Dennis Haugan

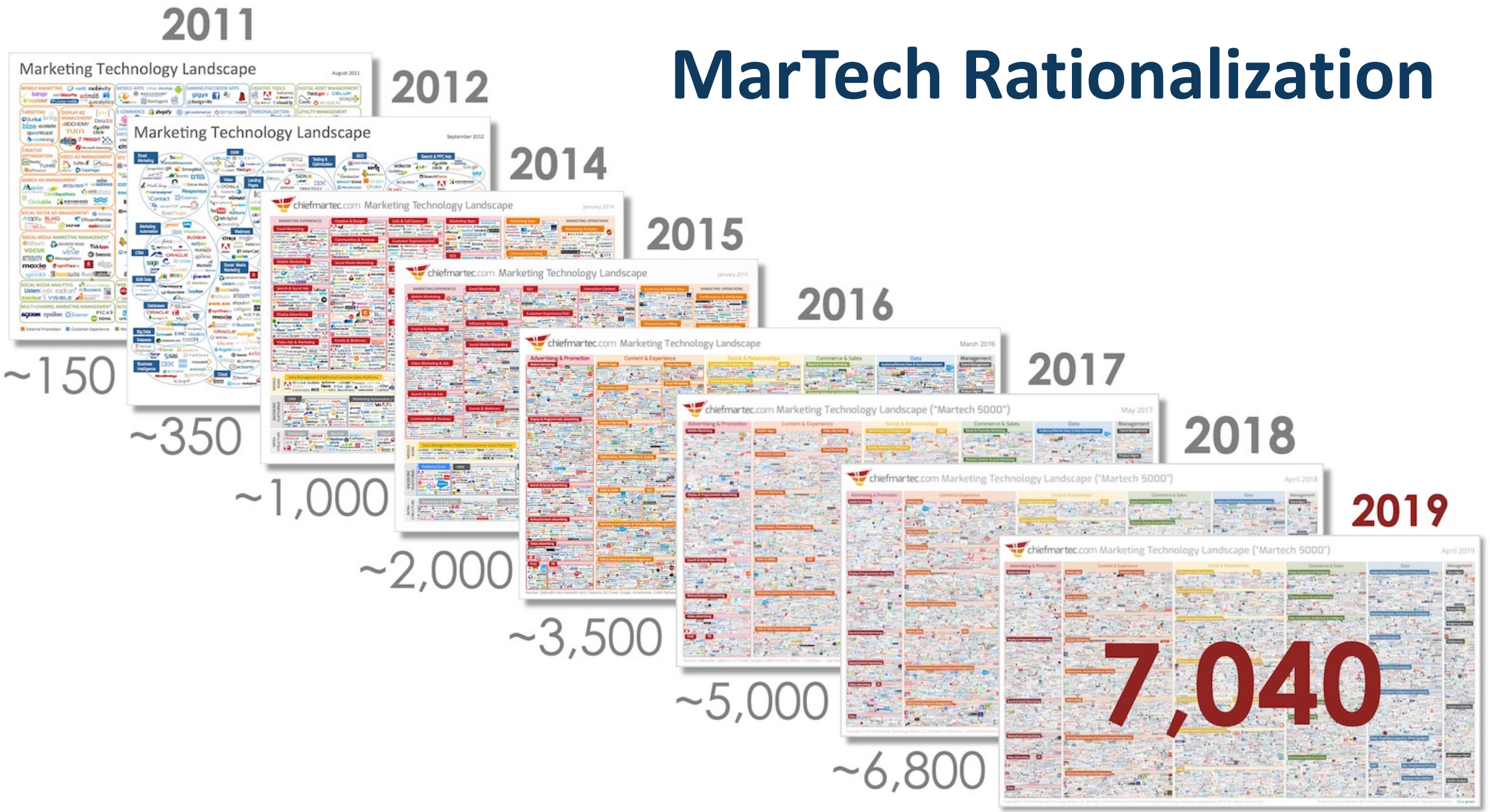
Apptio

REV TALKS™ 2019

THE REVENUE MARKETING SUMMIT

Better Than Human Experience

MarTech Rationalization



Digital Transformation lead by a CX Strategy creates a rising tide effect across entire ecosystem

Customer
Experience
Using MarTech to replicate
what our best humans do

Evolving from Assumptive Personas to Dynamic Behavior Groups

Key global digital platform components

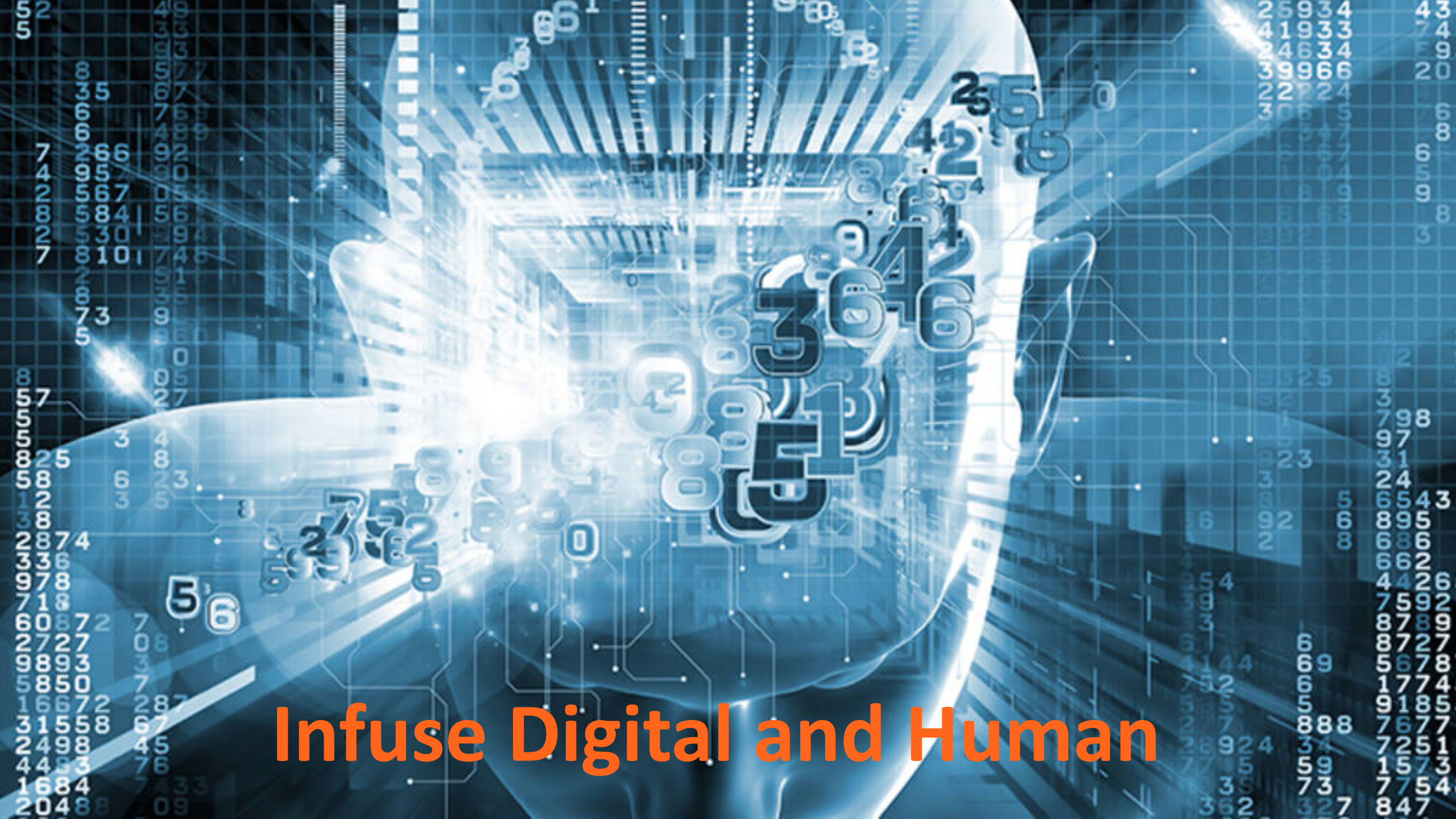
Effective integration between these MarTech solutions is key to success.

CMS	DAM	CHAT	LOCALIZATION
Single Source - Content	Single Source - Assets	Virtual Sales Rep - VSR	Single Source - translation

Apptio.com

Frictionless handoff between
Digital and Humans

Sloan,
Welcome to our
Sales Team


Infuse Digital and Human

To Recap Key Points

- Take an “outside in approach”
- Identify key buyer scenarios that you need to create “happy paths for”
- Develop a persona evolution strategy that moves from anonymous to known to dynamic
- Take a “virtual” human approach when creating your MarTech requirements
- Strive for a single source approach to your MarTech stack to avoid duplication
- Design your CX from an omni-channel, digital to human, human to digital perspective
- Optimize your CX based on behavior patterns