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3 WAYS ORGANIZATIONS CAN MAXIMIZE ROI FROM SELF SERVICE CUSTOMER DATA INTEGRATION

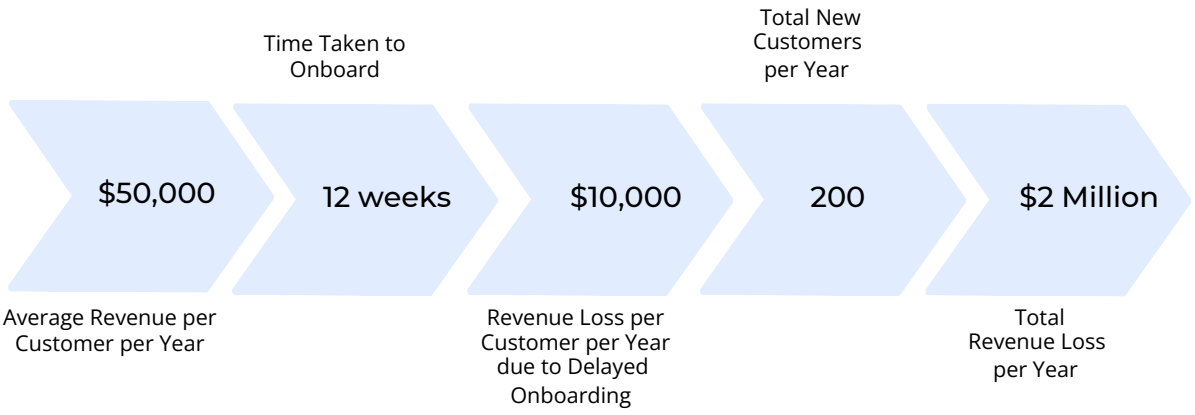
Customers today expect business interactions to be quick, agile, and delightful. To keep up with customer expectations, organizations need to embark on a digital transformation journey that meets customers' growing demands by onboarding and integrating customer data faster. And the experience of onboarding and ongoing data exchange must be delightful, not techie. Businesses that delight customers will simply fare better since there is an unprecedented level of credible online reference material about your company. And we're not talking about your company's website. The customer is king.

Meanwhile, from a financial analysis perspective, cash is king. It has been that way for as long as you can remember and it won't be changing anytime soon. But wait! Can both the customer and the cash be king? Instead of suggesting an anarcho-syndicalist commune structure where everyone is king, let's contemplate something a lot more practical to serve these two masters.

If your business were to invest in a project that resulted in (1) accelerating revenue of new clients by implementing them faster (perhaps as much as 80% faster), (2) more quickly connecting and integrating digital data exchanges with your customers with less expensive resources, and (3) providing a superior customer experience during onboarding and ongoing data exchanges, then you would be serving both masters. Faster business, less expensive operations, quicker cash, and more scalable growth — that's a great combination! Let's examine some of the ROI components that should help you prioritize an investment in self-service customer onboarding and integration.

Accelerate Revenue

With self-service integration, companies can onboard customer data in minutes instead of 8-12 weeks, and that translates into faster revenue recognition and big savings. For instance, if you onboard 200 new customers per year and take approximately 12 weeks to onboard each customer, you are losing money every week for those extra 10 weeks you spend onboarding without intelligent self-service integration. If each customer pays $50,000 on average per year, you are losing about $10,000 per customer per year, that's nearly $2 Million per year! To compound this loss, the cycle repeats every year and takes a chunk off of your earnings. How great would it be if you could cut down the onboarding time from 12 weeks to 2 weeks and save those $2 Million per customer, per year?



Empower Customer and Business Users

Automated onboarding mechanism uses self-service to empower business users (even the non-technical ones) to onboard data without seeking IT support. Instead of new customers waiting around to be onboarded and then served, self-service integration cuts down this time from 12 to 2 weeks. By empowering business users to build data connections, mappings, and integrations, you can onboard customers faster and accelerate revenue through rapid service delivery. With nearly 80% faster onboarding, you gain a competitive edge by delighting your customers and becoming easier to do business with.

Reallocate IT Resources

Automation maximizes IT resources through reallocation. Instead of spending hours on data mapping, custom coding, etc. IT resources can be reallocated to focus on more strategic tasks: improve security, save money, enhance system efficiency, explore new technologies. By reallocating expensive IT resources from repetitive, manic tasks of creating mappings and integrations, companies can save a lot of wasted opportunity cost that goes into onboarding customer data. How many IT experts do you have on your team that continuously spend time on building data connections? Have you calculated the opportunity cost of having them tied to this instead of focusing on more strategic tasks?

Future Proof Your Approach to Customer Data Integration

Self-service data onboarding helps enterprises deliver better outcomes by future-proofing their approach to customer data integration. By empowering their business users, organizations can accelerate onboarding by up to 80% and deliver a delightful customer experience. And that's just the tip of the iceberg. By being more agile and onboarding customer data sooner, you become easy to do business with and gain a competitive edge in the market. You get to delight more customers, who ultimately rate you higher in NPS and help you get a bigger market share. Ultimately, empowered by self-service integration, you can scale up faster, delight your customers, and transform yourself digitally for the next generation of business and data integration.

Simply put, organizations can transform the way they do business with ANYONE and maximize RETURN ON INVESTMENT in self-service integration using more modern onboarding technologies.

To learn more on how Adeptia can help transform your customer onboarding and integration, ***visit adeptia.com***

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