

A JITTERBIT EBOOK

# Delivering Exceptional Customer Experiences



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# What is Customer 360

## How Does Your Company Become An Innovator And Deliver Exceptional Customer Experiences?

Business innovation is the heartbeat of a modern organization, driving growth and success. Innovation enables the creation of new products and services, drives operational efficiencies, and ultimately delivers exceptional customer experiences. In today's uncertain economic climate, the pressure to accelerate innovation and deliver personalized experiences is like never before. But you need a single view of your customers' interactions with your organization in order to deliver these personalized experiences.

So, what is Customer 360? Customer 360 provides a complete picture of each customer's journey and equips you with a single source of truth about the relationship the customer has with your company. It is a deep understanding of a customer that stems from data. The data comes from multiple channels, customer profiles, and knowledge of customer preferences. The aggregation of data across your technology stack gives you intelligent insights and enables you to offer customers experiential rather than just transactional interactions. Customer 360 allows you to answer questions such as:

- Who is the customer? What interactions has the customer had with the company and on which channels?
- At what stage is the customer in the customer lifecycle?
- Which products and services has the customer purchased? What products and services will the customer need next?
- What is the status of the customer's order and how does that impact inventory levels? What customer support incidents has the customer had and what were the resolutions? Is the customer satisfied with your company?

**Only 13% of companies think their business is very effective in delivering a personalized and seamless customer experience.**

*Source: Harvard Business Review  
Analytics Services Survey, May 2020*



# The Challenges in Achieving Exceptional Customer Experiences

## Why Traditional Integration Approaches Fall Short

Data silos prevent you from getting the most out of your systems. Customer data is often housed in disparate legacy, on-premises, and cloud applications across your company and in third party applications. Often, data lacks consistency across systems which causes data mapping and data migration issues.

A history of slow implementations often prevents companies from starting critical integrations needed to develop new customer experiences. The lack of IT resources and tools to perform integrations further increases implementation time. But continuing to perform manual processes ties up resources and incurs costs.

Point-to-point integrations might have seemed expedient and less costly at the time, but these custom-coded integrations cannot be easily changed or extended. This lack of scalability hurts your company's ability to innovate in the long term.

Enterprise Application Integration (EAI) has been around since the 1990s. At that time all data lived on-premises, tucked away behind corporate firewalls. Specialized applications such as SAP for back-office data and Siebel for customer data needed to connect with each other for business processes to run smoothly. But new business requirements to offer more channels and customer experiences has brought many more applications, new data sources and the critical need for a deeper understanding of the customer.

Organizations continue to struggle to provide truly exceptional and personalized experiences without standardized data integration.



**87% of companies say customers expect omnichannel personalization. But 39% struggle to aggregate siloed data and content from multiple systems.**

Source: *How to win on customer experience*  
by Deloitte Digital, October 2020

# A New Era of Connectivity

## Modern iPaaS And A Customer 360

Around 2010 the shift towards enterprise cloud platforms such as Amazon AWS, Google GCP, IBM's SmartCloud, and Microsoft Azure started. **The Age of the Customer** required companies to move their applications to the cloud to give them more flexibility to develop new products and save costs. Following the shift, Integration Platform as a Service (iPaaS) solutions were born on the cloud to connect on-premises, SaaS, and cloud applications.

An iPaaS solution helps you integrate the applications and systems in use across your business. They are built on the cloud and used for application integration, data integration, B2B ecosystem integration, and API publishing. iPaaS solutions can easily connect applications and allow companies to develop and manage their integrations. iPaaS solutions overcome the integration challenges that arise due to proliferation of applications and data sources.

iPaaS solutions provide a unified platform which include a suite of cloud services that enable connections to data from applications and systems regardless if they are legacy, on-premises, or cloud applications. The solutions are built for ease of use and rapid integration and often come with pre-built integrations for common business processes. For customizations, iPaaS solutions often allow companies to write reusable code which provides extensibility.



**JELD-WEN**  
WINDOWS & DOORS

**JELD-WEN**, a leading manufacturer of building materials, uses Jitterbit's API integration platform to bring together data, applications, and devices with low or no coding to automate and integrate business processes and data. They now have a 360-degree view of customer data with real-time visibility into the pipeline and back-office processes.



## Integration Use Cases

### Integration Is The Foundation Of Technology Infrastructure That Enables A Customer 360

The first step in planning an integration is to identify the many use cases that relate to a Customer 360. Look at your company's customer lifecycle. Identify the business processes and then list the business objects, rather than the systems, that are affected by the processes. As an example, in an opportunity-to-order use case, when a sales opportunity closes, a sales order is created, a customer invoice is generated, and product inventory is updated. The data that is affected includes sales order, invoice, product inventory and accounts receivable, for example. The business functions below list some of the common use cases by business process.

#### SALES

##### Drive Revenue Opportunities

Automate your quote-to-cash process.  
Sync your inventory, orders, fulfillment,  
billing, and more.



#### MARKETING

##### Deliver Relevant Communications

Send timely content to your prospects,  
customers, and partners to exceed your lead,  
revenue, expansion, and brand goals.



#### FINANCE

##### Make Smarter Financial Decisions

Get a complete view of your financials across  
revenue reconciliation, orders, inventory,  
commissions, expenses, payroll and more.



#### SUPPLY CHAIN

##### Seamless Order Fulfillment

Give customers what they want, where they  
want and how they want it.



## SUPPORT

### Deliver the Best Support Experience

Get the real-time insights your team needs — across tickets, customer preferences, orders, and more to boost customer satisfaction scores and reduce churn.



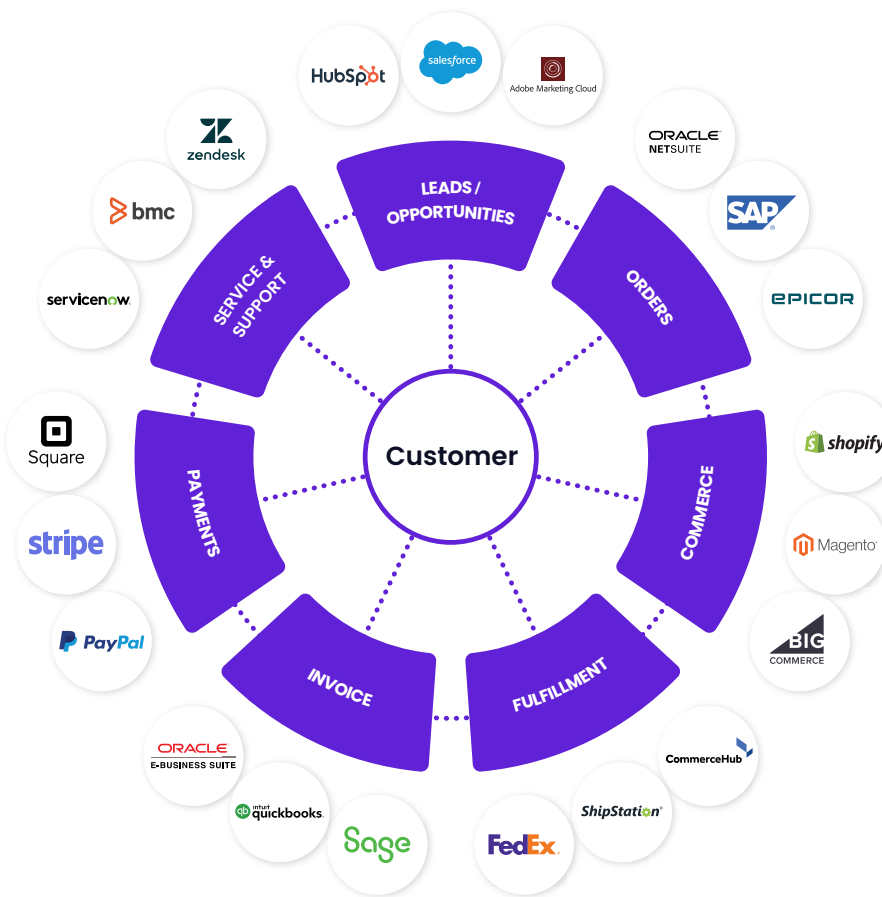
**90%** of respondents say data and system integration across all channels and products is important to delivering on their CX strategies, yet only **40%** say their organization is effective in achieving this.

*Source: Harvard Business Review Analytics Services Survey, May 2020*

# API-led Connectivity Accelerates Integration

## Jitterbit's Customer Experience API360 Automates Business Processes Across The Entire Customer Lifecycle

Jitterbit CX API360 is an integration solution based on Jitterbit's API integration platform (iPaaS platform) and the best practices of the thousands of integrations that Jitterbit customers have implemented. It helps you attain Customer 360 by integrating key apps, services and platforms for business processes such as billing and invoicing, orders and fulfillment, customer management. It connects and automates disparate systems and automates critical business processes to enable customer 360 analytics on customers, partners, and products.



**Los Angeles County Metropolitan Transportation Authority (LA Metro)**, uses Jitterbit's CX API360 to connect CRM, e-commerce, POS, card fulfillment, ERP and data warehouse systems to deliver a seamless customer experience. Riders enjoy access to account information, balances, and user profiles from the web, mobile, kiosks, buses, and trains and LA Metro employees have a real-time 360-degree visibility of their riders.

# Accelerating Integration with Jitterbit Customer Experience API360 (CX API360)

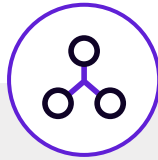
## A Wealth Of Solution Components For Fast And Easy Integrations



### Integration Recipes

Integration Recipes are single, pre-built integrations that move data in one direction between like objects across two applications or systems.

An example of a recipe is syncing SalesforceAccounts to NetSuite Customers. There are 500+ Jitterbit Integration Recipes available for a wide range of applications and are used to accelerate integrations.



### Application Connectors

Out-of-the-box Application Connectors provide pre-built and reusable connectivity to a specific endpoint such as Salesforce or NetSuite.

Application Connectors provide a flattened interface to reduce the complexity of interacting directly with an endpoint's API or data exchange protocols. They are used to take the guesswork out of vendor APIs for faster and easier mapping and integration design.



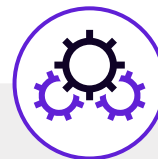
### Process Templates

Process Templates are pre-built use cases that accelerate the execution of specific business processes. They can synchronize contact, account, inventory items, and more, between systems such as NetSuite and Salesforce. They are designed to reduce the time to deploy integrations by 50-80%.



### Intuitive Graphical Interface

Jitterbit's API Integration Platform includes an Intuitive Graphical Interface. Using the easy drag and drop capability, customizations can be made without coding. Reusable code is automatically generated from the interface which is extensible for future integrations.



### API Management

API Management enables you to create, run, secure, manage, and analyze all APIs and microservices using a single platform. APIs can access any application or data source either in the cloud or behind the firewall, any time.

# Building a Single View of the Customer Through Integration

## Attain Customer 360 And A Deep Understanding Of The Customer With Jitterbit's CX API360

### ACHIEVE A 360-DEGREE VIEW OF CUSTOMERS

Customer data aggregation leads to a 360-degree view which is the holistic representation of customer information in a meaningful way. This single source of truth helps teams gain operational alignment and make smart decisions around the data.

### DISCOVER INTELLIGENT INSIGHTS


Customer data aggregations also result in discovering intelligent insights about customers. Analytics and artificial intelligence (AI) are often applied to the data to predict customer behavior and trends.

### OFFER PERSONALIZED CUSTOMER EXPERIENCES

Intelligent insights help to make smart decisions on new personalized customer experiences that are tailored to the customer's need. Those exceptional customer experiences help increase customer satisfaction, retention and improve your company's value in the eyes of the customer.

### GET A RAPID ROI

As integration eliminates data silos and replaces manual processes your company can achieve a rapid ROI. Revenue can be increased through higher conversion and close rates, increased number of products sold, faster billing collections, and improved margins. Costs are reduced as fewer IT resources are required to perform an integration and reusable code gives scalability without having to add more IT resources in the future.



**88% of survey respondents say delivering a high-quality, personalized, and seamless customer experience (CX) across all channels, business lines, and products is important to their company's overall business performance.**

*Source: Harvard Business Review Analytics Services Survey, May 2020*

## Learn More

Innovators are using integration as the foundation of their technology infrastructures to build customer-centric, digitally-enabled business models. They are connecting and automating disparate systems to provide seamless experiences throughout the customer journey.

Jitterbit Customer Experience API360 (CX API360) is the modern iPaaS that offers a path to fast and easy integrations with a complete toolkit of pre-built components. Based on the methodology of an API360 industry-leading framework and best practices from thousands of implementations, CX API360 enables your Customer 360 and gives you the power to deliver exceptional customer experiences.

Become one of the innovators that are leading the way to growth and success. To learn how to deliver exceptional customer experiences, please [visit our website](#).

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