

IDC Future of Customer and Consumer

STRATEGIC PRIORITY

Empathy @ Scale

PROGRAMS

USE CASES

Advertising & Marketing	Content Design & Creation	Digital Content Optimization	Digital Asset Management	Digital Marketing	Contextual Marketing	Omni-channel Marketing	Social Marketing	AI Driven Engagement	Extended Reality (XR) Engagement
Sales	Partner & Channel Integration	Interaction Management	Ubiquitous Commerce	Headless Commerce	Predictive Upsell & Resell				
Fulfillment	Supply Chain Intelligence	Inventory Mgt	Order Management	Order Fulfillment	Contactless Fulfillment				
Customer Service & Support	Product Customization	Implementation, Assessment & Modification	Digital Based Training & Education	Customer Support	Digital Self-Support	Crowd Sourced Support	Customer Onboarding		
Customer Satisfaction	Customer Satisfaction Measurement	Brand Sentiment	Sourcing Visibility	Sustainable Product	Customer Loyalty Management	Digital Rewards	Continuous Engagement		
Customer Trust & Privacy	Secure Customer Data	Customer Identity	Secure Transaction	Fraud Management	Privacy Management				
Customer Intelligence	Customer Data Management	Customer Journey Analysis	Voice of the Customer	Social Influence	Customer Action Tracking & Analysis	External Customer Data & Analysis	Sentiment Analysis		
Customer-Centric Organization	Empowered Worker	Inclusive Hiring							

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Future of Customer and Consumer Digital Roadmap

