**THE OBJECTIONS**

What are midmarket firms looking to accomplish, and why they invest in IT solutions for customer acquisition and retention?

A Techaisle field that 66% of midmarket firms cite "Attracting and retaining new customers" as a top business challenge. These firms understand that new acquisitions will be vital to their businesses’ success. But successful and sustained success in this area of business requires a focus on the effective use of the technology that powers a company’s customer-facing digital presence.

**Midmarket firms engaged:

- **Technology & customer engagement**

  - Technology helps to improve customer relationships
  - Technology enables understanding and addressing customer needs
  - Technology makes it possible to deliver a holistic customer experience
  - Technology helps to engage customers

  - Average score: 43%

**Midmarket firms challenged:

- **Customer-facing digital presence**

  - Have a "top-notch" customer-facing digital presence

  - Average score: 36%

Source: Techaisle SMB & Midmarket digitalization and marketing survey.

Midmarket firms are finding that more and more customers are turning to the web and social media more and more frequently to research and purchase products and services. With this growth of digital interactions comes an expectation of greater customer-facing digital presence. Those companies that are able to meet this expectation of digital presence are able to foster a more positive customer experience.

**THE PROCESSES**

In developing a customer-facing digital strategy which customer systems will demand priority changes?

Techaisle research found that there are three key areas where processes need to be tied to market-centric systems: capabilities input, data, and insights.

**Midmarket firms:

- **Use of Market-centric systems**

  - Multichannel insights
  - Tracking decisions, costs
  - Single-source analytics
  - Sourcing content
  - Mobile apps for content
  - Insights into supply chain
  - Order tracking functionality

  - Average score: 59%

Source: Techaisle SMB & Midmarket business customers, 1Q 2016 IT Talents survey.

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**THE PHYSICAL LAYER**

What core technologies are needed to support customer-facing solutions?

Techaisle data provides evidence that physical layer technologies play a major role in supporting systems that build effective customer relationships.

**Midmarket firms:

- **ability to support customer-facing solutions**

  - Multichannel insights
  - Tracking decisions, costs
  - Single-source analytics
  - Sourcing content
  - Mobile apps for content
  - Insights into supply chain
  - Order tracking functionality

  - Average score: 43%

Source: Techaisle SMB & Midmarket digitalization and marketing survey.

The Physical Layer

What core technologies are needed to support customer-facing solutions?

Techaisle data provides evidence that physical layer technologies play a major role in supporting systems that build effective customer relationships.

**BOTTOM LINE**

Using IT to drive using IT to drive customer acquisition and retention

The benefits cannot be gains that a single approach should depend an evolve business processes that capitalize on customer-facing systems, which is to stay on constant improvement. Techaisle feels that the problem is not to connect the digital from the physical layer to the logical layer to the processes that can leverage these new approaches to enable effective and sustained engagement with their clients to improve customer satisfaction and increase top-line results.

**THE PHYSICAL LAYER**

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