

Improve CX with a Highly Functioning, Customer-Centric Supply Chain

Supply chains can make or break customer relationships. When they deliver what customers want, when they want it, everyone's happy. But disruptions that cause customers to wait weeks, months, or longer for products will negatively impact the customer experience (CX). The Actian Data Platform helps ensure your supply chain delivers the right experiences.

As organizations around the globe recently experienced, supply chains can be extremely fragile. When they're disrupted, delayed, or temporarily shut down, product shortages soon follow—which affects CX.

Supply chain problems also affect people's lives and wellbeing. For example, patients need medical devices for tests and surgeries. New parents need baby formula. Vehicle owners need replacement parts. Homeowners undertaking renovations need building materials. Products that are unavailable impact customer journeys and customer loyalty. That's why delivering consistent, high-quality CX requires the timely delivery of goods.

Using the Supply Chain to Improve Customer Experiences

Customer needs and preferences can change quickly—much faster than most supply chains can adjust. While supply chains must be agile, your organization needs the ability to predict what customers want and predict any delay in the supply chain.

The faster you can predict and proactively adjust for potential problems, the more you can nurture customer journeys by improving CX. Even if you can't prevent a supply chain delay, the sooner you can identify issues and notify customers, the more time it gives the customer to adapt.

According to KPMG, **67% of organizations** consider meeting customer expectations for speed of delivery as a "critical force" impacting the structure and flow of their supply chains over the next 12 to 18 months. Integrating and analyzing all relevant customer, supply chain, inventory, and related data for visibility and granular insights are needed to ensure positive CX.



Business Benefits

The Actian Data Platform lets you enhance CX with a highly performant supply chain:

- Identify changing customer needs and preferences
- Increase supply chain agility to meet changing demand
- Have visibility into materials, production, inventory, and logistics
- Build trust in your customer and supply chain data
- Respond faster to customer preferences and orders
- Match resources with current demands and priorities

Customer-Centric Supply Chains Run on Data

Real-time data access enables you to build customer-centric supply chains that better meet customer wants and needs. Data-driven supply chains forecast disruptions, predict demand, increase agility, and provide end-to-end visibility. This helps ensure optimal customer experiences by delivering products customers want, when they want them.

Whether your organization has a chief supply chain officer or another person or team overseeing the supply chain, customer experience must be a priority. CX is not limited to marketing—it must be supported across the company. This support starts with data that can be easily connected, managed, and analyzed on a single platform, then shared across the enterprise.

The Actian Data Platform makes this possible—and gives you confidence in your data and analytics. The easy-to-use platform can help you modernize, automate, and transform your supply chain to improve CX. Actian Data Platform can scale with your business, allowing you to integrate more data quickly and easily from an ever-growing range of sources.

A Supply Chain that Serves Customers Also Improves Sales

Supply chains touch every aspect of the business, including CX. On-time deliveries ensure good experiences, while missed deadlines can strain or end relationships.

A highly-functioning supply chain ensures parts and materials are available when and where manufacturers need them, retailers have products readily available to sell, and organizations deliver the experiences customers want. The Actian platform brings together data you can optimize and trust to:

- Identify products and features to meet customer demand
- Inform procurement processes based on customer needs
- Ensure product availability across physical and digital channels
- Optimize existing inventory
- Determine optimal delivery routes



IT Benefits

Using the Actian Data Platform to connect IT systems and processes allows you to:

- Scale to meet growing customer and supply chain data volumes
- Gain real-time access to all relevant data
- Create pipelines to ingest data from new sources quickly
- Easily connect, manage, and analyze data in one platform
- Integrate IT systems for a connected supply chain ecosystem

Unlocking the full potential of supply chains directly leads to better CX. The end-to-end supply chain, with all its complexity and parts, ultimately serves to deliver the products and services customers want, resulting in increased loyalty, sales, and profits.

About Actian

Actian makes data easy. We deliver cloud, on-premises, and hybrid data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: www.actian.com.

