

GCS Digital Experience & Analytics APJC <https://cisco.jiveon.com/groups/gcs-marketing/pages/digital-experience-analytics>

BEFORE

Employee Communities
Help | Emergencies

Home Streams Places Content My Stuff Apps
14 Create

GCS DE&A - APJC

Configure Invite Following Leave group
Edit page Delete

Digital Experience & Analytics Portfolio Activity Content People Projects Reports Calendar
Actions About Manage

DIGITAL EXPERIENCE AND ANALYTICS

Driving Revenue Through Digital Experience and Analytics

With software, cloud and services solutions we are more reliant than ever on a successful consumption experience to grow and retain customers. This means we need to touch and engage with our customers as much AFTER the purchase as before to ensure they are rapidly realizing the value of the solutions they have purchased.

Using **data-driven analytics, demand generation programs** and **automation** we develop intimate knowledge of our customers at every point in their Cisco customer lifecycle and can then best serve and engage them with the information and resources they need to achieve their business outcomes. In doing so, we can also grow our Cisco business, increase the quality of upsell/cross-sell leads, as well as assist in creating friction-free renewals.

The Digital Customer and Partner Experience Platform

Customer expectations are rapidly changing. They want to be digitally empowered and they expect a very personalized experience in engaging with the vendors of their choice. Net-net – these days, it's all about the customer experience.

Gartner recently reported that 91% of marketing leaders believe that in two years they will be competing primarily on the basis of customer experience – marketing leaders see customer experience as the competitive battleground.

To meet these new customer expectations and remain competitive in the marketplace, global customer success is building a digital customer and partner experience platform that follows the customer throughout their engagement with Cisco – from I am aware, to I buy, to I receive -- all the way through to I renew.

This intelligent, digitized platform is based on extensive customer data consolidation and robust analytics capabilities, and it enables us to interact with our customers with the right content, in the right way, and at the right time.

Digitization of the Customer Experience

First, we are using Gainsight, an industry leading platform for customer success management. It will be the cockpit for our customer success managers as it unifies our customer data and helps prioritize the next logical step of action to take based on each customer's health and their location in the buyer's journey.

Next, to increase engagement and scale communication, we will be using Eloqua Engage, a leading digital marketing technology, to interweave and execute low and no touch marketing programs, such as Annuity Advantage, to deliver automated, personalized and very close to real time interactions with our customers.

Expanding Lifetime Value with Customers

Our automated, systemic framework of programs interweaves with the efforts of the Adopt and Renew teams to increase customer retention and wallet share growth through programmatic, ongoing engagement. The GCS Advantage programs support the three GCS sales motions:

- **Adoption Advantage:** Focuses on reducing customer effort in the first 90 days after solution purchase and accelerating the time to value realization of the solution's benefits
- **Expand Advantage:** Focuses on positioning enhanced value from Cisco that extends our relationship with our engaged customers through intelligently boosting upsell and cross-sell opportunities
- **Annuity Advantage:** Focuses on reducing customer effort at time of renewal and re-enforcing the ongoing value and outcomes they are receiving

APJ / GC DIGITAL EXPERIENCE & ANALYTICS O...

INTRODUCTION TO GCS

Introduction to GCS

UPCOMING EVENTS

No events are currently scheduled.

Global Customer Success

[Global Digital Experience and Analytics](#)

[GCS APJ GC Annuities Team](#)

[Together We Do More](#)

DIGITAL EXPERIENCE & ANALYTICS LEADERS...

[DE&A - Cox Directs Org](#)

FEATURED CONTENT

[Services Discovery](#)


7 months ago by Lynny Ban

AFTER


The screenshot displays the Cisco Employee Communities interface for the group 'GCS DE&A - APJ and GC'. The top navigation bar includes 'Home', 'Places', 'Content', and 'Your Stuff'. The main content area features a banner titled 'Driving Customer Experience And Revenue Through Digital Experience And Analytics' and a 'What's New' section with a post about 'Annuity AdvantageFY16 March result up (Apr 13)'. A central diagram illustrates the customer journey from 'I AM AWARE' to 'I RENEW', highlighting 'Adoption Advantage' and 'Annuity Advantage' with metrics like 'Customer Health Score' and 'Retention Rate'. The right sidebar contains a 'NAVIGATION' section with links to 'Adoption Advantage', 'Lifecycle Advantage', 'Annuity Advantage', and 'ABLE', along with 'Newsletter Archives', 'Documents', and 'New Programs'. The bottom of the page shows social media icons and a 'Batch & Blast' option.

NEW Project

<https://cisco.jiveon.com/groups/selling-to-manufacturing>

Employee CommunitiesHelpEmergencies

Home Places Content Your Stuff Create Search

Invite Follow Join group

Overview Sub-Industries Training Selling Resources Contacts Activity Content People Images More Actions About Share

FEATURED CONTENT

- FY16 Q1 Manufacturing Summary
- Q2 FY16 Manufacturing Summary

All content

SOLUTION PORTFOLIO LINKS

Digital Manufacturing

- Connected Factory
- Connected Factory Automation
- Connected Factory Wireless
- Connected Factory Security

More Resources:

- Sales Connect Industry Pages
- Life Sciences and Equip. Mfg
- Mfg Digital Landscape
- Latest EBC Decks and Sales Resources

POPULAR CONTENT



- Cisco Connected Factory Wireless Automation At-A-Glance.pdf
- TT Ethernet Primer.pdf
- Utilizing Salesforce.com
- RTL5
- MFG FY16 Personas Consolidated _June 2015.pptx
- Welcome to Manufacturing - Bob Dean

Global MFG & Industrials


Welcome to the Global Manufacturing Jive site! Here you can find all the tools you need to drive more sales from case studies to collateral to training and events. This community is managed by the Global Manufacturing Industries Marketing team. You can contact us at industries-mfg

Announcing Cisco Connected Factory - Profinet


Cisco Connected Factory solution is now enabled by the Profinet standard for industrial networking in automation.




Announcing




In the Know



Getting Under



Case Studies



Selling Resources

Upcoming Events

Training

Case Studies

Related Communities

- Commercial Mfg Team
- APJ Mfg Vertical Practice
- Selling IoT (IVSG BU)
- Business Transformation
- ESE Partnerships





Cisco.com Sites

- Main Mfg Page
- Connected Factory
- Mfg Thought Leadership
- Rockwell Automation Partnership

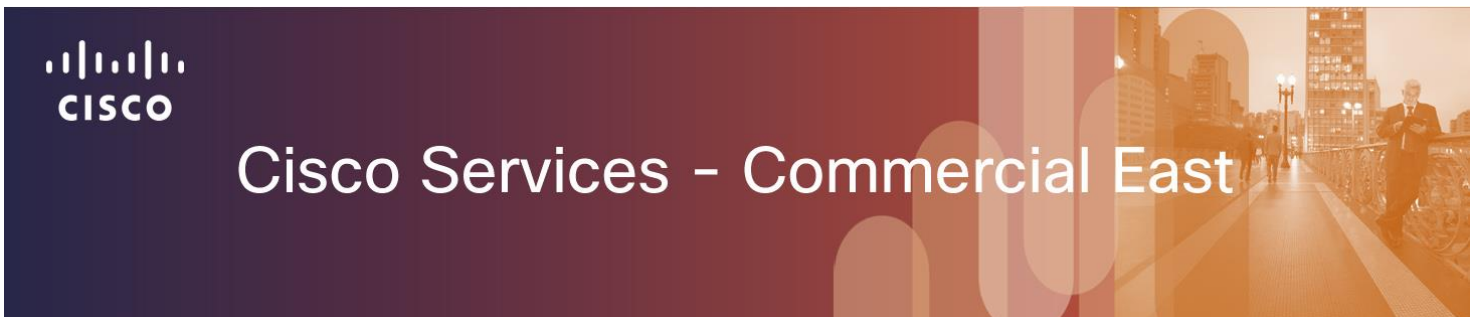
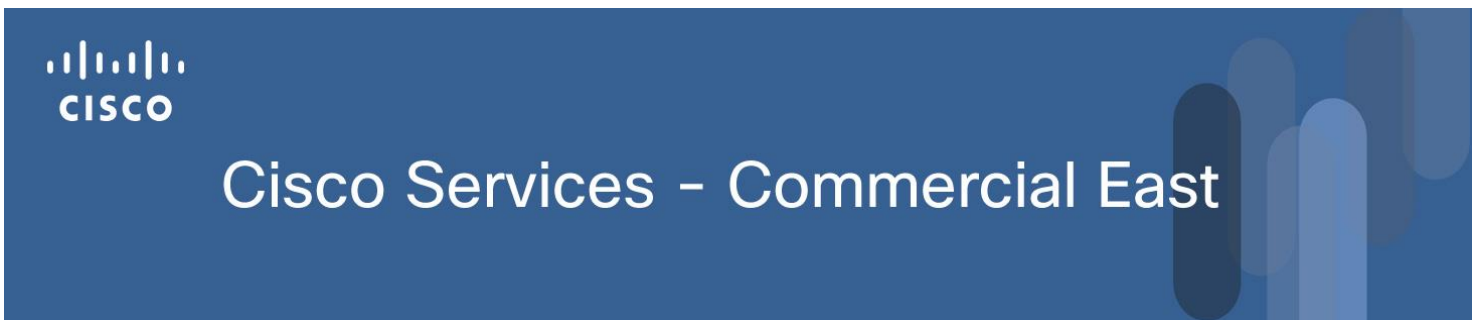
Sub-Verticals

- CPG
- Life Sciences
- Automotive
- Mining

Cisco MFG Social Media: Join the Conversation



BANNERS:





For The Week of August 25, 2014

