RESULTICAS

Reference architecture model for the 2020s:

Omnichannel CX stack

To create the architecture capable of supporting the full scope of next-level omnichannel customer experiences, these tech stack components are essential:











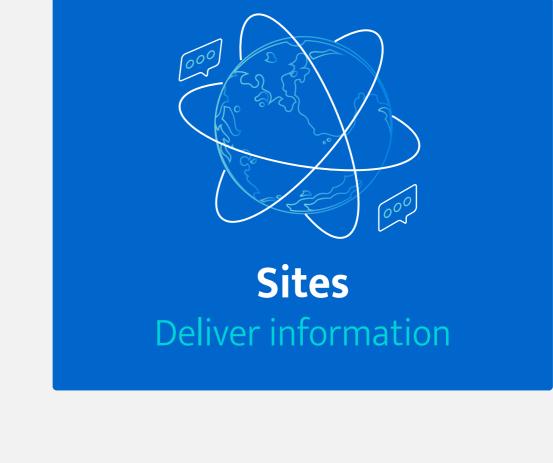


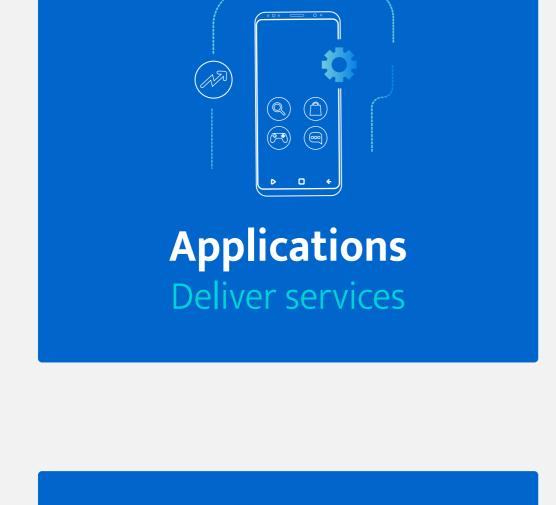
Enterprise foundation platforms

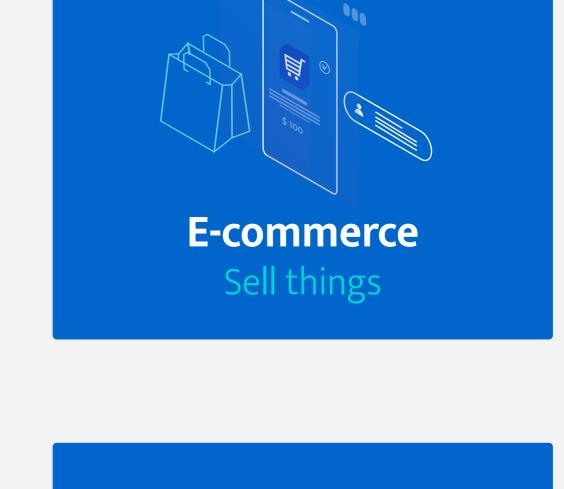


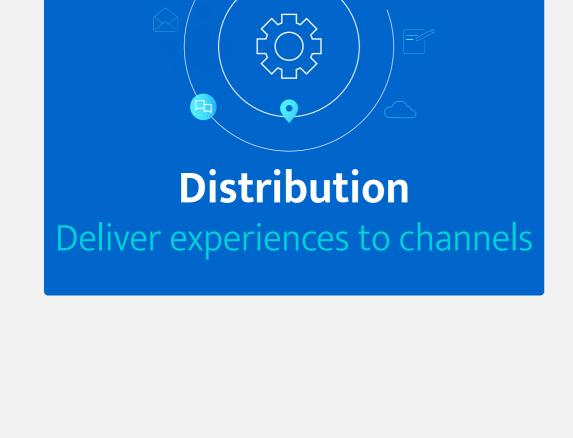
Interaction and delivery environment

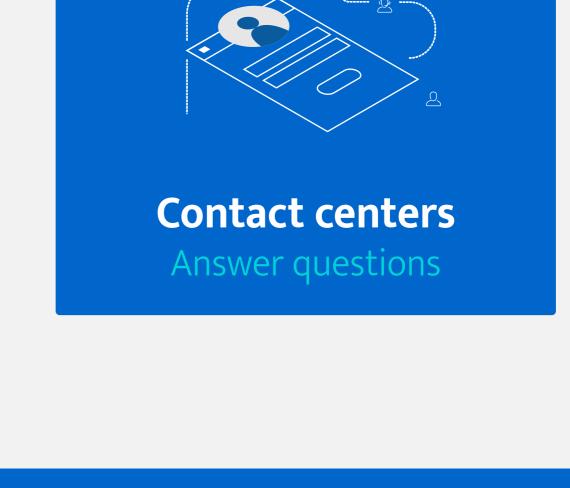












Service and support Address customer inquiries and problems

Content and engagement platform

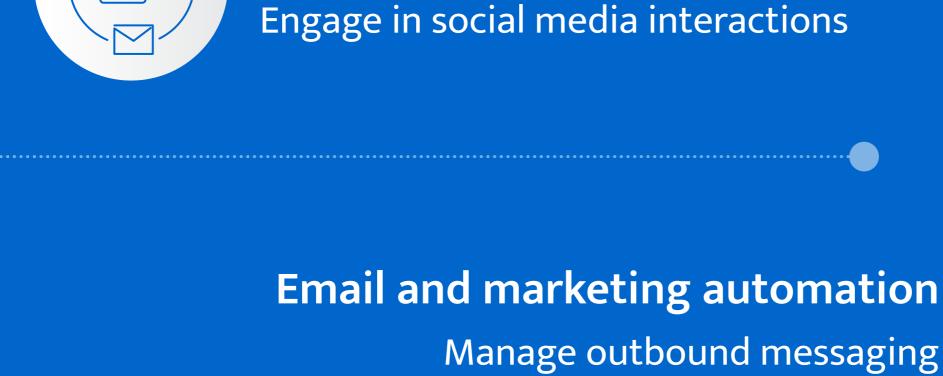


Social engagement

CRM and SFA



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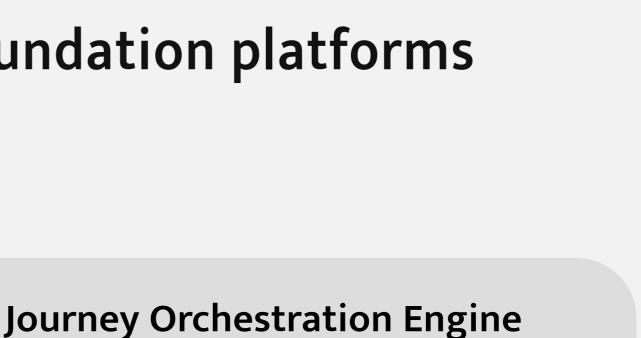
WCM Manage web content and inbound experience

Manage image, video, and audio assets

DAM and MAM



Enterprise foundation platforms





Creative and content development, campaign scheduling and resource management

Omnichannel Content Platform

Content object store

Customer Data Platform (CDP)

Audience data integration,

transformation, for base components segmentation, augmentation, and activation

Omnichannel engagement and personalization

orchestration, communication rules and

decisions execution

and prescriptive modeling, dashboards

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