



Rackspace Application Services for Synchronoss Digital Platform

Create frictionless customer journeys and realize new revenue opportunities by optimizing customer interactions at every touch point.

Today's businesses compete not only with what they sell, but how they sell. With three in four consumers consulting multiple channels before a purchase¹, there are many opportunities to add revenue during customer interactions online, in-store and through customer care. Yet few companies have a way to optimize the customer's experience across all channels. Synchronoss has a variety of solutions to help companies with this important challenge.

With the Synchronoss Digital Platform, you'll be able to merge disconnected technologies and channels, motivate and reward employees, create seamless customer interactions and offer your customers personalized products and promotions.

The Synchronoss Digital Platform

Creating a true omnichannel experience requires a powerful, capable platform. Synchronoss Digital Platform provides a central place to create and run real-time cross-channel experiences. It allows diverse systems to view customer information, and integrate it easily into websites, in-store apps and other touch points. Shaping the overall customer experience across channels no longer requires complex IT integrations. Instead, business and marketing teams can now create and modify customer journeys in hours instead of weeks or months, while making sure that each journey includes the latest offers and newest products.

Key Benefits

Customer expectations for a frictionless cross-channel experience are here to stay. Companies that optimize every journey touch point can leave competitors behind and realize the following benefits:

Continuity of customer experiences: The Synchronoss Digital Platform offers the ability for your customers to pause and resume their journey across any channel.

Faster time to market: Create and modify customer journeys in hours, not months, so that the journey includes the latest offers and newest products. And if you want, you can simultaneously publish updates across all channels to help ensure that all customer-facing reps have access to, and knowledge of, the latest updates and product information.

Maximized performance of customer-facing associates: The coach functionality of DXP provides customer-facing reps and their management near-real-time access to the latest insights on winning behaviors that can help drive and improve performance via gamification. See who's leading the hero board in driving sales quotas and find out what they are doing in the customer journey that is making them successful!

About Rackspace

Rackspace is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2019 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- Customers in 150+ countries

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

Personalized product recommendations: Whether in person or on the phone, customer-facing reps can guide a customer through a series of needs-based questions to determine the right product for them. True 1:1 personalization means customers will develop a sense of trust with your sales associates because recommendations come straight from their answers to the questions and not solely based on prior purchases or what others like them looked at before. Plus, upsell/cross-sell opportunities become specific and relevant based on the product recommendation, helping to drive higher conversion.

Lower IT costs: The Synchronoss Digital Platform provides low-code functionality and merges back-end systems, allowing IT teams to offload projects to junior IT colleagues, non-IT departments or non-technical business analysts so they can focus on more strategic projects.

Reduced complexity: Users can create and modify customer journeys with drag-and-drop technology, empowering business and marketing organizations to own the customer experience.

Frustration-free customer interactions: The Synchronoss Digital Platform provides channel-appropriate interactions to leverage each channel's unique capabilities and characteristics so that the customer is not frustrated with irrelevant requests.

Key Features

The Synchronoss Digital Platform has three revenue-generating modules to help you stand out against the competition, attain differentiation and grow customer loyalty:

Journey Creator: Customers reward businesses that offer a seamless cross channel experience. The Journey Creator module is an easy-to-use, low-code tool designed to help you create, modify and optimize customer journeys across all channels for any type of product or service. Using drag-and-drop functionality, companies can create a consistent customer experience through the deployment of one unified journey. Journey Creator enables real-time deployment and testing of promotions to determine which product, offer or message resonates best with customers.

Digital Coach: Motivated employees are usually more productive and can help the company attain higher revenue. The Digital Coach module is intended for use in all customer-facing channels. Digital Coach creates winning teams by driving best practices and engagement in a fun, social and interactive approach. Employees are inspired and rewarded for their accomplishments with socialized missions and fun badges, and those who exhibit best-in-class performance get recognized. All customer-facing employees also have a customized dashboard with alerts, new product announcements and notifications to help improve the transfer and retention of knowledge.

Journey Advisor: The right product. The right place. The right time. In-person or on the phone, the Journey Advisor module, when added to Journey Creator, helps reps provide a personalized offer based on customer intent, need and preferences. Presenting the ideal product, upsell or cross-sell opportunity can help increase the likelihood of a purchase, additional revenue, lower churn and improved customer satisfaction while also facilitating the sales process, giving sales reps more confidence to deliver a meaningful and trust worthy experience.

1 Harvard Business Review: "A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works" Jan. 2017

Take the Next Step

Let's talk about how Rackspace Application Services for Synchronoss Digital Platform helps you achieve your customer experience goals.

Learn more: **Learn more: <https://www.rackspace.com/en-us/application-services>**
Call: **1-800-961-2888**