elision

Trends for 2022

Based on our reflections on last year
we highlight the digital trends of tomorrow.

www.elision.eu

Total Experience

Customer Experience is here to stay. Not only will it continue to grow in interest, but it will also be broadened under the name of total experience. Total Experience, as Gartner states, is a business strategy that integrates **employee experience**, customer experience, user experience and **multiexperience** across **multiple touchpoints** to accelerate growth.

80%
of brands believe they deliver a superior customer experience

8%
of customers agree

Source: Bain & Company

Total Experience can drive greater customer and employee **confidence**, **satisfaction**, **loyalty** and **advocacy** through holistic management of stakeholder experiences. For example, in B2B we see this manifest in a new generation of customer portals, integrating legacy and modern applications.

Composable applications

The uprise of composable applications is enabled by the **microservice architecture**. Composable applications make it easier to use and reuse code, accelerating the time to market for new software solutions and releasing enterprise value. SAP is on top of this trend. SAP Upscale and SAP Emarsys already follow this architecture.

Also interesting

Direct-to-consumer ⬈

Distributed enterprises ⬈

Mobile Commerce ⬈

Web 3.0 ⬈

SAP Upscale

SAP Upscale Commerce is SAP's next-generation **commerce solution** designed to help small and medium-sized businesses establish **direct-to-consumer channels.**

- Software as a Service (SaaS) model
- Mobile-first approach
- Artificial Intelligence (AI)

SAP Emarsys

Emarsys, a leading provider of marketing automation software, enables true, **one-to-one interactions** between marketers and consumers.

- Omnichannel Automation
- Customer-centric personalization
- Marketer-friendly AI

Personalization through AI

In 2022 there will be a broader adaptation of personalization engines, driving additional sales and improve customer contacts. Search related personalization is a great example of how these artificial engines can help your end-users in finding the products they need.

The move to distributed enterprises accelerates the need for an always-on experiences, which will result in an increase of search through the web. So, you better offer them what they are looking for.
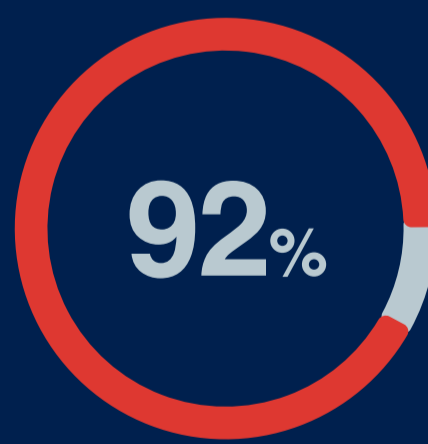
92%
of B2B consumers start with search as they begin their customer journey

Source: Forrester Research

How can we help you?

Yorick Salden
Business development
Manager

+32 494 83 94 40
yorick.salden@elision.eu

Bruno Bocchialini
Sales Manager

+32 468 14 71 67
bruno.bocchialini@elision.eu