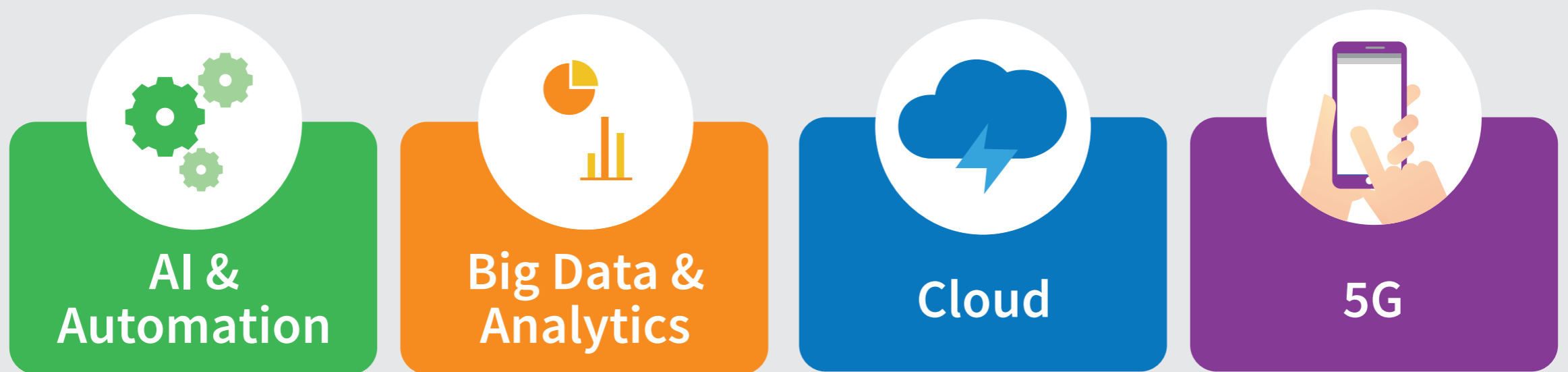


# DIGITAL COMMUNICATIONS AND THE EXPERIENCE ECONOMY IN 2019

Experience is more important than delivery of services & goods

THE WORKPLACE OF THE FUTURE IS HERE,  
and it is part of the digital experience economy driven by:



These technologies are **ELEVATING** and **PERSONALIZING** experiences for employees and customers

## DATA & DIGITAL EXPERIENCES

WE CREATE  
**2.5 BILLION**  
gigabytes of data, daily

How do we digest it to create  
**MEANINGFUL, PERSONALIZED EXPERIENCES?**

**EXPERIENCE BASED DATA** captures interactions employees or customers have with an organization through:



The combination of **EXPERIENCE DATA + OPERATIONAL DATA** allows for businesses to create more customized employee and customer experiences

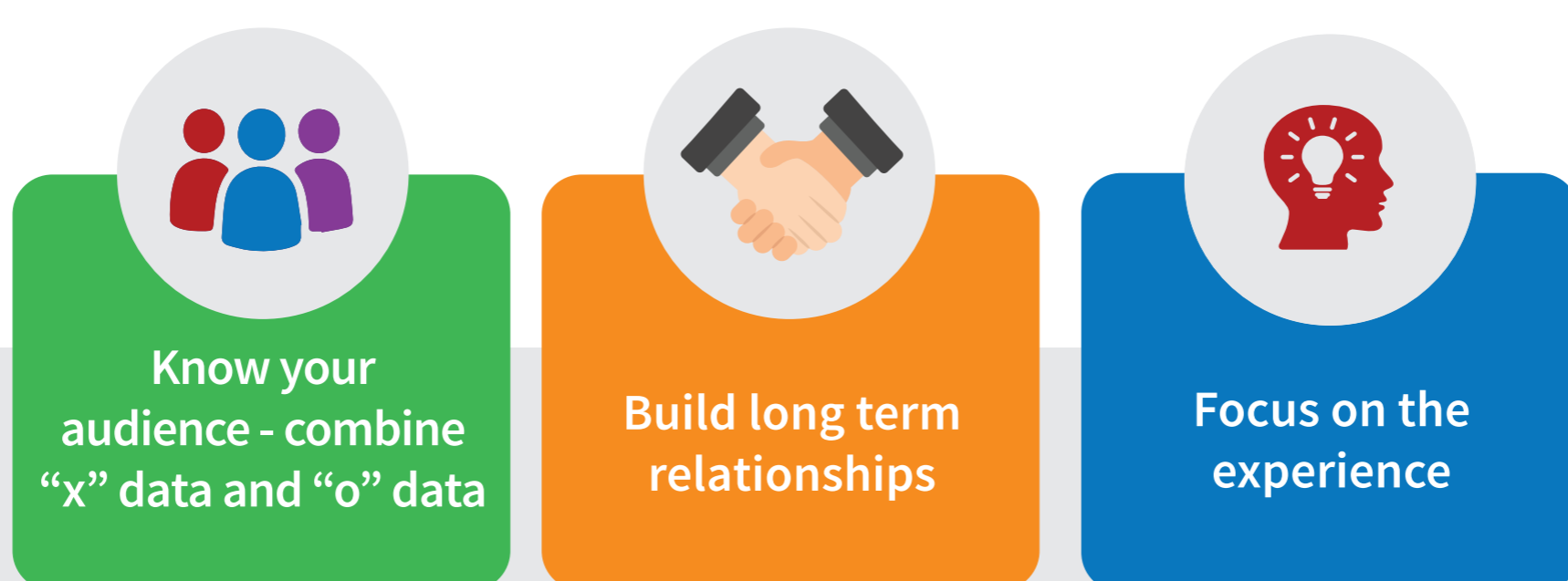
The digital experience economy demands **RELEVANT DIGITAL EXPERIENCES** at each touchpoint, across all devices

## WINNING CUSTOMERS & EMPLOYEES WITH EXPERIENCE

**81% OF MARKETERS**  
expect to find success in focusing on the Customer Experience this year

**54% OF HIGH-PERFORMING MARKETING TEAMS**  
lead customer experience initiatives across the business to attract and retain customers

EXPERIENCES ARE PERSONAL, BUT THEY MEET A NEED  
**HOW DO YOU CAPITALIZE?**



LEARN MORE ABOUT CUSTOMIZING DIGITAL EXPERIENCES  
WITH **OMNIVEX**

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