

RETAIL CUSTOMER EXPERIENCE NETWORKS:

FOCUS ON THE BUYER'S FULL JOURNEY

Customers will gravitate to the best shopping experience possible



Today, retailers must not only satisfy customers' immediate desires, but also anticipate what else they may need or want. No matter what retail sector you're in, with a customer experience (CX) network, you can give shoppers an experience that keeps them coming back.

Omnichannel alone is not enough

An omnichannel relationship gives shoppers a way to engage seamlessly with you through apps, devices, and in person. But that's just part of the solution. A CX network completes the journey.

Bringing it home with APIs, AMPLIFY™ and CX networks

A CX network puts shoppers at the center of a collaborative ecosystem of partners, suppliers, employees and developers who share data to fulfill related needs and complete the buyer's journey.

CX networks use the Axway AMPLIFY platform as a foundation.

APIs (application program interfaces) are the glue that hold all CX networks together.

1 Buyer connects to the real estate agent

- Decides to buy a house
- Provides personal data, moving date and new location

APIs

2 Buyer connects to the DIY retailer

- Retailer provides information tailored to new location which they knew about via the CX network
- Retailer directs buyer to complementary moving, remodeling and financing services part of the CX network

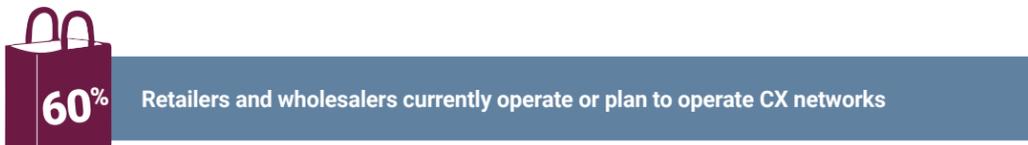
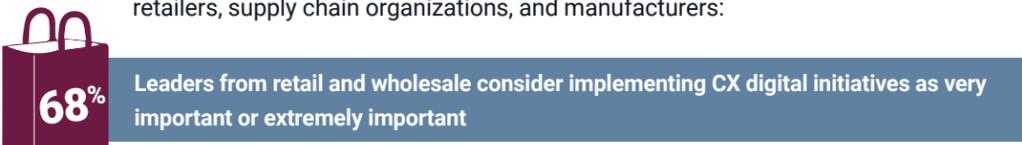
APIs

3 Buyer connects to CX network partners directly or through retailer

- Contracts with the moving company
- Reserves an appointment for a new kitchen

Who's focused on the customer experience?

A May 2017 study sponsored by Axway yielded some surprising results about retailers, supply chain organizations, and manufacturers:



See how a collaborative network of many is changing the face of retail one customer at a time

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