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The Omnichannel Imperative

The State of Enterprise Readiness in Southeast Asia

COMMISSIONED BY RESULTICKS

Contents

1 | Executive Summary

Omnichannel marketing has become a priority for companies tasked with attracting and retaining consumers who have more choice and higher expectations than ever. Like many aspects of commerce in the digital age, omnichannel is an area of tremendous opportunity that is often talked about but rarely done well. Embracing this discipline involves overcoming challenges and complexities that have prevented many businesses from realizing their true vision.

This research, carried out in partnership with **Resulticks**, is based on an online survey of 345 enterprise businesses in **Southeast Asia**. It casts a light on the level of omnichannel readiness among enterprise organizations in the region, with a focus on what 'leaders' are doing differently from their 'laggard' peers.

Key findings from The Omnichannel Imperative report include:

- The ability to deliver content and messaging in real time and across multiple channels, promises a step-change in the efficiency and effectiveness of customer engagement. When it comes to near-term marketing priorities, the top two focus areas for businesses are real-time marketing (65%) and omnichannel delivery and engagement (52%).

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- Nearly a third (32%) of businesses surveyed strongly agree that they take an integrated approach to customer engagement across different channels, leveraging 1st, 2nd and 3rd party customer data, with technology and processes to support this. Only 18% of companies in the region say they do not have such an approach.

- Securing a unified view of customer data and journeys is critical if brands are to deliver a consistent, high-level experience to individual customers across all touchpoints. Significantly more leaders report that they have a consolidated customer engagement database in place than do laggards, who are more likely to be grappling with disparate systems and datasets (92% vs. 82%).

- Asked about their main omnichannel challenges, respondents report that issues relating to data were very much prominent, including too much data to manage (39%), poor integration across systems (38%), incomplete customer data across all channels (35%), an inability to act on data in real time (30%), an inability to segment data effectively (29%) or a lack of analytics and/or insights (28%).

- Omnichannel leaders are significantly more likely than laggards to focus on personalization (63% vs. 45%) and a 360-degree customer view (62% vs. 46%).

- Technology and software limitations are the most commonly cited barrier to better omnichannel marketing, with around four in ten respondents (41%) regarding tech deficiencies as a key challenge. More than eight in ten (82%) companies identified as leaders are increasing omnichannel technology investment during 2019, compared to only 45% of laggards who intend to boost spending.

- Software vendors are failing to meet the expectations of Southeast Asia companies in terms of their platform capabilities. There is a particularly large gap between expectations and reality when it comes to enabling multichannel campaign orchestration. Nearly six in ten organizations (58%) say their expectations in this area remain unmet.

1.1 | Methodology

This research is based on an online survey of 345 enterprise businesses in Southeast Asia, focused on six different countries; Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. The survey was carried out online in Q1 2019.

Information about the survey, including the link, was emailed to Econsultancy's database of marketers and ecommerce professionals and promoted via social media. The incentive for taking part was access to a free, advance copy of the report just prior to its publication on the Econsultancy website. Third-party panels were used to supplement the sample size.

More breakdowns of the respondent profiles, including size of company by revenue and business sector, are included in the appendix.

1.2
About Econsultancy

Econsultancy's mission is to help its customers achieve excellence in digital business, marketing and ecommerce through research, training and events.

Founded in 1999, Econsultancy has offices in New York, London and Singapore.

Econsultancy is used by over 600,000 professionals every month. Subscribers get access to research, market data, best practice guides, case studies and elearning – all focused on helping individuals and enterprises get better at digital.

The subscription is supported by digital transformation services including digital capability programmes, training courses, skills assessments and audits. We train and develop thousands of professionals each year as well as running events and networking that bring the Econsultancy community together around the world.

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2 Foreword by Resulticks

Redickaa Subrammanian
Resulticks, CEO

Omnichannel audience engagement has quickly risen to the rank of a global marketing imperative. It is an especially critical capability for companies in the Asia-Pacific marketplace. As the region has become increasingly urbanized and its economies have soared, APAC has turned into a hotbed for businesses of all sizes across a wide array of industries.

At the same time, the region's tech-savvy, channel-agnostic consumers are open to more than just transactions from the brands with which they choose to do business. Like consumers worldwide, APAC consumers have come to expect sophisticated, individualized experiences in real time across whatever channel they choose to engage. Consequently, a brand's ability to deliver against those elevated expectations will increasingly separate the companies that thrive from those that struggle merely to survive.

This naturally calls into question the readiness of APAC brands to seize the moment. Which of them are equipped to lead the omnichannel revolution and which of them will lag behind their regional—and in many cases global—competitors?

This report aims to highlight priorities and pain points of marketers in APAC as they undergo their omnichannel transformation. It also characterizes both the 'leaders' and the 'laggards' across the region, offering insights into why some brands will succeed and others fall short of realizing the economic and brand value that omnichannel engagement promises. While the challenges and opportunities may differ across industries, the essentials of omnichannel readiness remain remarkably consistent: consolidated, data backbone; the appropriate mix of channels, both digital and physical; and the marketing technology to deliver contextual communication, in real-time.

Ironically, while it is clear from the research that marketers by and large know what they want, what they lack is the technological sophistication and know-how to get there.

To that end, this report also offers real-world recommendations for improving readiness across multiple dimensions in relatively short order. That doesn't mean the transformation will be easy or painless, but it does mean it's possible and practical.

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While the challenges and opportunities may differ across industries, the essentials of omnichannel readiness remain remarkably consistent: consolidated, data backbone; the appropriate mix of channels, both digital and physical; and the marketing technology to deliver contextual communication, in real-time.

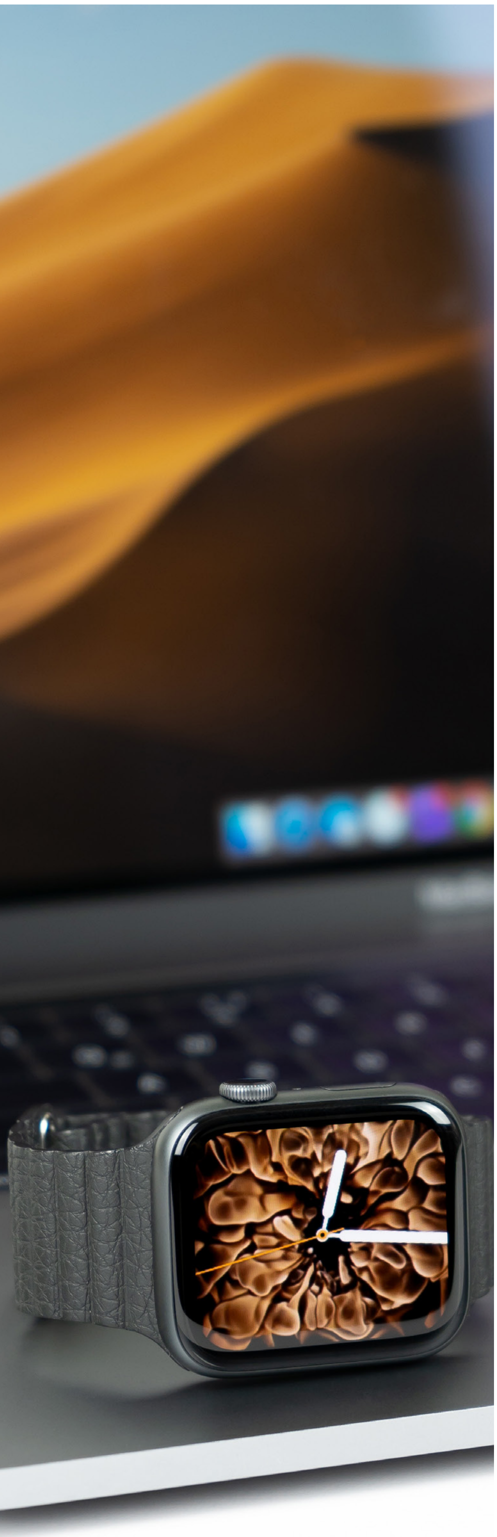
Ultimately, this report sets the stage for marketers in APAC to continue their omnichannel strategy and reap the rewards of seamless, real-time customer engagement. Their ingenuity and resilience have been an integral part of the region's amazing growth to date, and will surely be the keys to continued, successful transformation.

Resulticks

2.1
About Resulticks

Big data-driven, AI-powered, and built from the ground up by marketers for marketers, Resulticks is a real-time conversation marketing cloud solution designed to deliver top-line growth.

Enabled by the world's first Marketing Data Blockchain, Resulticks is redefining customer engagement worldwide by enabling individualized, real-time experiences across every relevant channel from first click to conversion and beyond. Ranked amongst the top 25 marketing automation solutions globally, Resulticks has offices in the United States, India, and Singapore.



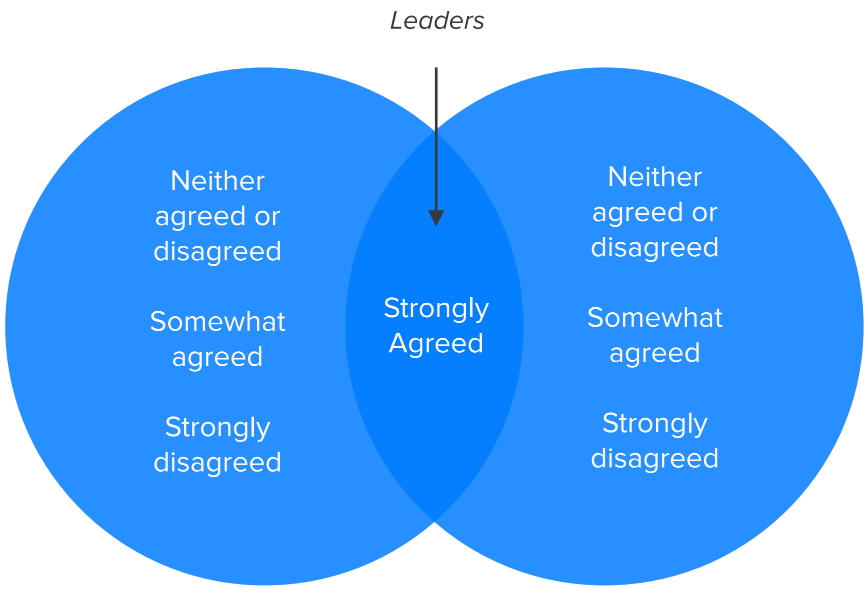
3 | Introduction: The Move to Omnichannel

With the region's enormous appetite for mobile devices and digital services and its highly competitive commercial sectors, it is no surprise that Southeast Asia is becoming a hotbed for multichannel commerce, and that omnichannel practices are gaining a significant foothold.

There has been growing recognition that modern-day businesses need to reach and engage with customers in the setting of their choosing, with businesses seeking to evolve from 'cross-channel' and 'multichannel' to a more carefully orchestrated 'omnichannel' approach. In doing this, companies need to know the individual customer they are dealing with, whatever device or channel they are using, the context of the interaction and the conversion attribution at the end of it.

While single-channel thinking is rightly being consigned to history, setting up a business to deliver on the omnichannel vision can seem like a daunting process – especially for businesses encumbered with legacy systems, processes and mindset. However, there are some companies that have succeeded in progressing further down the road than others.

In this report, we compare the way omnichannel 'leaders' are approaching business compared to the 'laggards', those organizations that have the most catching up to do. The former group of companies includes those responding companies that strongly agreed with both the following statements, detailed in Section 6 – while 'laggards' did not agree with either of them:



"We achieve a measurable return on investment from our omnichannel marketing activities at an individual customer level."

"We take an integrated approach to customer engagement across different channels leveraging 1st, 2nd and 3rd party customer data, with technology and processes to support this."

As these statements suggest, omnichannel success is built on a holistic approach to customer engagement, with data, technology and processes working in harmony as an underpinning. As well as being successful in their execution, those companies that truly exhibit omnichannel readiness are those that can measure the uplift from this approach at an individual customer level.

4 | Importance of Omnichannel for Enterprise Companies

Southeast Asian businesses surveyed for this report have established a wide array of channels to reach consumers, creating the foundation for implementation of omnichannel business.
The core channels of social media, websites and email are highly prevalent (Figure 1), with the vast majority of respondents saying these form part of their marketing activities (81%, 78%, and 74%, respectively). Alongside these, there remains significant usage of offline marketing channels, such as print media (41%) and in-store or in-branch interactions (48%).

There is also ample evidence that many companies are starting to bridge the gaps between these digital and physical interactions. For example, nearly a quarter of respondents (23%) claim to have already begun using beacons to connect with customers – a marker of how omnichannel thinking can be used to extend delivery of personalized communications to clients in either the digital or offline realm. Technologies such as beacons, mobile apps and QR codes can be powerful in enabling brands to engage with consumers in real time or near real time across digital and physical touchpoints.

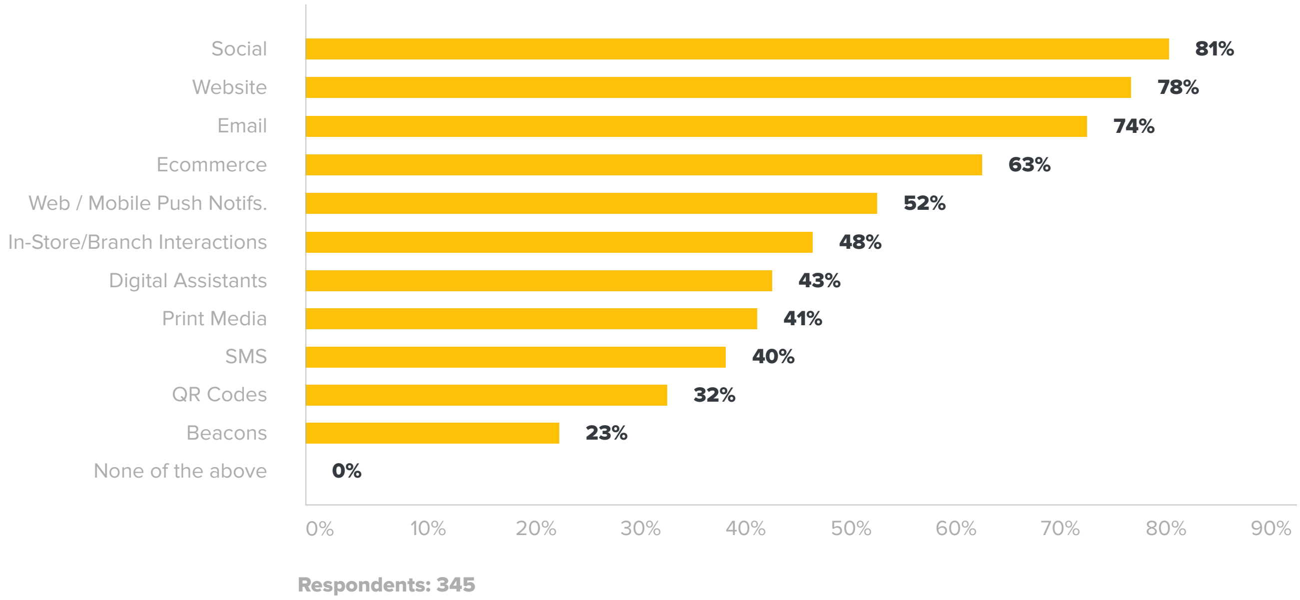


Figure 1 | Which of the following channels and touchpoints are part of your marketing activities?

An omnichannel and a real-time approach to marketing and customer engagement go hand in hand. Omnichannel platforms promise to help remove blind spots for brands in the customer's journey to purchase and provide an opportunity to increase sales through distribution of timely, personalized content and offers. A *Harvard Business Review* study found that omnichannel customers – shoppers who interact with multiple channels – are "more valuable on multiple counts", spending on average 4% more when visiting stores and 10% more online than single-channel customers.[1]

Of course, omnichannel is relevant for a whole range of business sectors, not just retail. According to McKinsey & Company, one bank that combined digital and human channels to create a seamless omnichannel offering enjoyed significant sales growth. McKinsey's 2017 survey of banks in Europe, North America and Asia Pacific found that around 80% of all customer touchpoints occur on digital, but that digital channels account for just 25% of sales.[2] An integrated approach to online and offline is vital.

Figure 2 shows the high level of importance that organizations in Southeast Asia are attaching to real-time marketing and their level of desire to access the opportunities offered by integration of digital and physicial channels. Almost two-thirds (65%) of respondents say that real-time marketing is a priority for their companies in 2019, making this the most important marketing concept for their company in the year ahead.

More than half (52%) of respondents cite omnichannel delivery and engagement as a key focus for 2019, putting this in second place, just ahead of a 360-degree customer view (50%), which is itself an important enabler for delivering on the top two priorities.

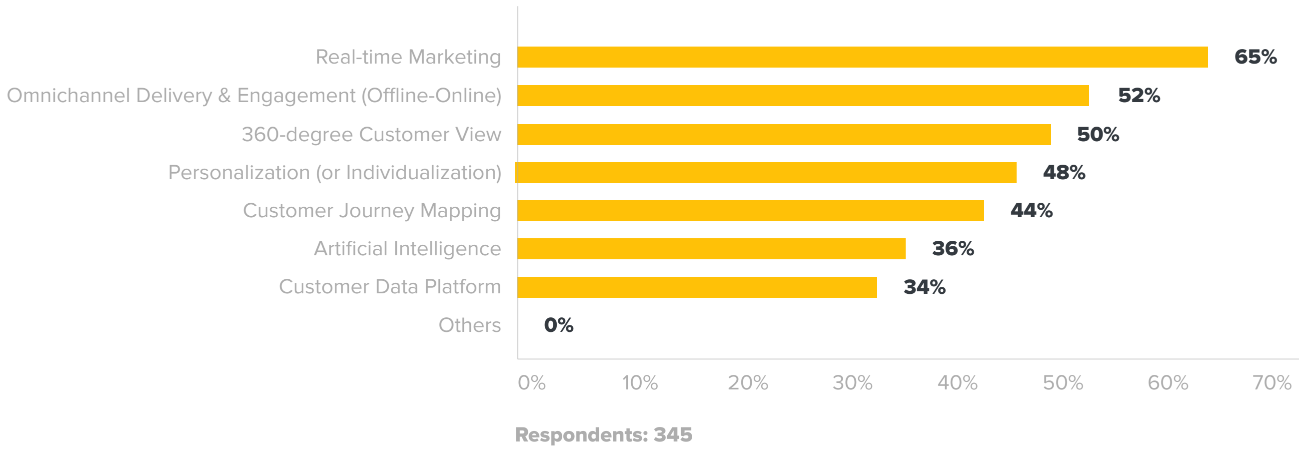


Figure 2 | Which of these marketing concepts are a priority for you and your company in 2019?

[1] https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works
[2] https://www.mckinsey.com/industries/financial-services/our-insights/the-balancing-act-omnichannel-excellence-in-retail-banking

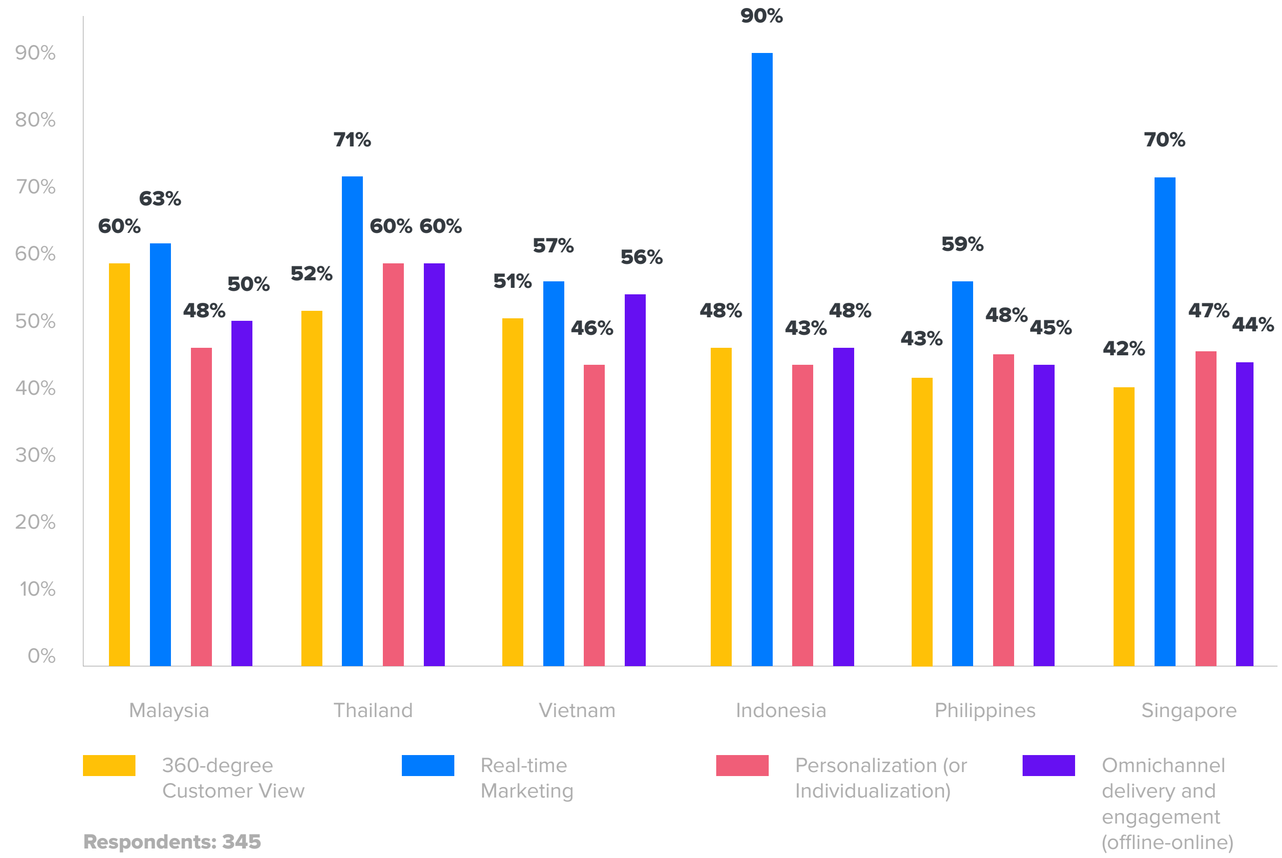


Figure 2a I Which of these marketing concepts are a priority for you and your company in 2019? (Breakdown by country)

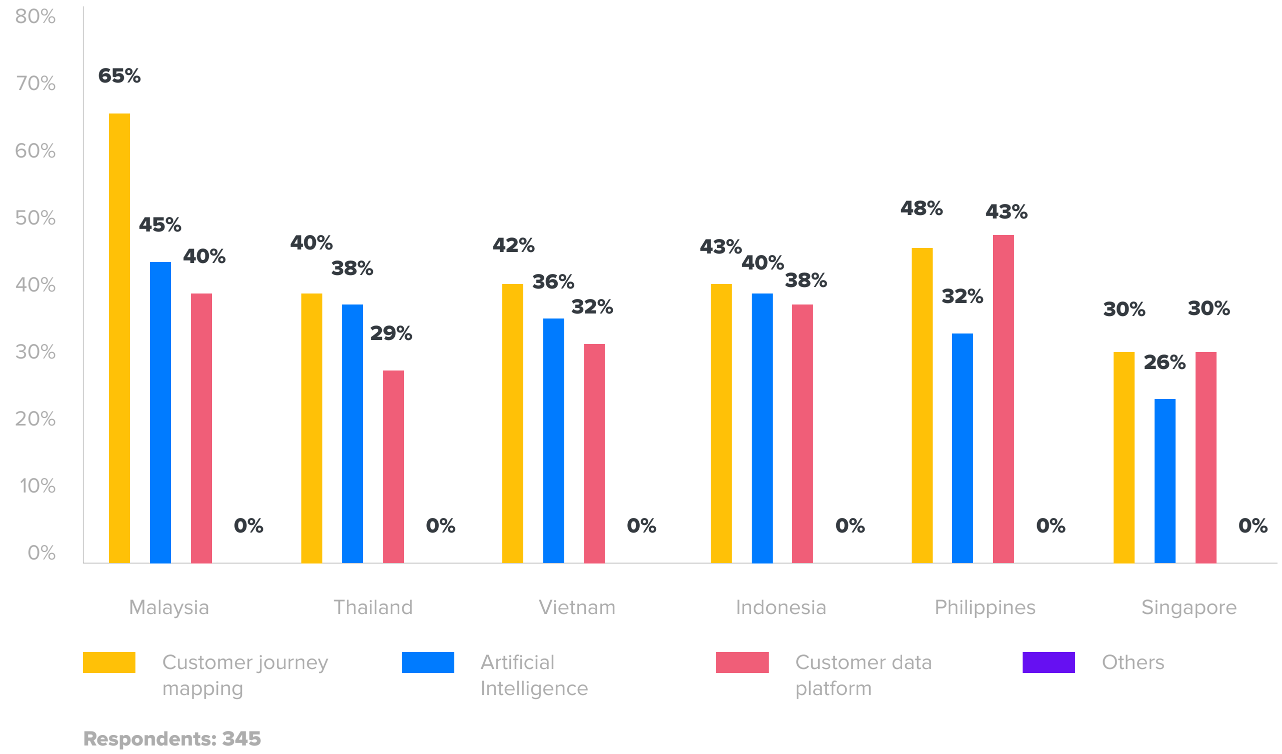


Figure 2b I Which of these marketing concepts are a priority for you and your company in 2019? (Breakdown by country)

The close relationship between omnichannel and real-time marketing is coming to the fore with the rise of automation in marketing – enabling brands to take the next step in customer intelligence and engagement.

> **With adequate data, and the right strategic foundations, the delivery of content in real time across multiple channels holds the promise of a step-change in the efficiency and effectiveness of customer communications.**

Other prevalent areas of focus for APAC businesses in 2019 include gaining a 360-degree customer view (50%) and customer journey mapping (44%). Both these disciplines are prerequisites for understanding customer behavior, and therefore for delivering truly omnichannel engagement and communications. Discerning the nature of important customer journeys is key to the success of services that cut across multiple channels, such as click-and-collect, and exploiting trends such as showrooming and webrooming.

Personalization (48%) is another near-term priority of many APAC marketers, and of course links in closely with the notion of engaging consumers in the space of their choosing.

Figure 3 shows these same areas of opportunity for marketing differentiation, but this time highlights the extent to which leaders and laggards are at different stages of awareness and preparedness. As expected, omnichannel delivery and engagement is a much more widespread focus among leaders (64%) than laggards (39%) in this region.

Omnichannel leaders are also significantly more likely than laggards to be focusing on personalization (63% vs. 45%) and a 360-degree customer view (62% vs. 46%). The same is true for the use of a customer data platform (42% vs. 33%) which can itself help to facilitate both a more individualized approach at scale and a holistic view of engagement across channels.

The same chart also shows that omnichannel leaders are almost twice as likely to be prioritizing artificial intelligence through 2019 (53% vs. 28%), and it is worth noting from the previously referenced *Digital Trends 2019* report that customer experience leaders are twice as likely as other companies to be using AI. By country, emphasis on omnichannel is particularly high in Thailand (60%) and Vietnam (56%), although real-time marketing remains the leading area of marketing focus across all six markets covered in the report (Appendix Figure 30).

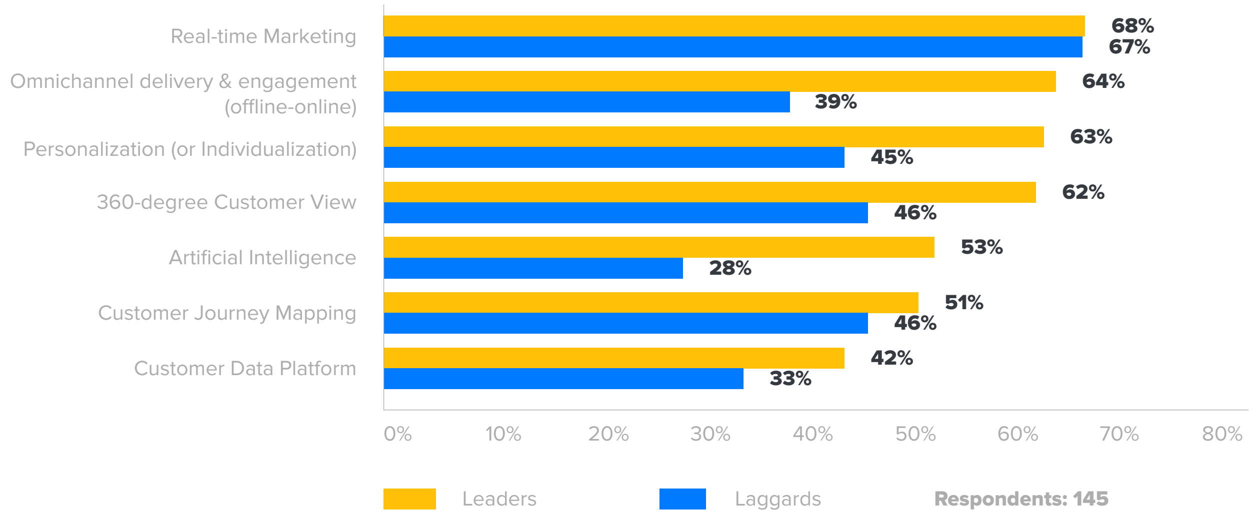


Figure 3 | Which of these marketing concepts are a priority for you and your company in 2019?

Figure 4 shows the variation in marketing priorities by sector, focusing on those verticals most strongly represented in our survey. Real-time marketing is a particularly high priority for retail and technology companies (79% and 78% respectively), and the same is true for omnichannel delivery and engagement (62% and 61%). Financial services companies are most likely to be focused on a 360-degree customer view (72%).

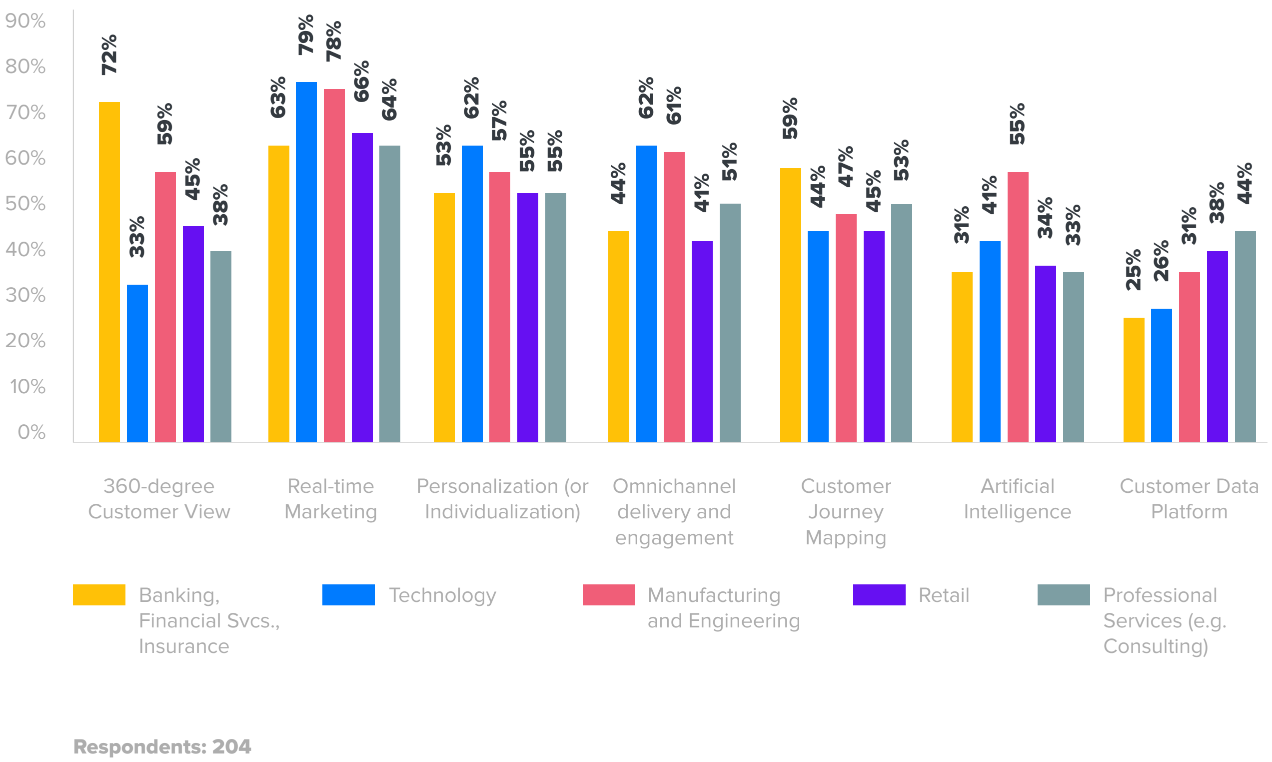


Figure 4 | Which of these marketing concepts are a priority for you and your company in 2019?

5 | Complexity and Challenges

Laying down the building blocks for omnichannel marketing is a complex process. To achieve readiness, businesses will need to develop a meaningful presence across multiple channels, whether online, email, mobile apps, SMS messaging, social media or other. These platforms must also be integrated in a highly flexible way, so companies need adequate enablers – organizational, cultural, and technical – to offer a frictionless and consistent customer experience across different channels simultaneously.

They must also, as a matter of course, be highly adept at gathering, analyzing, and drawing actionable insights from data – the glue that binds omnichannel customer engagement activities together.

Organizations that have developed a strong level of omnichannel competence are those that have enabled an "integrated approach to customer engagement across different channels, leveraging 1st, 2nd and 3rd party customer data, with technology and processes to support this" (Figure 5).

Strikingly, many Southeast Asia organizations see themselves as already having pulled these capabilities together, demonstrating a strong level of confidence. Seven in ten respondents agree that they have achieved this level of proficiency, with nearly a third (32%) 'strongly agreeing'. Less than one in five (18%) place their organizations outside this bracket.

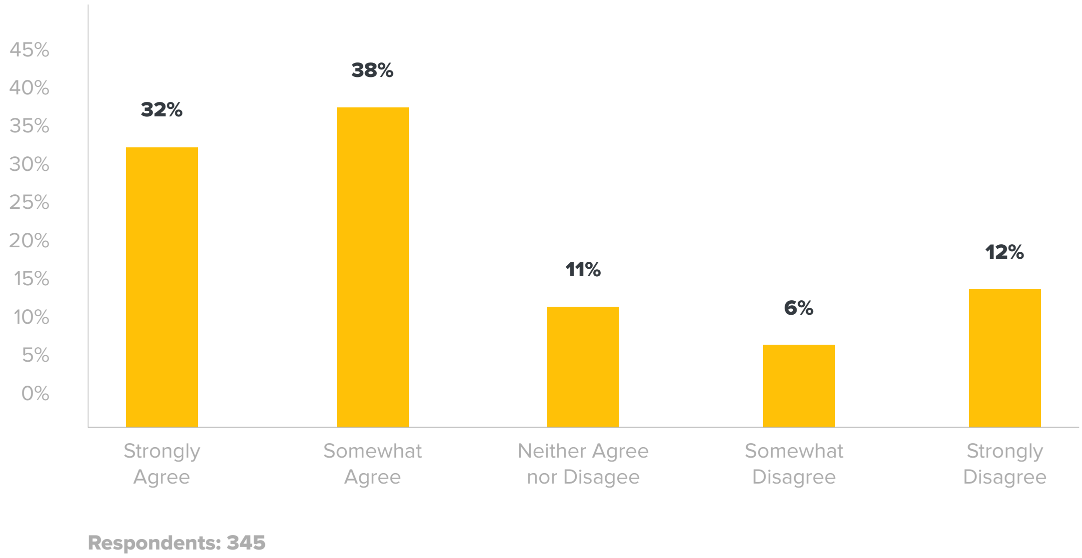


Figure 5 | To what extent do you agree with the following statement relating to your omnichannel marketing capabilities: *"We take an integrated approach to customer engagement across different channels, leveraging 1st, 2nd and 3rd party customer data, with technology and processes to support this."*

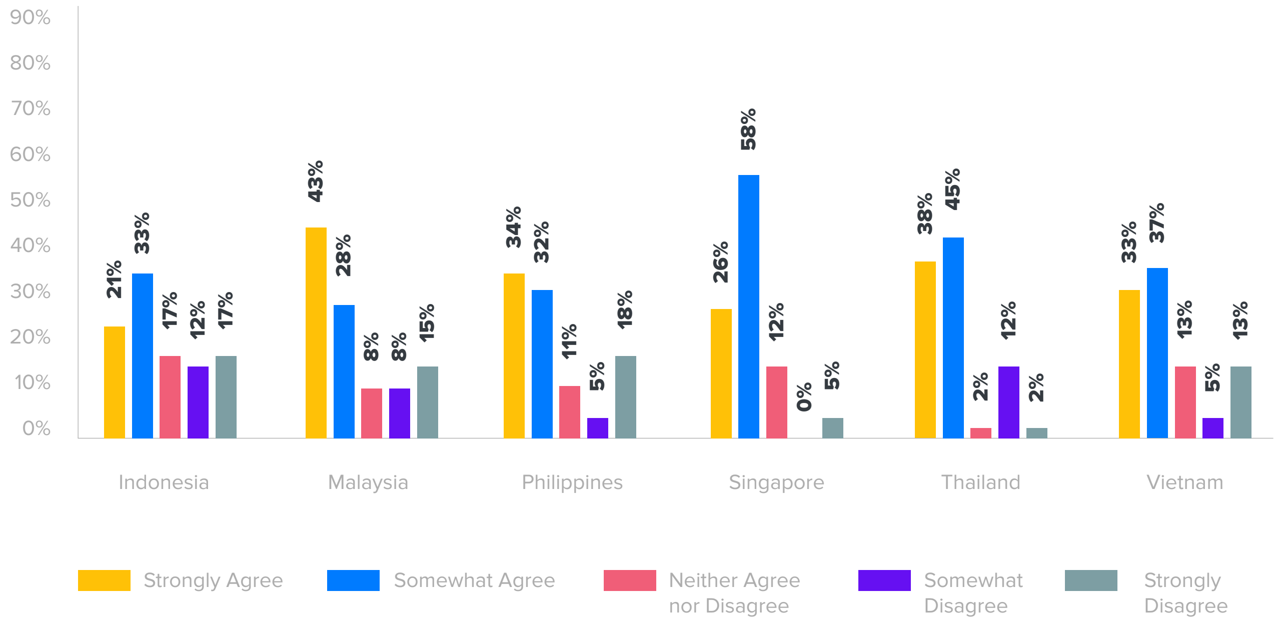


Figure 5a | To what extent do you agree with the following statement relating to your omnichannel marketing capabilities: *"We take an integrated approach to customer engagement across different channels, leveraging 1st, 2nd and 3rd party customer data, with technology and processes to support this."* (Breakdown by Country)

Business professionals in this region are also noticeably positive regarding their ability to deliver tangible returns from omnichannel marketing. More than a third (36%) of respondents strongly agree that they are achieving a "measurable return on investment from omnichannel marketing activities at an individual customer level". Only 13% disagree that this notion applies to their businesses.

In Malaysia, businesses are particularly upbeat regarding their capabilities. Some 43% of Malaysian respondents strongly agree that their organizations have the building blocks in place for omnichannel excellence – more than any other country covered in the survey – and 38% are similarly confident when stating they are now delivering ROI from these activities.

Confidence regarding ROI is highest in Vietnam, however, with 40% of respondents strongly agreeing that they achieve measurable omnichannel marketing returns.

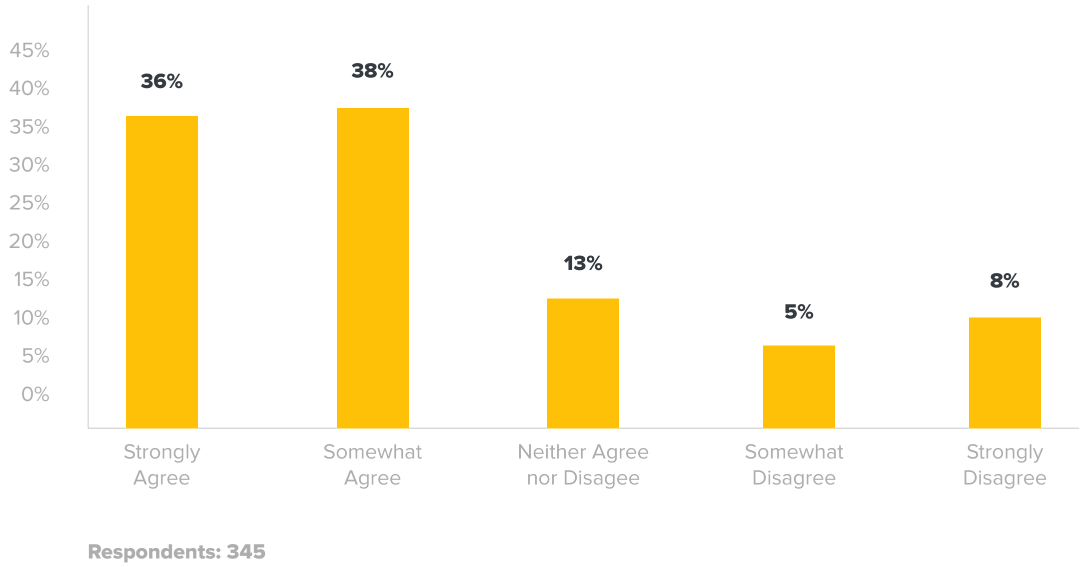
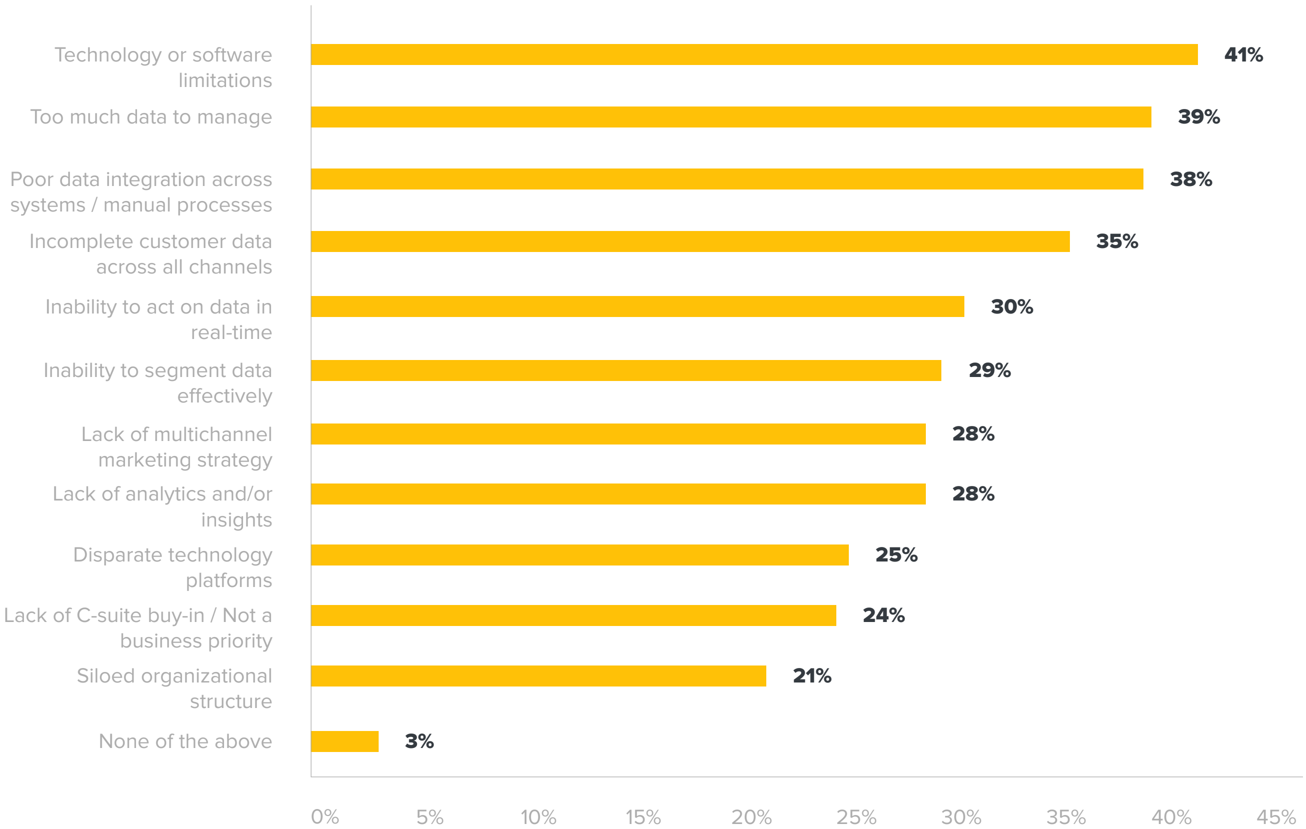


Figure 6 I To what extent do you agree with this statement: *"We achieve a measurable return on investment from our omnichannel marketing activities at an individual customer level."*

The positivity in Southeast Asia regarding the ability to progress omnichannel practices and techniques comes despite evident awareness of the complexities that can hinder companies' activities in the space. One of the central challenges facing marketers in the era of digitization and automation – extracting actionable insight from data – features particularly strongly.

Many respondents acknowledge the difficulties of carrying out effective and consistent omnichannel marketing in light of having too much data to manage (39%), poor integration across systems (38%), incomplete customer data across all channels (35%), an inability to act on data in real-time (30%), an inability to segment data effectively (29%), or a lack of analytics and/or insights (28%).



Respondents: 345
Methodology note: respondents could check up to three options

Figure 7 I What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels?

As further discussed in Section 7, securing a unified view of customer data and key journeys is vital if brands are to deliver a consistent, high-level experience to individual customers across all touchpoints. Many businesses remain hamstrung by the organizational and technical difficulties of bringing all their data together in this way.

Technology and software limitations can be a major headache for organizations seeking to become better at controlling and exploiting their data – and indeed are the most-commonly cited barrier to omnichannel marketing progression. More than four in ten respondents (41%) regard tech deficiencies as a key challenge, consistent with the mixed picture research respondents paint in relation to their technology platform capabilities (Section 8).

It is important that companies take a strategic approach to omnichannel marketing projects from inception. To back this up requires strong leadership, organization and culture – not just the right technology.

Encouragingly, survey respondents indicate that organizational and people-related factors are forming less of a barrier to omnichannel marketing progression. While still cited by sizeable minorities of respondents, lack of a multichannel marketing strategy (28%), lack of C-suite buy-in / not a business priority (24%), and siloed organizational structure (21%) feature less prominently than aspects related to technology and data.

Another sign of omnichannel's growing importance in the region is the evidence of widespread benchmarking among regional practitioners.

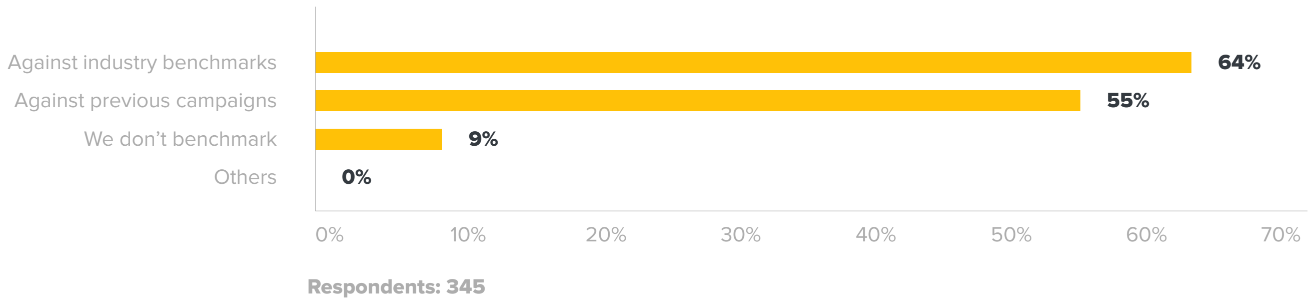


Figure 8 | How do you benchmark your omnichannel communications and campaign performances?

While unfashionable in some quarters of industry, benchmarking performance against competitors and past activities can be a highly useful practice – especially in a relatively nascent area of business such as omnichannel marketing, where ideas and best practices have yet to become set in stone. Benchmarking can also be a helpful tool to reassure senior management when seeking to gain backing for omnichannel marketing plans and to manage agencies and suppliers.

Further stressing the importance of benchmarking is that omnichannel investments can shake things up when it comes to sales reporting, requiring companies to adopt new metrics and KPIs to reflect digitization of traditional channels and to ensure that all channels are being measured against the same commercial, operational, and financial goals.

The proportion of executives that report that their companies do not benchmark is only in single figures (9%), with most either measuring against previous campaigns, industry benchmarks, or both which is the ideal.

Noticeably, the prevalence of benchmarking is higher – but not hugely so – among leaders. Nearly seven in ten of these respondents (69%) say they benchmark results against previous campaigns or industry benchmarks, compared with 52% and 55%, respectively, among laggards.

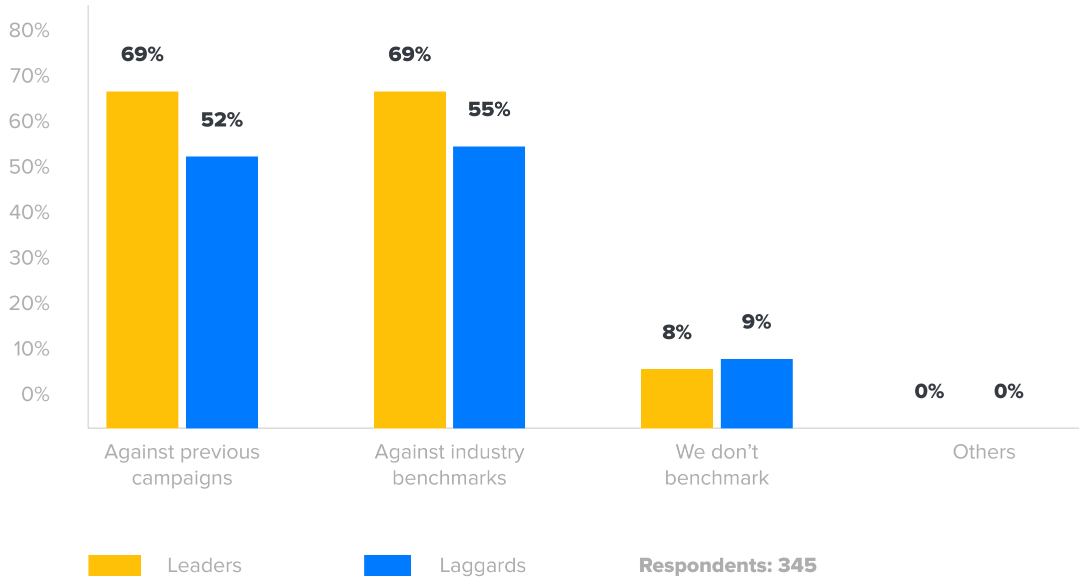


Figure 9 | How do you benchmark your omnichannel communications and campaign performances?

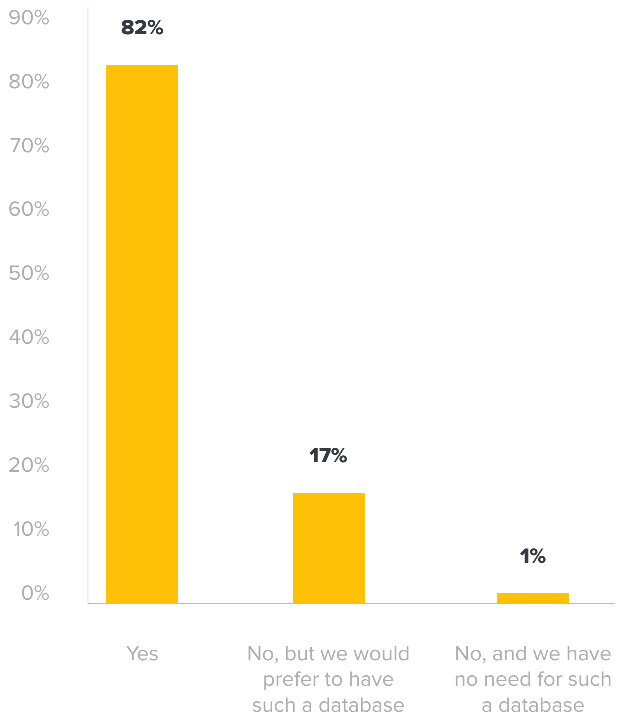
6 | Data and Technology Requirements

Omnichannel marketing brings a new level of complexity to the task of engaging with customers. Typically, businesses must improve their data control and analysis capabilities considerably, to ensure they can provide smooth and consistent experiences throughout the fragmented and complex customer journeys of the modern age.

Traditionally, companies hold multiple records relating to individual customers, based on their historical interactions with stores (in the case of retail), websites, contact centers and other channels. Now, however, these disparate data sources must be unified, to provide a single view of customers they interact with different external-facing functions. The reward for this proficiency is a dramatic improvement in the ability to understand customer behavior and to raise the level of effectiveness when it comes to driving the sales pipeline or increasing loyalty.

This survey indicates that businesses in the region are making significant progress towards enabling this change. More than eight in ten respondents (82%) report that they now have put in place a 'consolidated customer engagement database, to facilitate omnichannel interactions' – one of the key stepping stones towards realizing the vision of personalized engagement with customers across all go-to-market channels.

Recognition of the need to unite customer data sources in one system is widespread, with only one percent of respondents seeing 'no need for such a database'.



Respondents: 345

Figure 10 | Do you have a consolidated customer engagement database to facilitate omnichannel interactions?

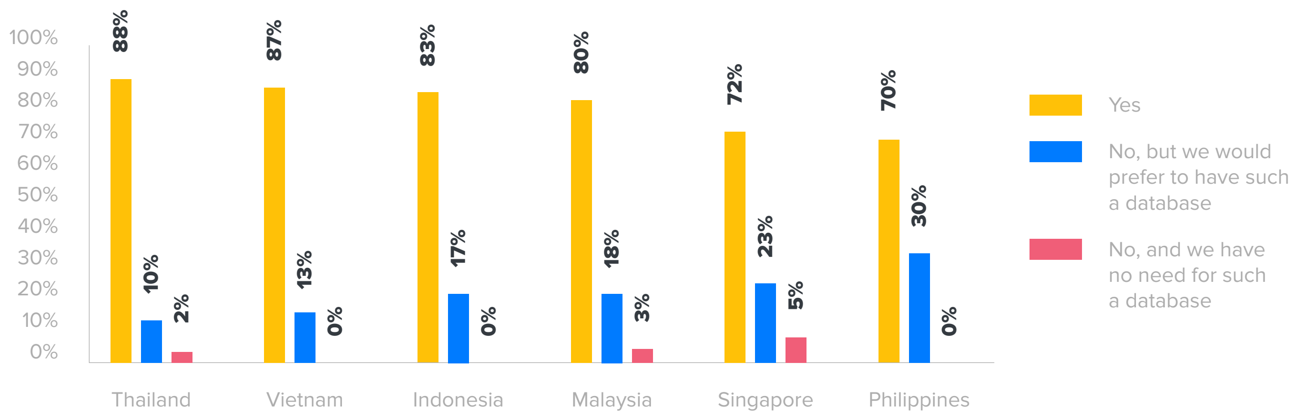


Figure 10a I Do you have a consolidated customer engagement database to facilitate omnichannel interactions? (Breakdown by Country)

Readiness in terms of consolidating customer data sources is particularly high in Thailand (88%) and Vietnam (87%), while adoption in Singapore and the Philippines is lowest (but still high) at 72% and 70%, respectively.

Significantly more leaders report that they have a consolidated customer engagement database in place than laggards who are more likely to be grappling with disparate systems and datasets (92% vs. 82%).

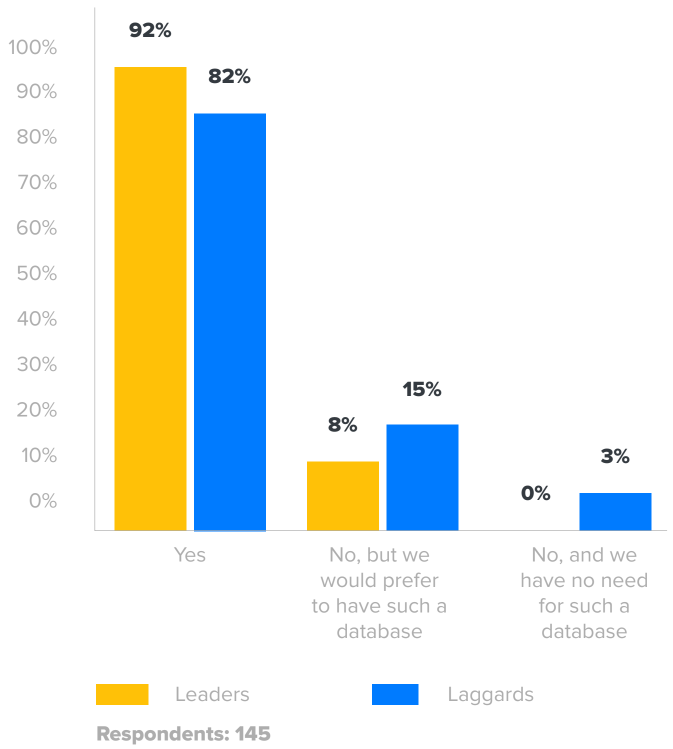


Figure 11 I Do you have a consolidated customer engagement database to facilitate omnichannel interactions?

The next step after collating all customer information within a unified, central database is to tap into this resource to enable rapid, personalized communications across all channels.

This is the means by which businesses can reap the commercial benefits of true omnichannel marketing, for example by empowering store staff to drive sales by providing them with up-to-date information on individual shopper's purchase history or wish list, or enabling automated delivery of personalized offers via email or text messaging, to capture value from showrooming.

It is no easy task, however, requiring the tools and organizational efficiency for a rolling program of extracting insights from data, creating and deploying campaigns, and iterating activities based on performance. Co-ordination is crucial, and technology platforms and teams must be in close alignment to allow omnichannel communications to flourish.

Again, Southeast Asian companies appear in a healthy position when it comes to layering these capabilities on top of their consolidated databases. Seven in ten respondents (70%) see their ability to recognize individual audience members irrespective of channel/ touchpoint/time as ‘excellent’ or ‘good’, and this percentage rises when looking at tracking individual audience members from first click to conversion (72%) and responding to individual audience members across multiple channels in real time (74%).

Nonetheless, there are sizeable minorities that describe their capabilities as merely ‘okay’, or weaker.

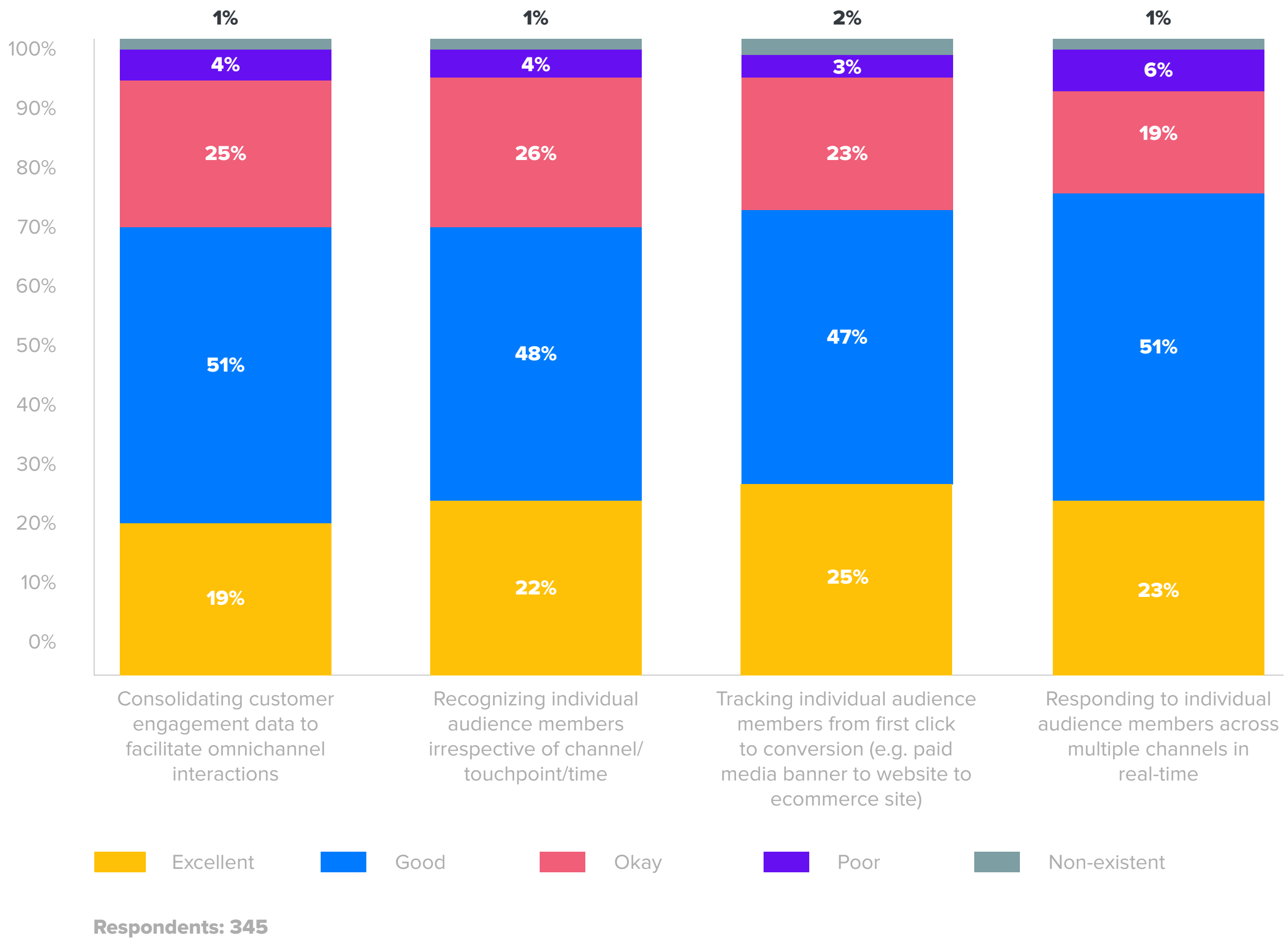


Figure 12 | How do you rate your platform for the following capabilities?

A further positive is the evident impetus within organizations to continue expanding and improving their state of omnichannel readiness. More than seven in ten executives (71%) report that they are planning to increase investment in omnichannel technology during 2019. Only 2% of respondents say they are planning to reduce investment.

By country, the responses are broadly consistent, with at least 70% of executives across Indonesia (74%), Thailand (74%), Malaysia (73%), Vietnam (73%) and Philippines (70%) stating an intent to expand spend on omnichannel technology this year, and very few respondents planning to decrease investment.

In Singapore, the picture is different. The proportion of those planning to increase investment is lower, but still a majority (58%). Nine percent of Singaporean executives say they plan to reduce spend on omnichannel technology this year. Some might see this as a surprise, considering the country's status as a retail destination and the potential, for example, for omnichannel techniques and technologies to add a new level of experience to customers' shopping trips.

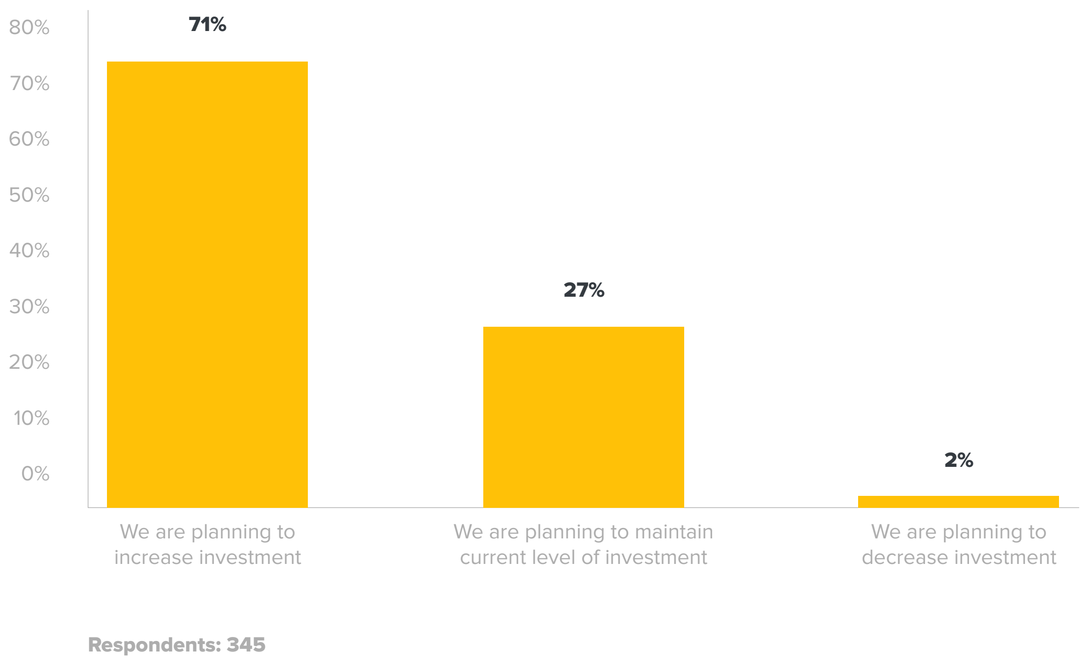


Figure 13 I What best describes your 2019 plans for technology investment to improve your omnichannel readiness?

The contrasting approach to spending exhibited by leaders and laggards highlights the importance of omnichannel investment, whether to steal a march on rivals or defend against competitive threats (Figure 13).

Leaders are overwhelmingly likely to be adding to omnichannel budget despite, by definition, being further ahead of their peers already. More than eight in ten (82%) leaders say they are planning to increase investment in omnichannel technology during 2019, showing the importance of having the business case to validate spending plans.

Laggards are more likely to be in a holding pattern. A majority (52%) plan to maintain their current level of investment compared to 45% intending to boost spending.

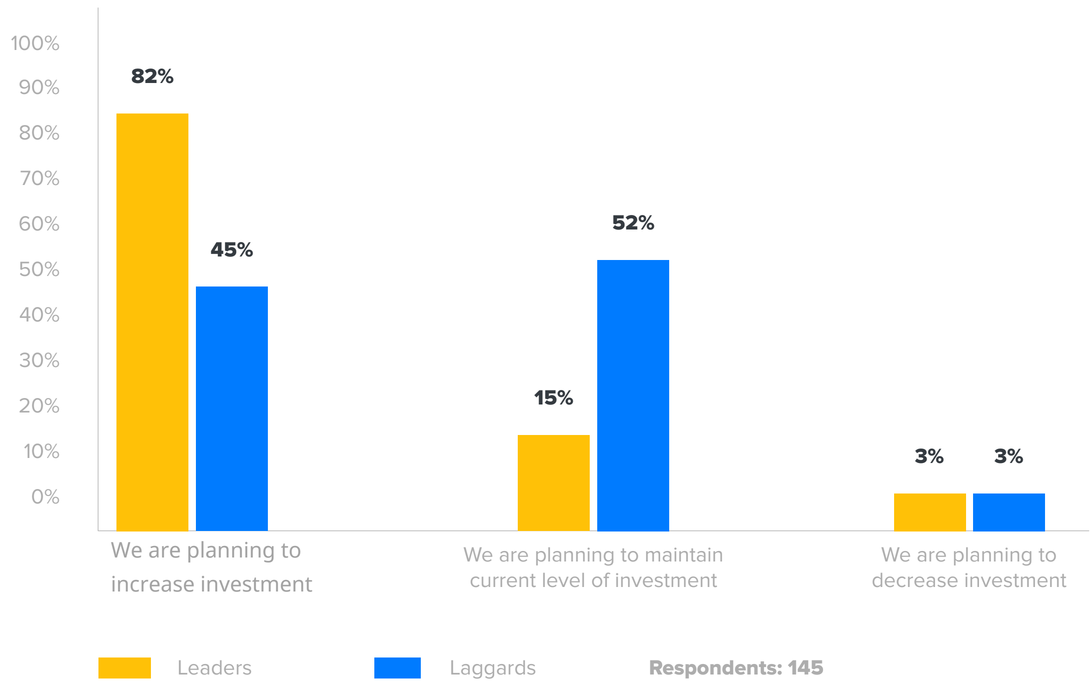


Figure 14 I What best describes your 2019 plans for technology investment to improve your omnichannel readiness?

7 | Platform Capabilities

This section looks at the relative importance of different capabilities when it comes to omnichannel technology platforms. Multichannel campaign orchestration is described as either ‘critical’ or ‘important’ by 85% of respondents, showing that the vast majority of enterprise companies are already looking well beyond each of their channels in isolation.

Flexibility and ease-of-use are other key themes of software selection, with high numbers of respondents rating the ability of platform to scale (83%) and support for distributed marketing (84%) in the same way. However, more research participants regard a user-friendly interface as ‘critical’ than any other attribute (35%).

Perhaps surprising is to see the importance of data integration / unified view of data across all channels being slightly downplayed on the list of priorities. Just 20% of executives deem this ‘critical’ – fewer than any other capability listed. Multi-touch attribution is also pushed to the background, to an extent, with only 21% describing it as a ‘critical’ feature.

This deprioritization of data capabilities is especially striking given the strong focus on platforms’ reporting functionality, and perceived challenges around data management and analysis discussed in Section 6. Time efficiency in campaign execution and reporting and the ability to produce quantitative and qualitative post-campaign reports are both rated as ‘critical’ by around a third of executives (34% and 32% respectively).

Nonetheless, it is clear from responses to other parts of this survey that data capabilities are top-of-mind for Southeast Asian companies, and in reality these competencies are still very much in the foreground when it comes to technology selection. Three-quarters of respondents still describe data integration and unification as ‘critical’ or ‘important’ (74%), even if it does sit at the bottom of the pecking order of required vendor capabilities.

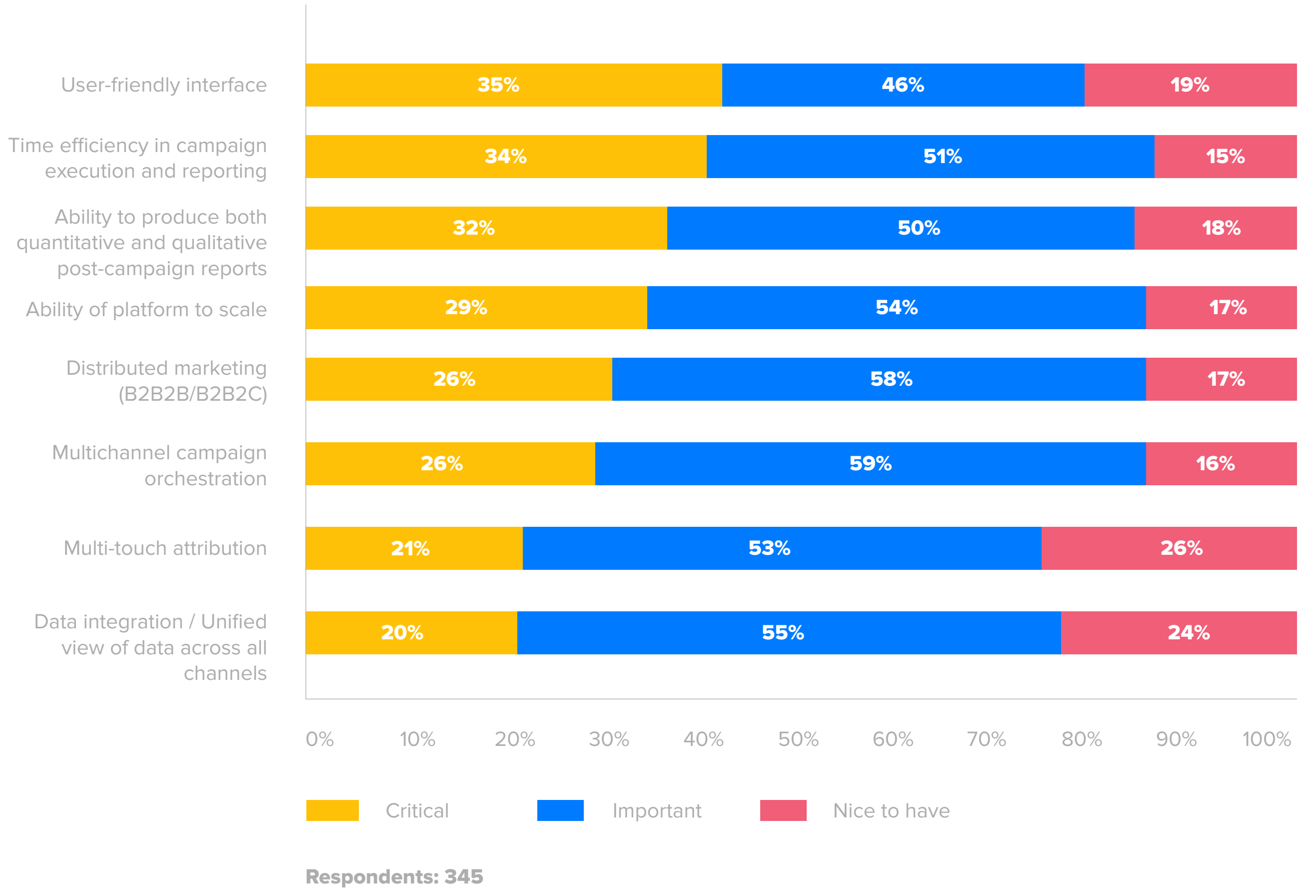


Figure 15 I How important are the following capabilities for an omnichannel technology marketing platform?

There is a general sense from the survey data that companies in the region consider their platforms to be restricting them when it comes to enabling real-time, personalized marketing across multiple channels – consistent with the frustrations detailed in Figure 6.

For all attributes, a majority of respondents deem their platform functionality as only 'satisfactory', and not-insignificant percentages of respondents (ranging between 14% and 23%) regard them as 'poor'.

Also across all attributes, however, the proportion of research participants that regard the quality of their platforms as 'critical' or 'important' far outnumbers those that see their technology providers as providing 'excellent' support, and thus meeting their expectations (Figure 16).

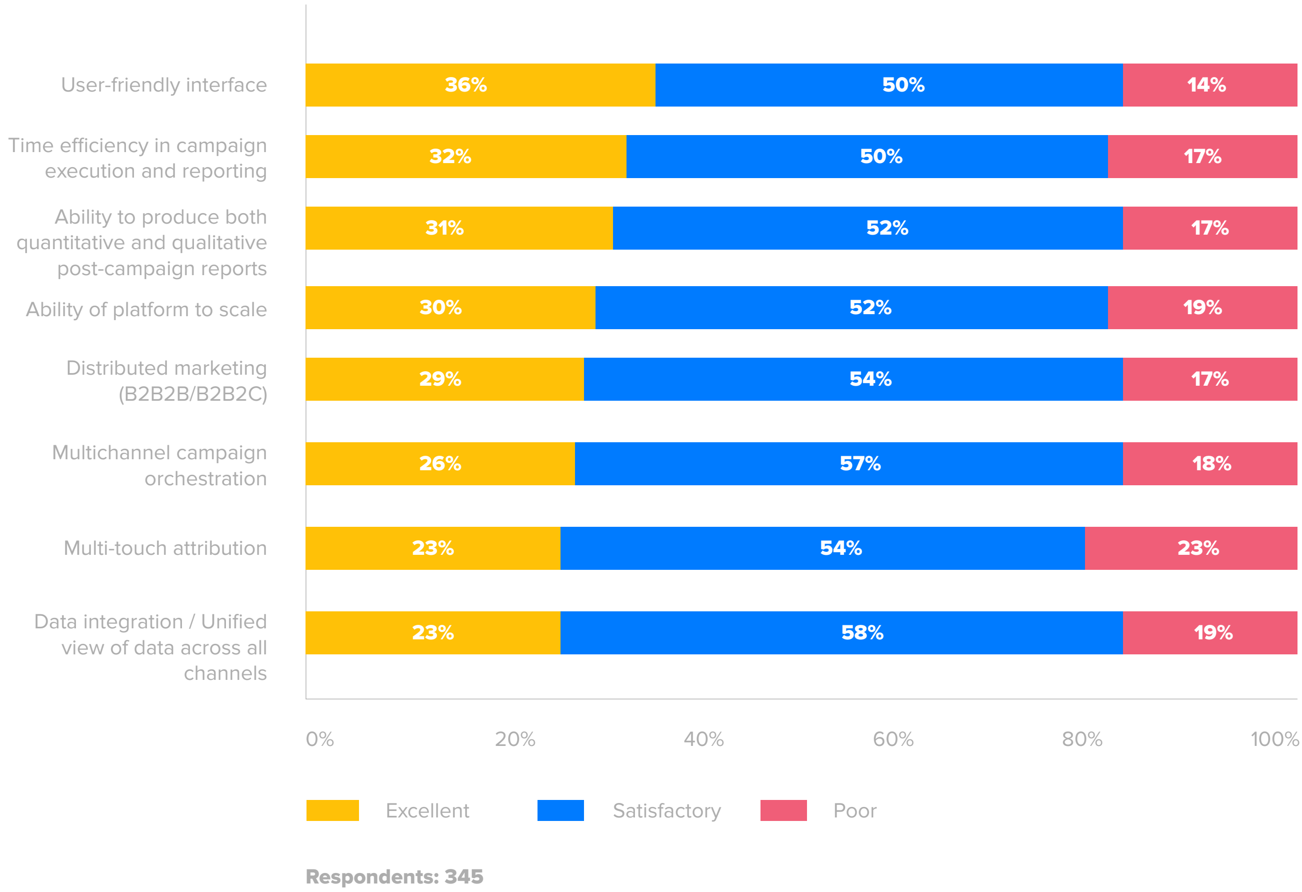


Figure 16 I How do you rate your current vendor for the following capabilities?

Notably, it is in the dedicated enablers of omnichannel communications – rather than more general functionality – where executives highlight most demand for improvement from their technology platforms.

Respondents rate their platforms' ability to perform multichannel campaign orchestration and multi-touch attribution lower than most other attributes, indicating fertile ground for technology that can join different channels together in terms of reporting and action. Only 26% of executives rate their multichannel campaign orchestration capabilities as 'excellent', and this falls to 23% for multi-touch attribution.

There is also a particularly large 'gap' between expectations and reality when it comes to enabling multichannel campaign orchestration. It is the area of platform capability where there is the largest mismatch between those respondents reporting their capabilities as ‘excellent’, and those that see them as ‘critical’ or ‘important’. Nearly six in ten organizations (58%) are not having their expectations fulfilled from this viewpoint.

The central challenge of joining up different sources of customer data is also prominent, with nearly a quarter of executives (23%) deeming their platforms’ data integration abilities ‘poor’.

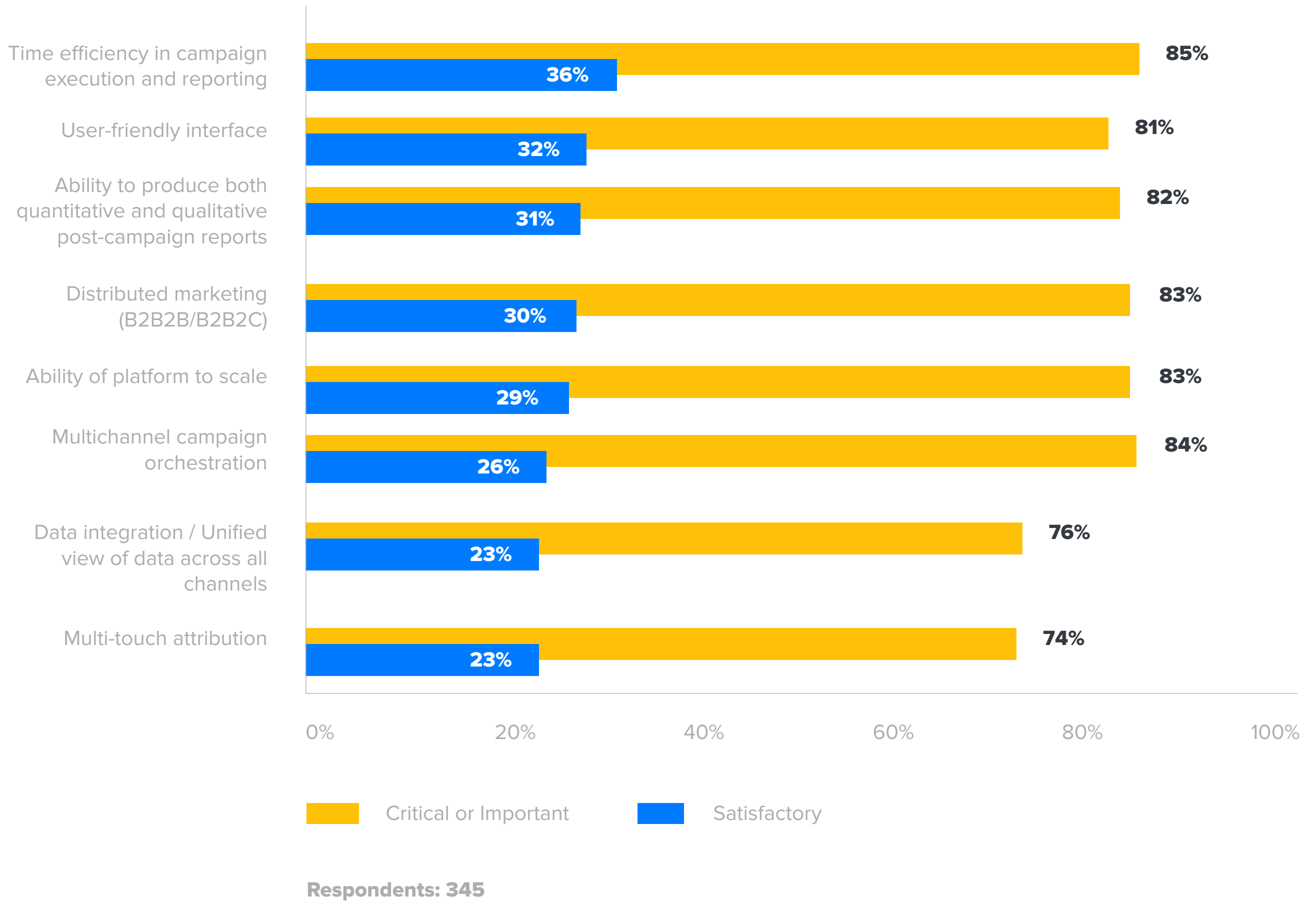


Figure 17 | Vendor Gap: percentage of respondents describing capabilities as ‘critical’ or ‘important’, versus percentage rating vendors as ‘excellent’

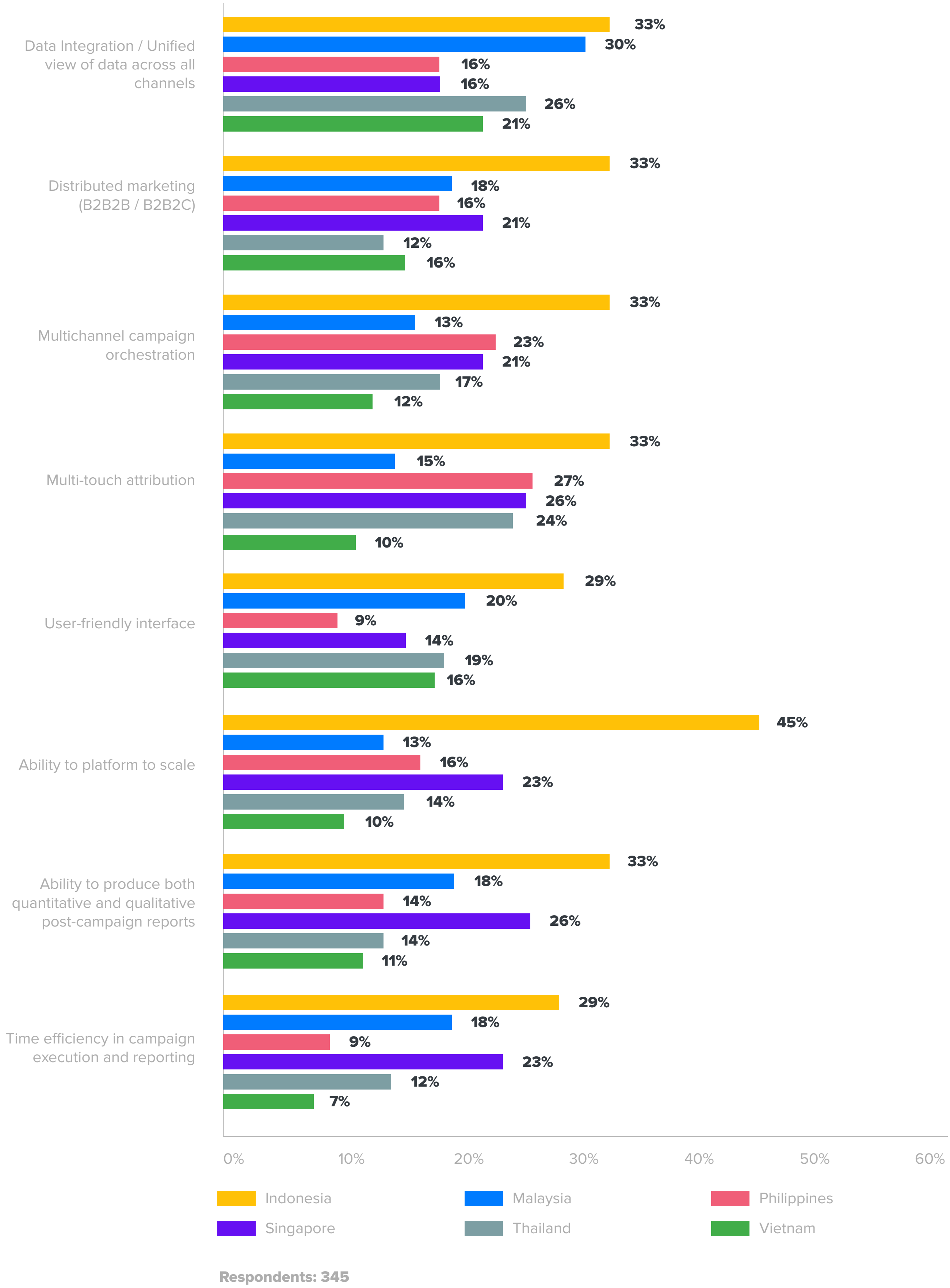


Figure 18 | Percentage of Southeast Asian companies who ranked their platform as "Poor" for the following capabilities (Breakdown by Country)

There is a more positive take from enterprise companies when looking at the overall 'packages' of vendor services beyond just technology.

The broad mix of vendors used by regional businesses for omnichannel marketing (see Figure 18) stand up comparatively well, with more than nine in ten executives describing their service as 'excellent' or 'satisfactory' across all categories.

Some might be concerned, however, at the large proportion of respondents that do not go beyond rating their vendors as 'satisfactory'.

It is also tempting to note the differences in perception regarding vendors' support and services on early and higher-level aspects compared with the day-to-day operation of marketing campaigns.

Nearly half of respondents see their vendors as 'excellent' when it comes to programme management (48%), strategy and tech consulting (46%) and marketing communication and campaign creation (44%). This strong level of feedback is less widespread when it comes to account set-up (41%), user training (40%), persona building (40%) and channel configuration (39%).

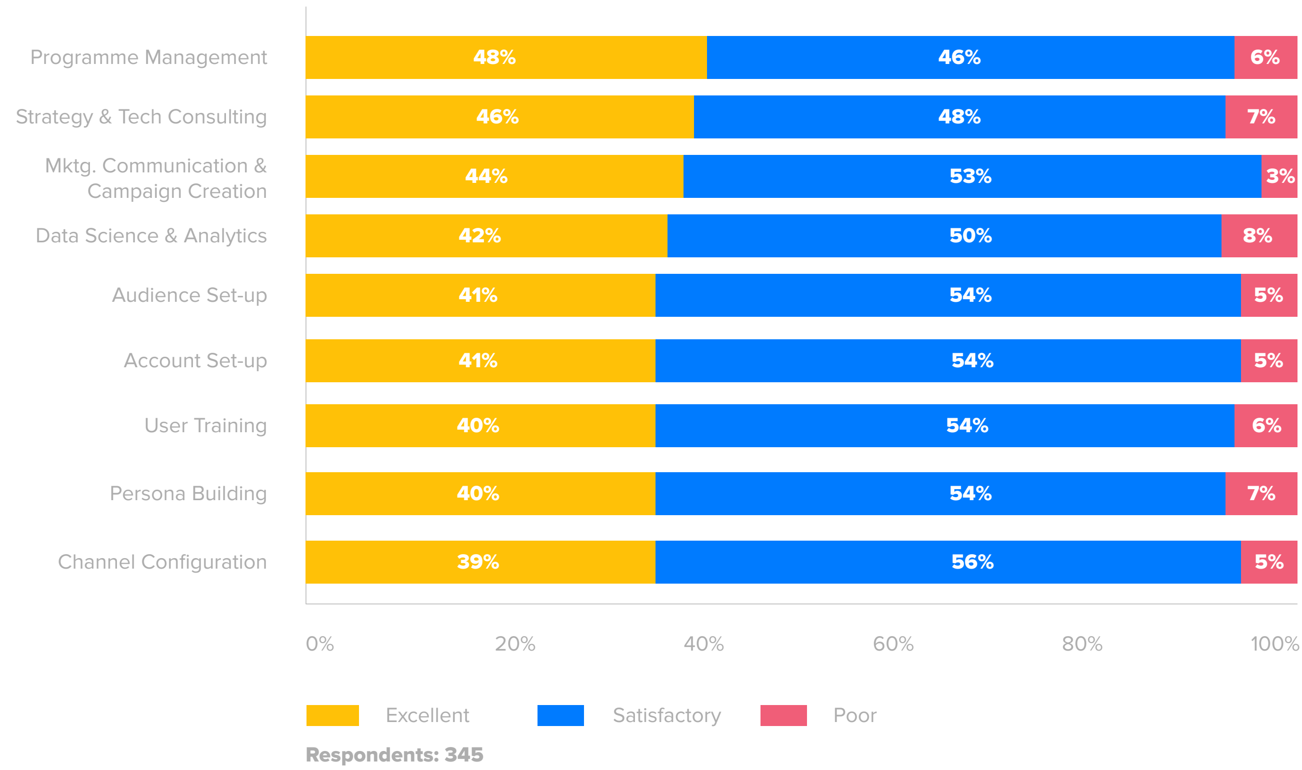


Figure 19 I How do you rate your current vendor for the following?

8 | Recommendations

ASSESS THE DATA SITUATION

Successful omnichannel programs are largely data-driven in order to target, segment and contextually communicate with audience bases. As the first step towards this, it is vital to fully understand what customer data is available and the level of granularity it affords. This is not to say that having data is mandatory to starting on this journey, but more to plan where you want your company to go with its omnichannel initiatives.

FOCUS ON THE CUSTOMER JOURNEY

An in-depth understanding of customer journeys – based on both qualitative and quantitative insights – is vital to unearthing customer pain points and addressing them with the right engagement at the right time. This will ultimately help to ensure that omnichannel investments bring value to your business.

SELECT THE RIGHT VENDOR

Don’t leap into a relationship with a specific vendor without having a thorough look at your requirements. The solution selected should be able to support an ongoing omnichannel journey, nurture your organization through its stages of maturity, and create the kind of real-time engagement and personalization that you need to deliver great customer experiences.

INTEGRATE YOUR SOLUTION

Be sure that the omnichannel solution integrates well with your internal data, processes and existing systems. Finding the right platform that can co-exist with some of your existing ecosystem and leverage existing data is half the battle won. If this solution can further consolidate information to provide you insights and a 360-degree view of the customer, you are on your way to success.

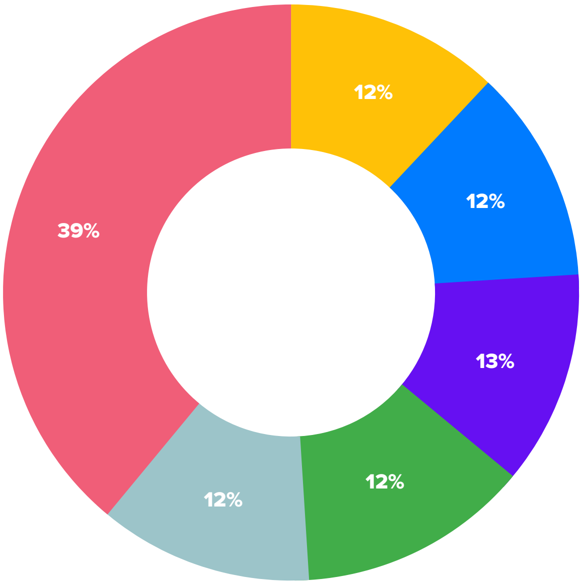
SECURE TOP MANAGEMENT BUY-IN

Bring in the top-level decision makers early on in the cycle to get the kind of buy-in and support that omnichannel initiatives demand and require. Both are necessary to ensure that the reasons for a deeper commitment to omnichannel are understood across the business, and that all involved will comply with the changes.

BE REALISTIC ABOUT OMNICHANNEL

You could start big or small, but be realistic about how your organization should expand its omnichannel delivery and engagement strategy. While investment is required, you can take a phased approach to the prioritization of channels based on the kind of data you have, the integrations required, and real-world business needs.

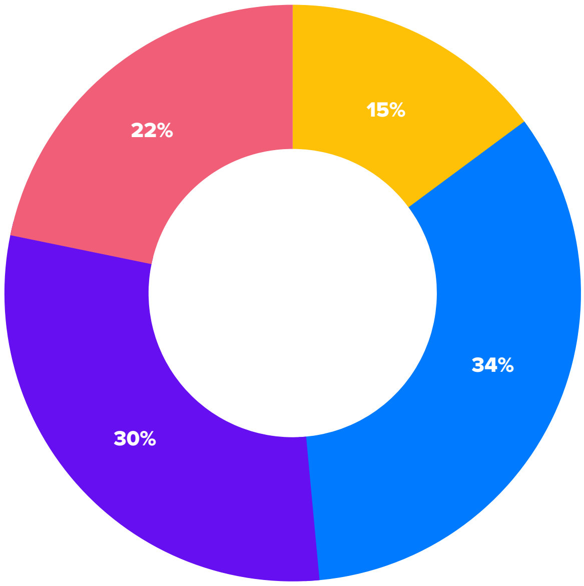
9 | Appendices
Respondent Profiles
& Infographics



Vietnam | Indonesia | Malaysia | Philippines | Singapore | Thailand

Respondents: 345

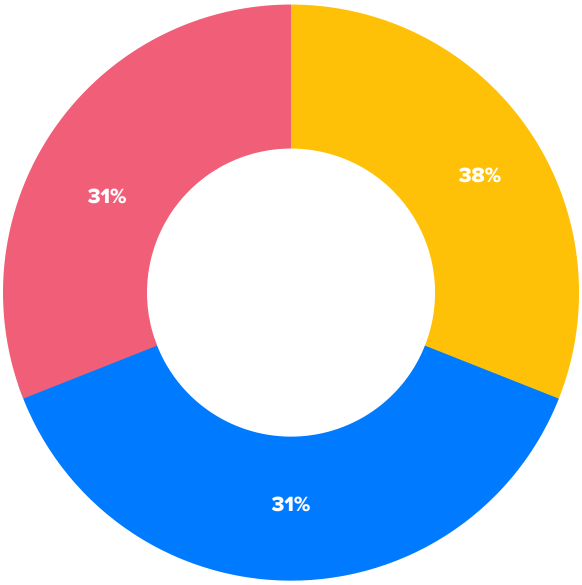
Figure 20 I In which country are you based?



VND 200-300bn | VND 300-400bn | VND 400-500bn | > VND 500bn

Respondents: 134

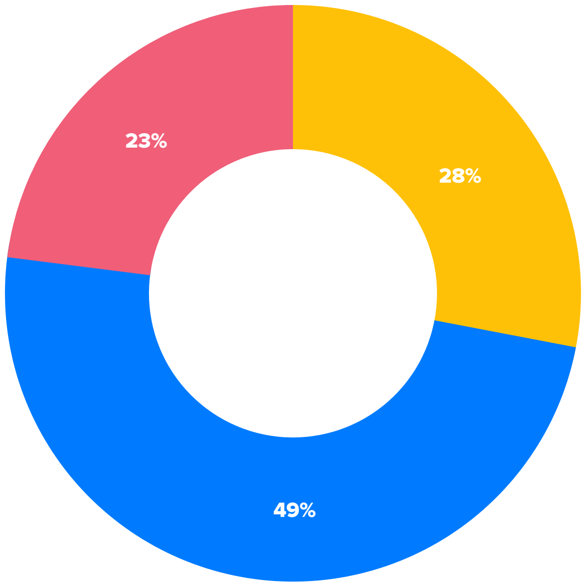
Figure 21 I What is your annual company revenue? (Vietnam)



THB 300-400m
THB 400-500m
> THB 500m

Respondents: 42

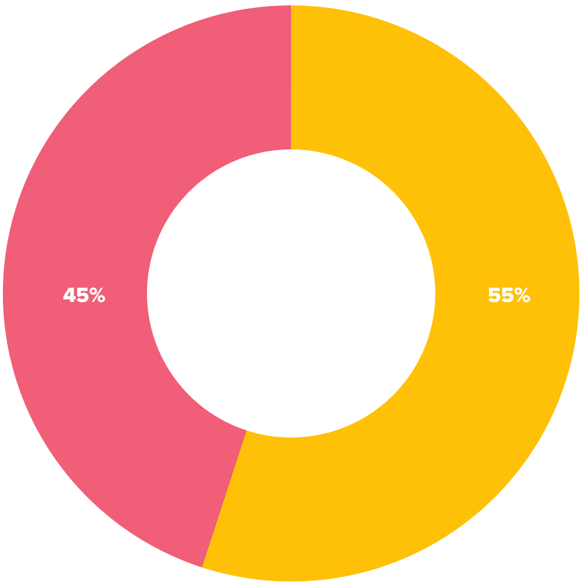
Figure 22 | What is your annual company revenue? (Thailand)



SGD 25-50m
SGD 50-100m
> SGD 100m

Respondents: 43

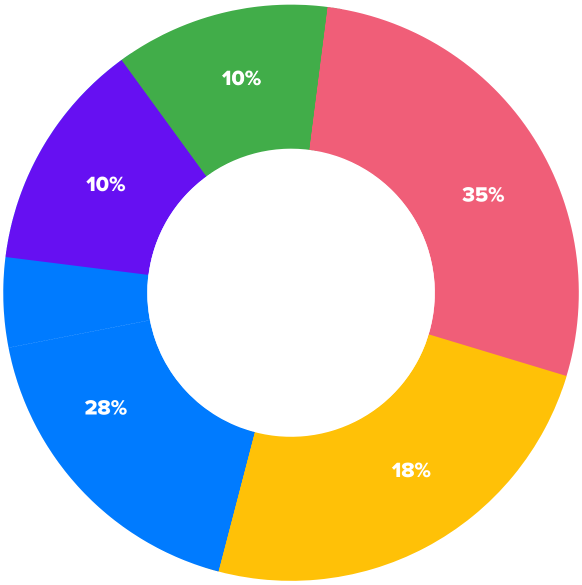
Figure 23 | What is your annual company revenue? (Singapore)



PHP 250-500m
> PHP 500m

Respondents: 44

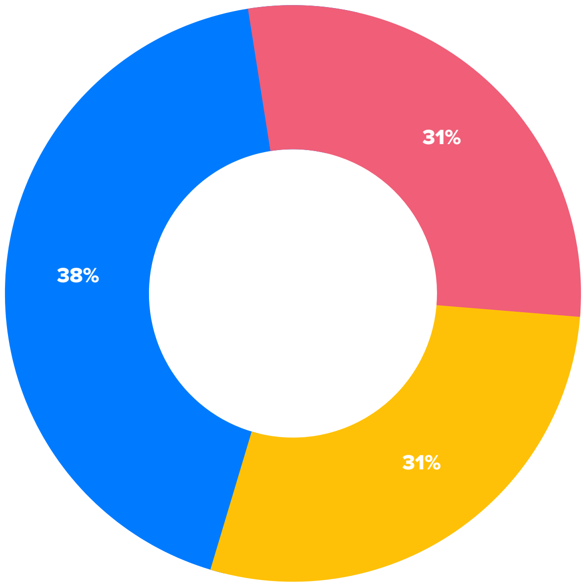
Figure 24 | What is your annual company revenue? (Philippines)



RM 100-200m
RM 200-300m
RM 300-400m
RM 400-500m
> RM 500m

Respondents: 40

Figure 25 | What is your annual company revenue? (Malaysia)



RP 300-400bn
RP 400-500bn
> RP 500bn

Respondents: 42

Figure 26 | What is your annual company revenue? (Indonesia)

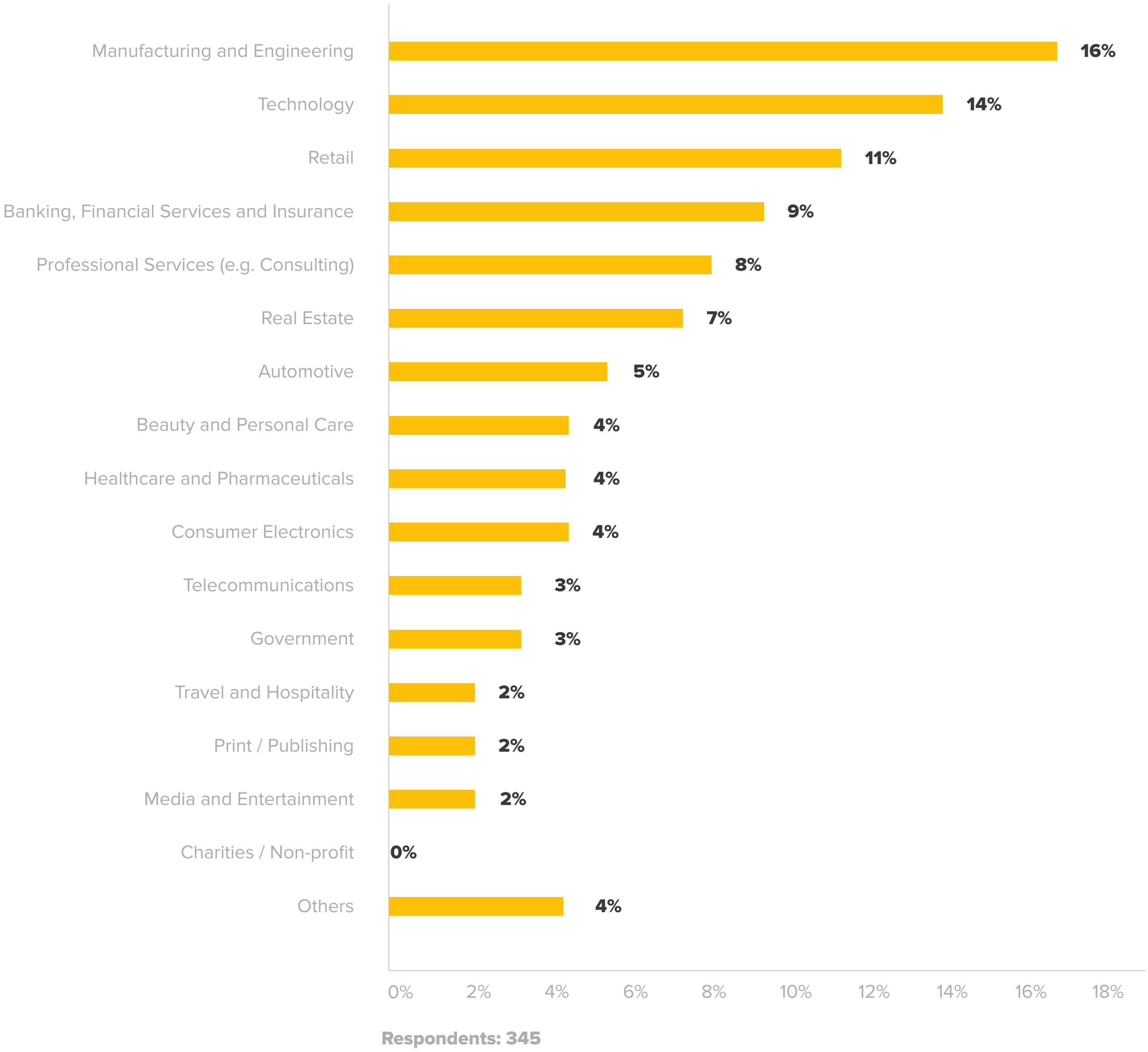


Figure 27 I In which business sector is your organization?

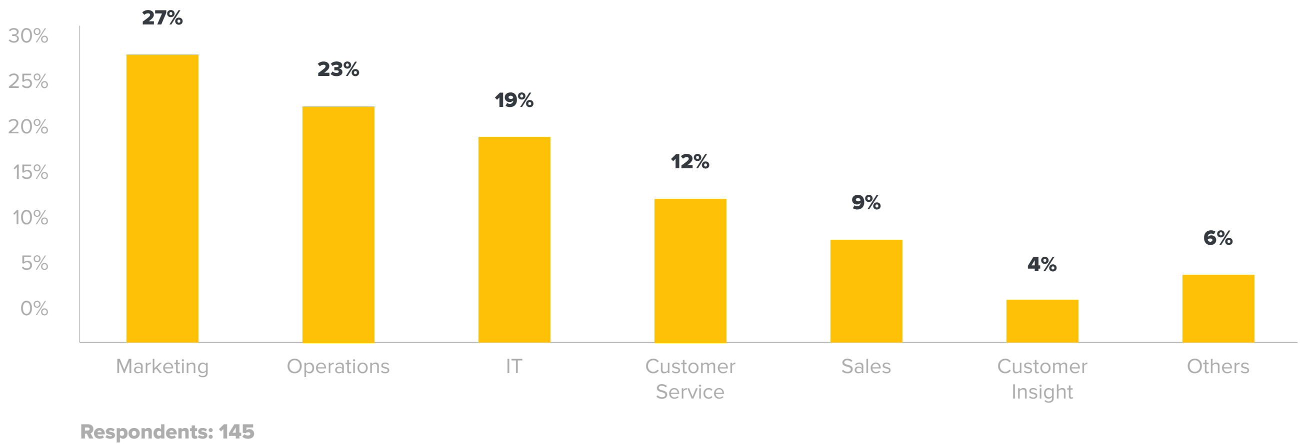


Figure 28 | What business function do you work in?

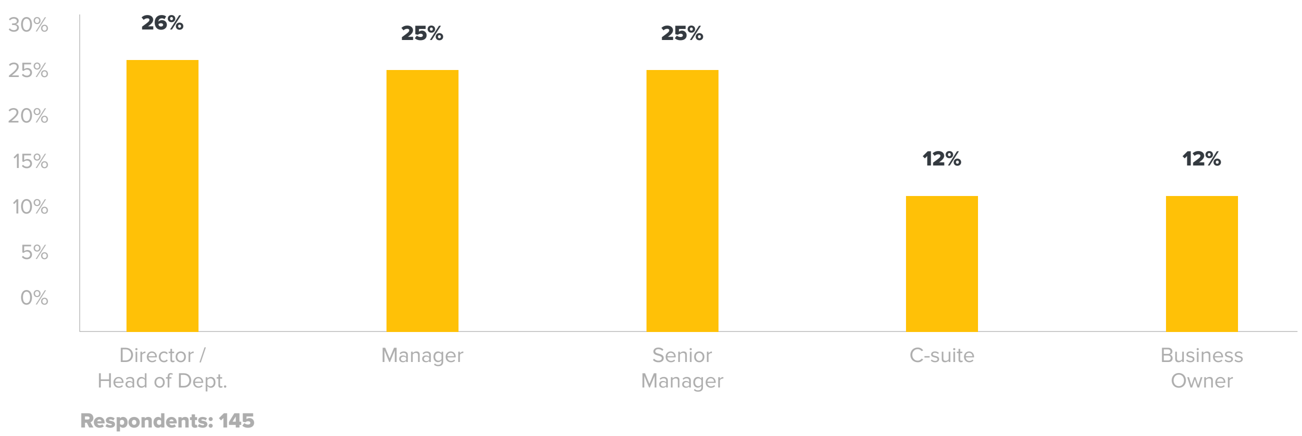


Figure 29 | What is your level of seniority within the business?

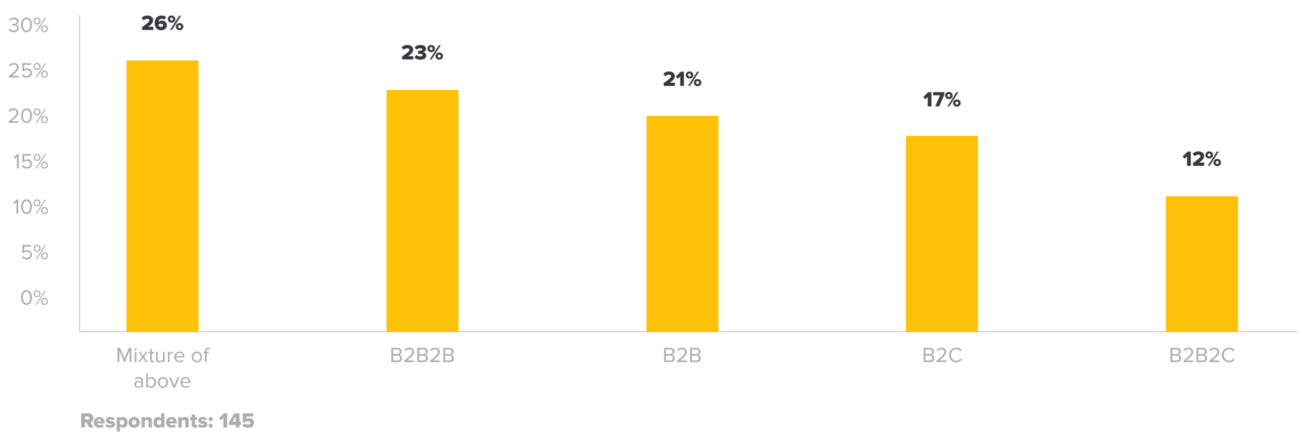
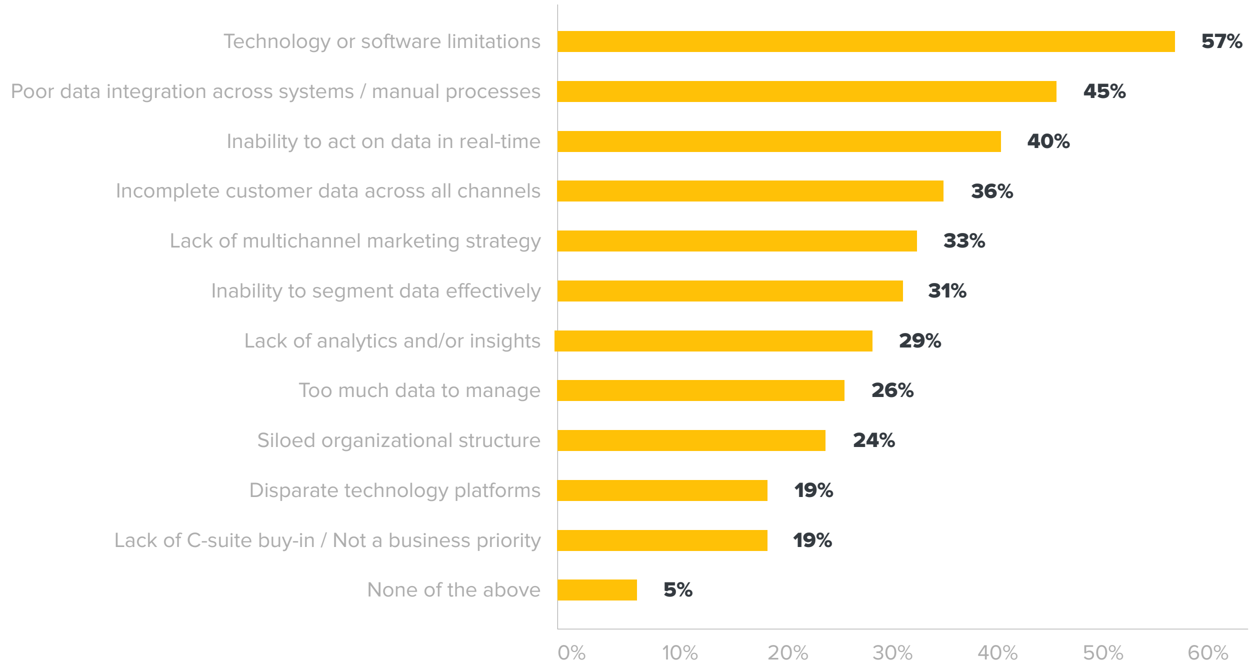
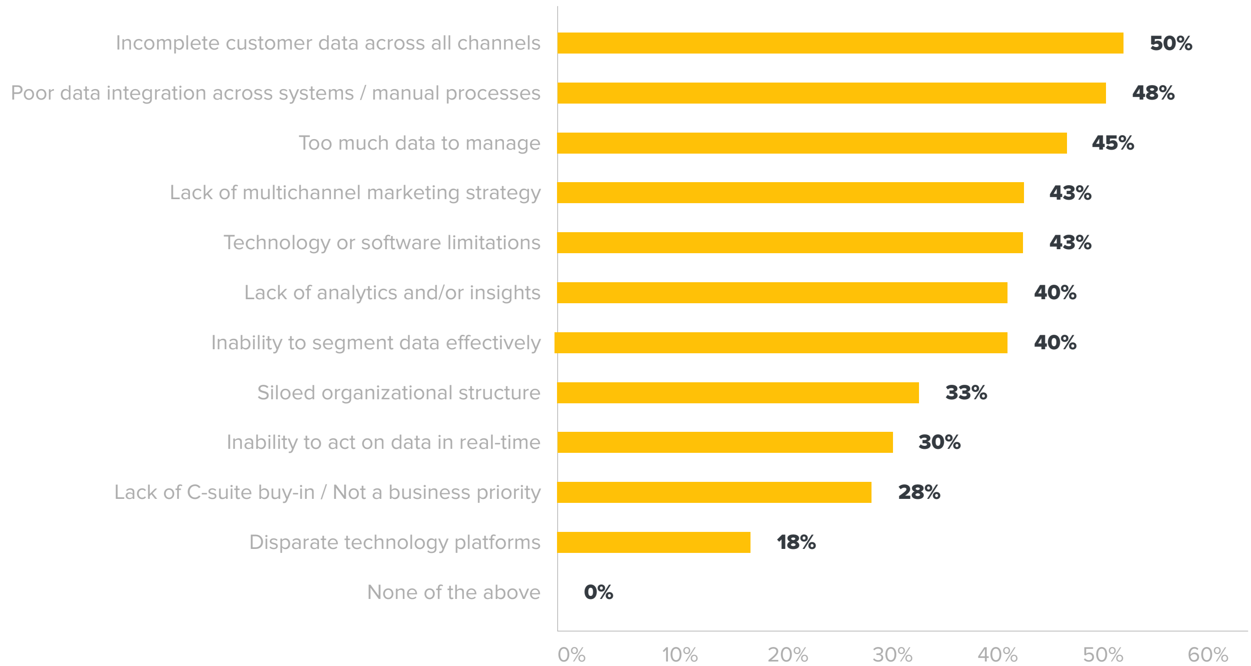


Figure 30 | What best describes your main focus as a business?



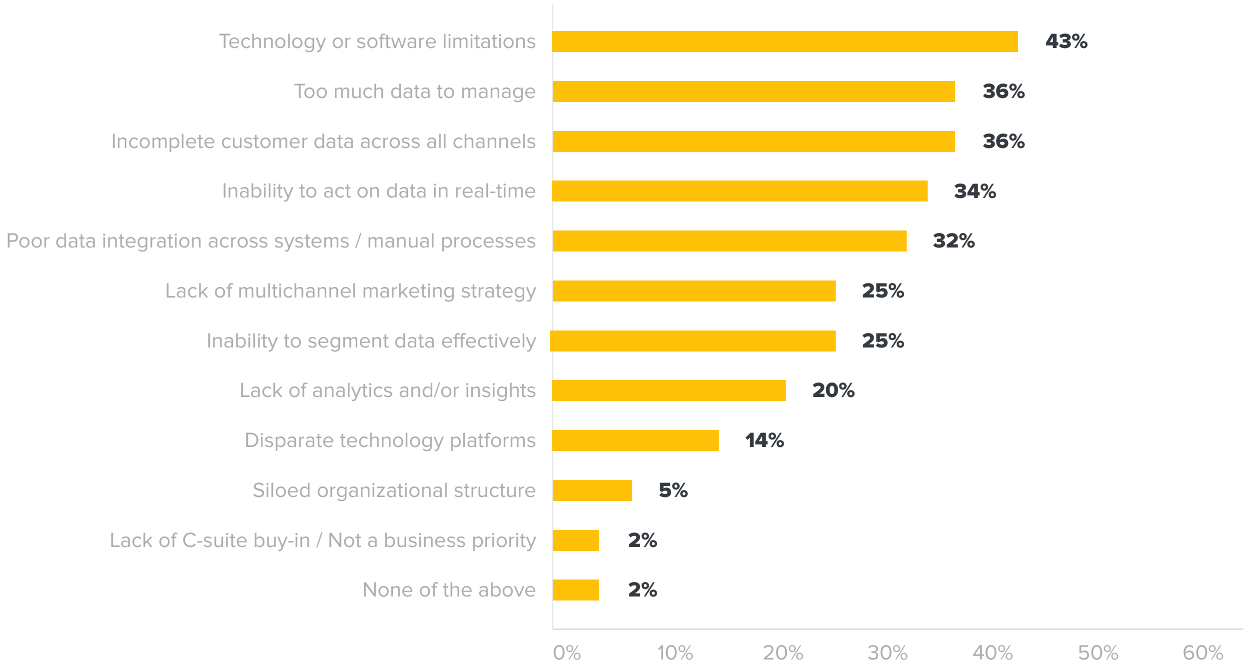
Respondents: 42
Methodology note: Respondents could check up to three options

Figure 31 I What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Indonesia)



Respondents: 40
Methodology note: Respondents could check up to three options

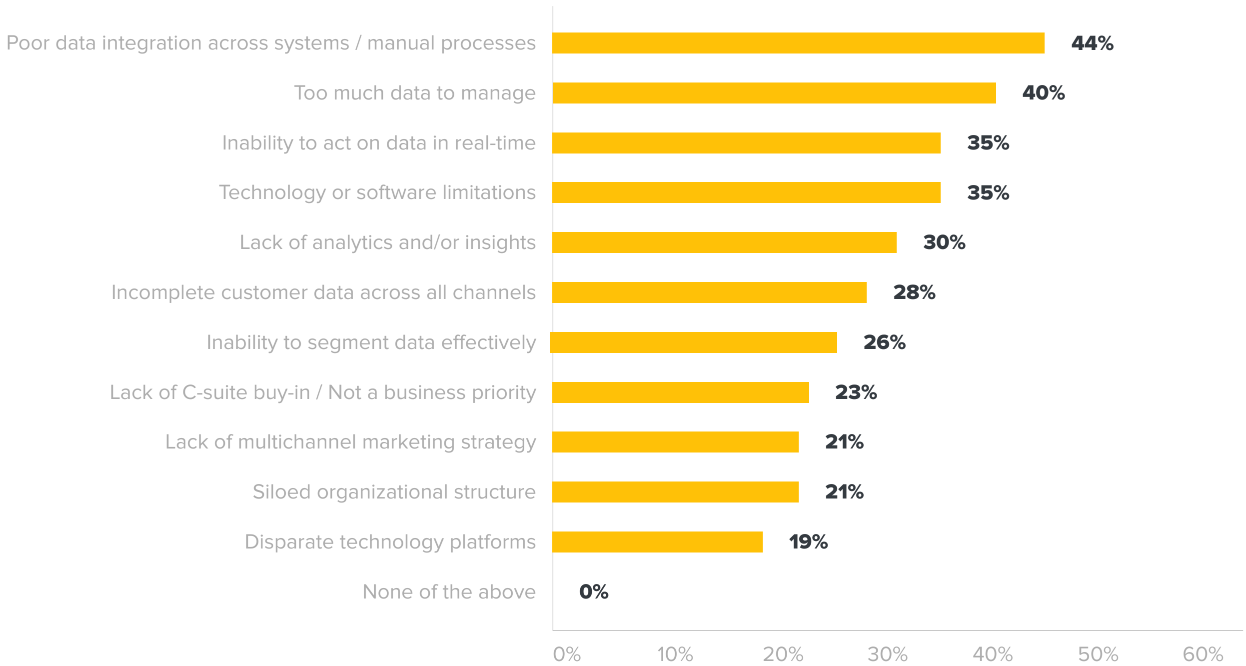
Figure 32 I What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Malaysia)



Respondents: 44

Methodology note: Respondents could check up to three options

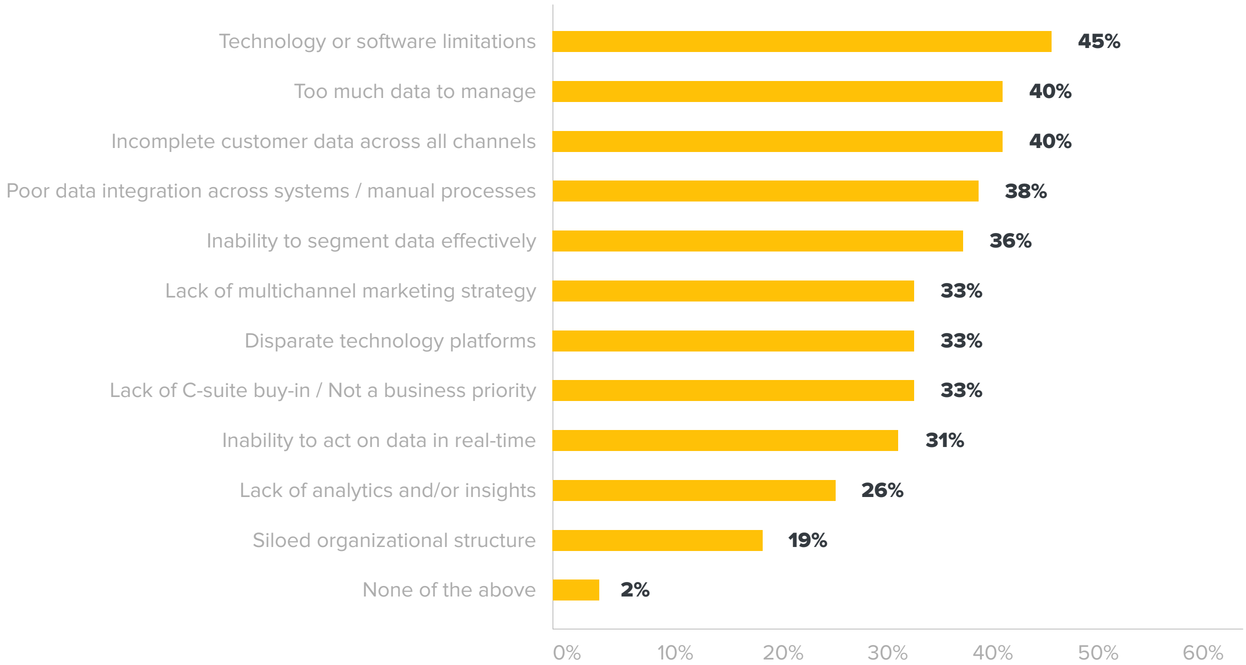
Figure 33 I What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Philippines)



Respondents: 43

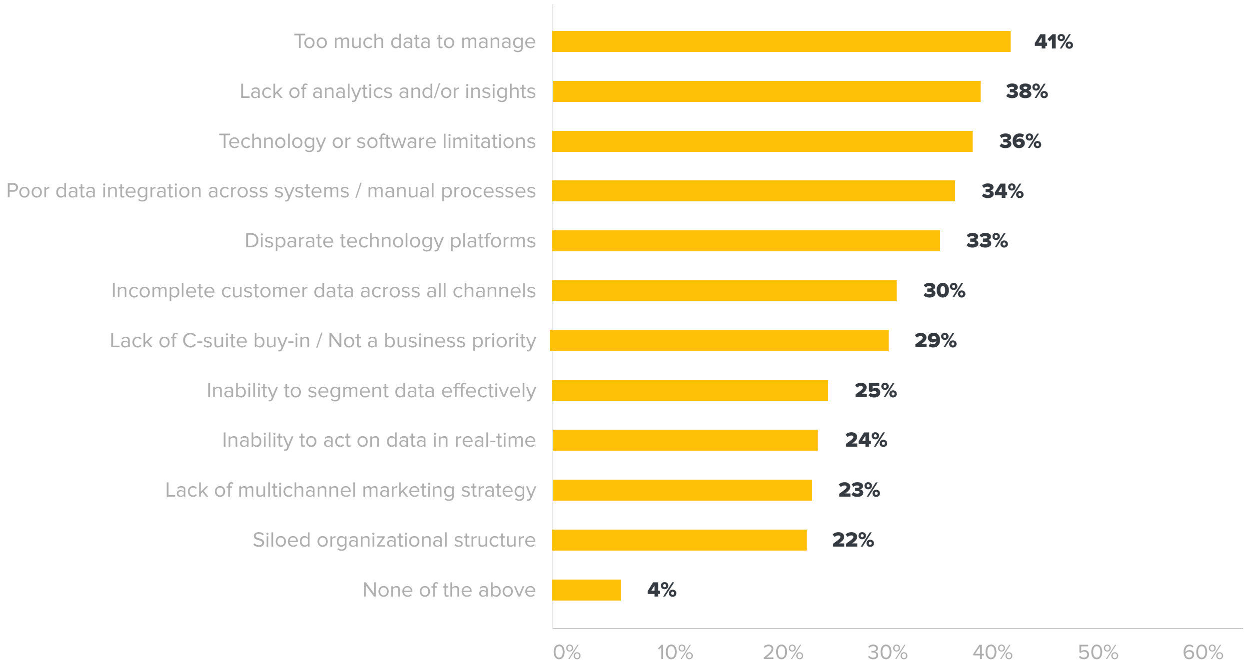
Methodology note: Respondents could check up to three options

Figure 34 I What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Singapore)



Respondents: 42
Methodology note: Respondents could check up to three options

Figure 35 | What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Thailand)



Respondents: 134
Methodology note: Respondents could check up to three options

Figure 36 | What are the main challenges that prevent you from carrying out effective and consistent omnichannel marketing across different channels? (Vietnam)

74%

think they get a measurable ROI from their omnichannel activities targeted at the individual customer.

7 CHANNELS OR TOUCHPOINTS THAT ARE PART OF THE MARKETING ACTIVITIES

81%
SOCIAL

78%
WEBSITE

74%
EMAIL

63%
ECOMMERCE

48%
IN-STORE OR IN-BRANCH INTERACTIONS

41%
PRINT MEDIA

23%
BEACONS

How do you benchmark your omnichannel communications and campaign performances

LEADER VS LAGGARDS

AGAINST PREVIOUS CAMPAIGNS

69% | 52%

AGAINST INDUSTRY BENCHMARKS

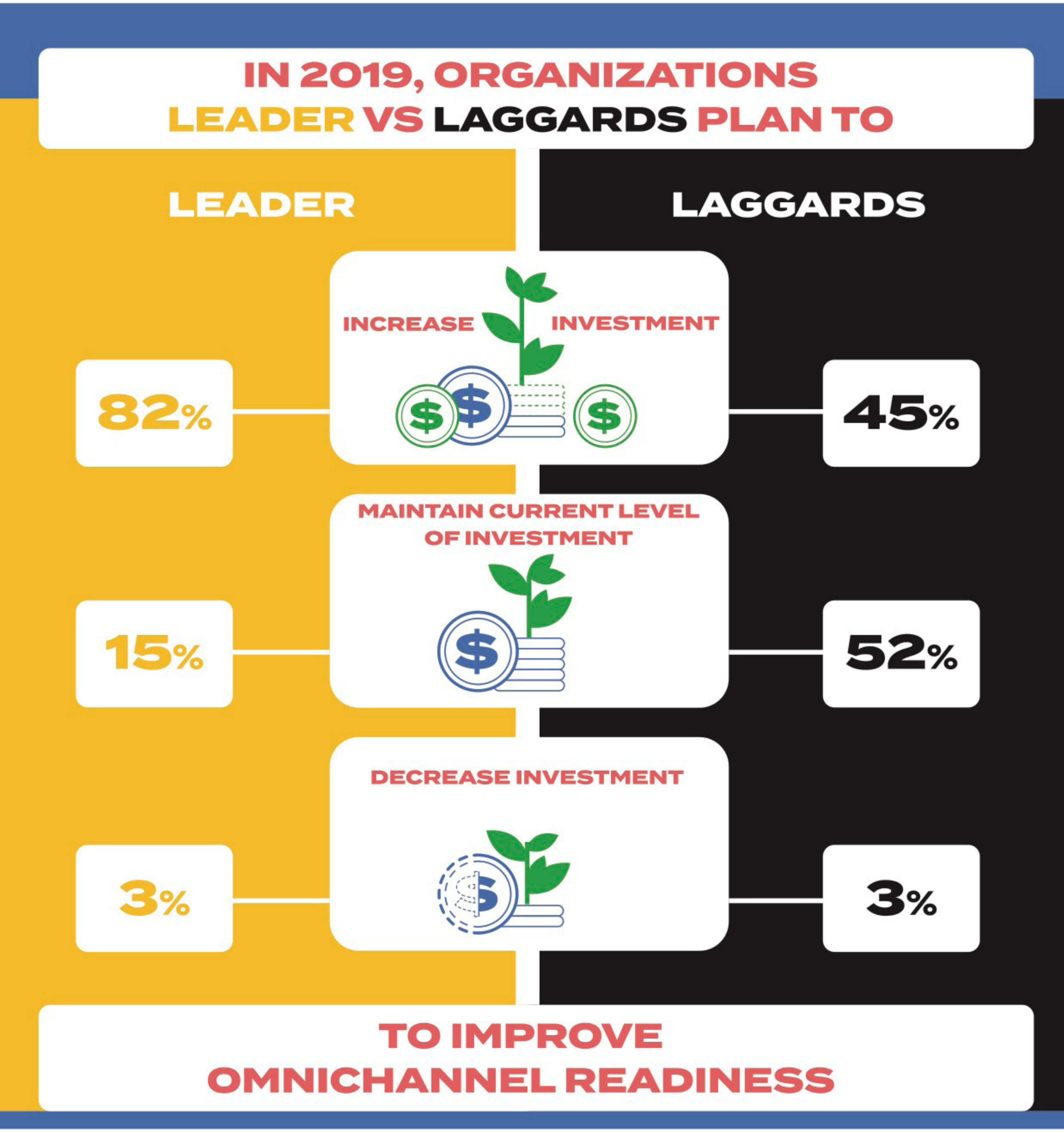
69% | 55%

WE DON'T BENCHMARK

8% | 9%

MARKETING CONCEPTS THAT ORGANIZATIONS ARE PRIORITIZING IN 2019

LEADER		LAGGARDS
68%	REAL-TIME MARKETING	67%
64%	OMNICHANNEL DELIVERY AND ENGAGEMENT (OFFLINE-ONLINE)	39%
63%	PERSONALIZATION (OR INDIVIDUALIZATION)	45%
62%	360-DEGREE CUSTOMER VIEW	46%
53%	ARTIFICIAL INTELLIGENCE	28%
51%	CUSTOMER JOURNEY MAPPING	46%
42%	CUSTOMER DATA PLATFORM	33%


IN 2019, ORGANIZATIONS
LEADER VS LAGGARDS PLAN TO
LEADER
LAGGARDS
INCREASE INVESTMENT
82%
45%
MAINTAIN CURRENT LEVEL OF INVESTMENT
15%
52%
DECREASE INVESTMENT
3%
3%
TO IMPROVE
OMNICHANNEL READINESS

TOP 5 MAIN CHALLENGES

THAT PREVENT BRANDS FROM CARRYING OUT EFFECTIVE AND CONSISTENT OMNICHANNEL MARKETING

TECHNOLOGY OR SOFTWARE LIMITATIONS

41%

TOO MUCH DATA TO MANAGE

39%

POOR DATA INTEGRATION ACROSS SYSTEMS / MANUAL PROCESSES

38%

INCOMPLETE CUSTOMER DATA ACROSS ALL CHANNELS

35%

INABILITY TO ACT ON DATA IN REAL-TIME

30%

TOP 5 CRITICAL CAPABILITIES FOR AN OMNICHANNEL TECHNOLOGY MARKETING PLATFORM

USER-FRIENDLY INTERFACE	35%
TIME EFFICIENCY IN CAMPAIGN EXECUTION AND REPORTING	34%
ABILITY TO PRODUCE BOTH QUANTITATIVE AND QUALITATIVE POST-CAMPAIGN REPORTS	32%
ABILITY OF PLATFORM TO SCALE	29%
DISTRIBUTED MARKETING – B2B2B / B2B2C	26%