

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:



Engagement channels



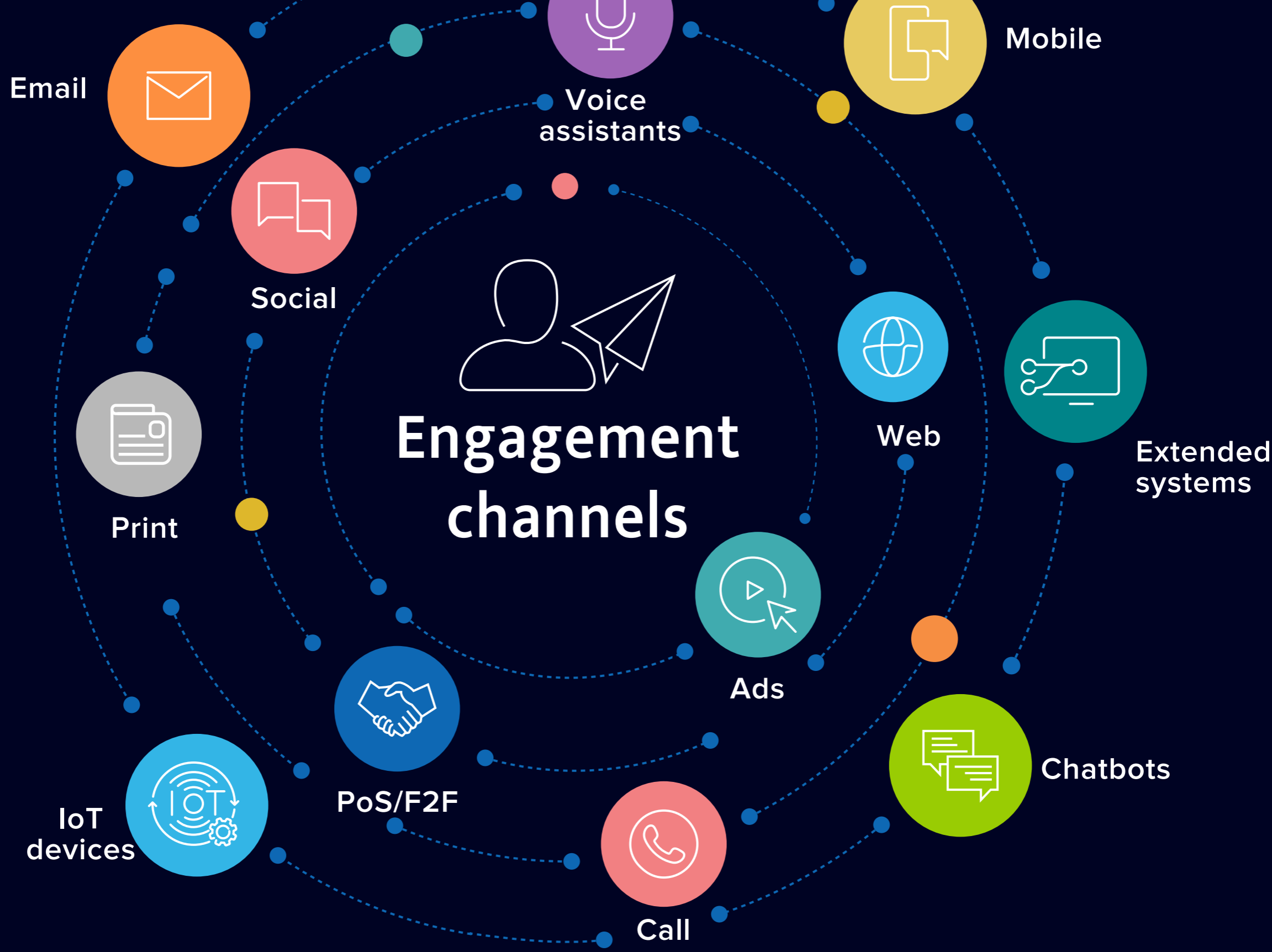
Interaction and delivery environment



Content and engagement platforms



Enterprise foundation platforms



Interaction and delivery environment

Advertising
Generate demand

Sites
Deliver information

Applications
Deliver services

E-commerce
Sell things

Distribution
Deliver experiences to channels

Contact centers
Answer questions

Content and engagement platform

- Service and support**
Address customer inquiries and problems
- CRM and SFA**
Sales automation and relationship management
- Social engagement**
Engage in social media interactions
- Email and marketing automation**
Manage outbound messaging
- WCM**
Manage web content and inbound experience
- DAM and MAM**
Manage image, video, and audio assets

Enterprise foundation platforms

<p>Operations Hubs Creative and content development, campaign scheduling and resource management</p>	<p>Journey Orchestration Engine Omnichannel engagement and personalization orchestration, communication rules and decisions execution</p>	
	<p>Omnichannel Content Platform Content object store for base components</p>	<p>Customer Data Platform (CDP) Audience data integration, transformation, segmentation, augmentation, and activation</p>

Intelligence Hubs: Analytics, reporting and visualization, predictive and prescriptive modeling, dashboards

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