

What do consumers expect from the brands they interact with today?

Transparency

They want complete control over the data they share with brands and what happens to that information.

Relevancy

They want messaging, optimised for the devices they're using that tells them what they need to know even before they need to know it.

Immediacy

They want instant gratification, whether it's purchasing a product in a few clicks, getting answers to a customer service inquiry, browsing products in-store, or keeping tabs on the status of an order.

Technologies are getting smarter but ...

the risks of implementing these channels in siloes, result in a fragmented experience that can damage relationships with your very best customers. Technologies like social media, SMS, push, and Passbook are a double-edged sword: The intimacy and immediacy that drive results when interactions are done well also drive customers away when done poorly.

Examples of disjointed marketing

If the customer experience is fragmented, relationships may damage. If the business deliver a disjointed experience that fails to recognise the customer's entire relationship with the brand, they **risk frustrating and alienating their best customers.**

1

A tourist receives a notification reminding her to check in for her upcoming flight to Hawaii...

...then immediately receives a push notification from the same airline promoting a trip to Alaska.

2

A customer receives a shipping notification via SMS for a pair of shoes bought at full price...

...only to receive a push announcing a 25% discount on all shoes bought through the web.