

The Complete Commerce Implementation

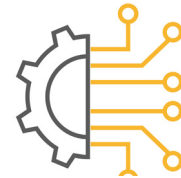
In order to create the most meaningful and effective B2B and B2C commerce experience we must:



Put the customer at the center of the Commerce implementation strategy



Create a consistent experience across all channels



Provide a deeper integration of data and platforms

Benefits Of The Complete Commerce Implementation:

- Aligns project stakeholders (IT, Marketing, Sales, Operations) on priorities – expedites time to delivery
- Experience blueprint and technical blueprints serve as the guiding light – helps eliminate work done on incorrect requirements and rework
 - Save time and money on rework

Understanding Your Audience

Research is necessary to dispel assumptions around target customer groups and create valid customer personas.

Our customer research consists of:

- Quantitative Research
- Qualitative Research
- Persona Development

The Purchase Experience

Customer journey mapping is a framework used to understand the existing Commerce experience as a whole. Pain points, crux points, and touchpoints of the journey are categorized and prioritized.

Experience Blueprint

An experience blueprint is created for each persona. The blueprint serves as the map to implement the most meaningful and efficient Commerce project.

Our experience blueprints include:

- Areas of Priority
- Impact for Implementation
- Categorization of Priorities

Interested in The Complete Commerce Implementation?
Speak with ECENTA Digital.

ECENTA Digital
www.ecentadigital.com
+1 (480) 306 4601