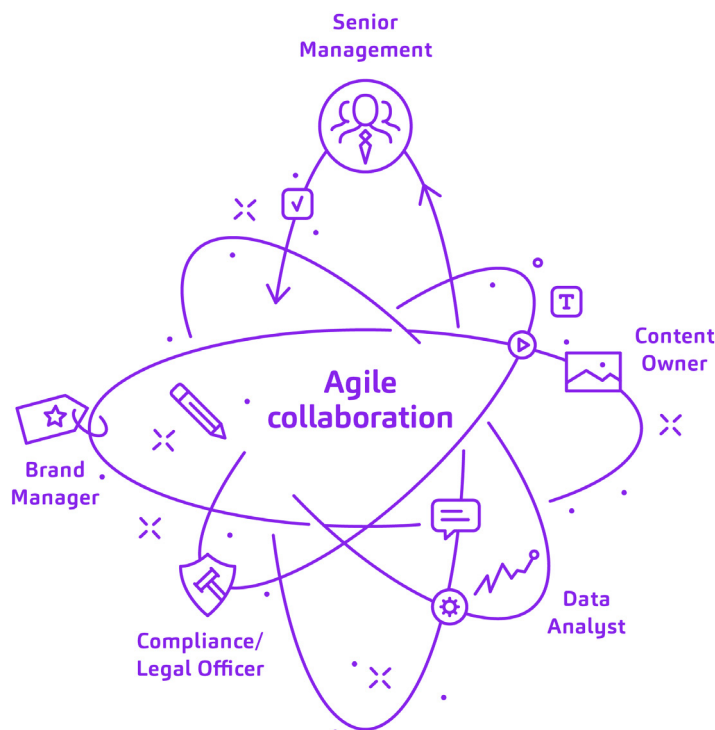
## Chapter 6

# Content, data and agile principles

During these challenging times, where organizations have experienced the power of content required for business-critical omnichannel experiences, content is once again ascending the throne, side by side with data.

It is the place where content can show its true impact on delivering great customer experiences. Businesses thrive when omnichannel content is embedded in agile ways of working and adopted by teams focused already on leveraging the insights derived from omnichannel data.

Within the shift of perspective from channel-by-channel to omnichannel content, “agile content” is the next logical step towards creating those seamless experiences organizations want to offer their customers; on all channels and in all stages of the customer journey as part of the entire customer lifecycle.



## About Engatta

Organizations want to offer seamless customer experiences on all channels and need to provide relevant content across the entire customer lifecycle. Engatta is a state-of-the-art Agile CMS that enables organizations to do this. It allows you to compose authentic and appealing headless content in an agile and data-driven way. This is how Engatta empowers organizations to deliver on the promise of seamless omnichannel customer experiences.