



Create customer and employee *experiences* that *flow*

Technology should **connect, not divide** —
so why are brands struggling with so many gaps?



Reversing the erosion of customer goodwill

Most people are unhappy with the customer experience (CX) they get.

A PwC report found that 59% of consumers feel the human element of CX has been lost. Nearly half of consumers left a brand in the past year due to poor CX, and 86% would leave after just two bad experiences.



While this presents a significant challenge for brands, it also offers a considerable opportunity.

Brands that demonstrate a deep understanding of CX have a powerful effect on consumers. Most customers feel misunderstood and undervalued. Brands that offer a human-centric experience will lead the digital race and set themselves apart in the competitive market.



When tech causes frustration, nice experiences go out of the window

Digital technology has helped businesses streamline mundane tasks, free up time for more creative tasks and open up new communication channels with customers. However, the introduction of disparate tools over time has led to fragmented tech stacks, which causes frustrating experiences.

All too often, businesses get stuck with out-of-the-box tools that can't scale or evolve.



When tech tools don't play nicely together, it causes problems for businesses, employees and customers.

Data silos are a prime example of these problems—over 60% of B2C marketers in APAC face data bottlenecks.

Vast amounts of data sit unused in silos, causing internal frustration in customer service, sales, and marketing. This leads to dark data, incomplete customer profiles, and customers having to repeat the same information in each interaction. Without the right insight into customers, it's incredibly challenging to reduce friction, create unique experiences and outshine your competitors.



Irrelevant experiences leave customers *underwhelmed*

When a brand doesn't know its customers well, generic marketing takes over. For example, this might be sending customers a coupon for something they've already purchased, sending a message on a channel they rarely use or making a product recommendation that doesn't quite fit their interests.

What impact does off-the-mark communication have on customers?

- **Frustration** with irrelevant emails, long wait times and repetitive interactions.
- **Friction** from lengthy or complex login processes.
- **Resentment** from feeling ignored.
- **Reduced engagement** due to poor deliverability.
- **Doubts** about the authenticity of non-personalised brand messages.



Needless to say, this isn't a good recipe for customer loyalty. Today's consumers have a higher expectation of brands. Slow, irrelevant or disjointed experiences aren't just frustrating for customers—they impact your business's bottom line.



Relevancy builds trust

- **94% of consumers** say they would trust brands somewhat or a lot more if they used their preferred digital communication channels.
- In APAC, **54% of consumers** say they would trust businesses a lot more if they responded quickly to their questions or requests.

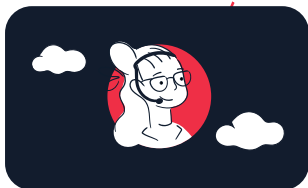
Twilio 2024 Consumer Preferences Report



Broken technology drains employee *efficiency*

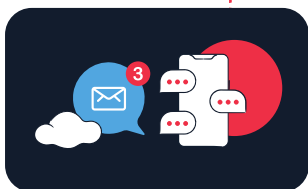


As companies prioritise ROI and reexamine their martech spending in a tough economic climate, it's important to hone in on effectiveness. Fractured, ineffective tech stacks and scattered data harm business operations across the board.



Contact centre and customer support

Service agents struggle to resolve issues quickly without a clear picture of each customer. This creates a vicious cycle of frustration for both customers and agents.



Sales and marketing

Sales and marketing teams find it harder to engage people without real-time data. Outdated or missing data means messages fail to get through. It also complicates list segmentation for targeting.



IT and security

IT teams must secure data and comply with regulations. However, complexity and costs can delay data delivery, and outdated technology often leads to siloed data.

Repairing the “tech stack disconnect”

Many companies struggle with siloed teams and disconnected data, leading to fragmented processes. Instead of a tech stack, the end result often looks like a heap of “tech bricks”. The mortar to hold them together is missing. Twilio’s Customer Engagement Platform acts as the mortar, bridging the gaps, enabling real-time data activation and delivering reliable, personalised communication, no matter what tech stack organisations are starting with.

Let’s explore a few of the ways Twilio’s solutions support efficiency and flow across the business.



A *Segment* of One

We are living in the age of individualisation. But the disconnect between brands and their customers creates a significant barrier. In many cases, brands have not yet crossed the starting line in this process. This gap represents a critical challenge.

So, how can brands transition their customer experience (CX) to “a segment of one”? Personalisation.



94% of Engagement Leaders say personalisation is a high or critical priority.



Just **17%** of businesses emerged as “Engagement Leaders” in our State of Customer Engagement Report 2024.

What sets them apart? They use zero and first-party data for personalised omnichannel engagement.

Between now and 2027, investment in digital customer engagement is expected to increase by 133%. In other words, budgets have been earmarked for customer engagement and personalisation. But leaders are cautious and want to avoid creating more silos. Here are three strategies to break down data silos while treating customers as valued individuals.

3 ways to *break down* silos and build a *unified* brand experience

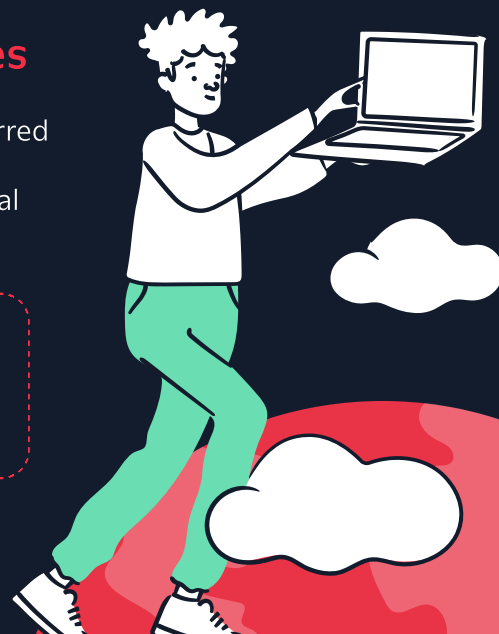


Deliver connected experiences

Speak your customers' language on their preferred channels. Present your brand as friendly and approachable, no matter which platform – social media, email or call centre.

91% of consumers expect brands to use their preferred digital channels.

Twilio 2024 Consumer Preferences Report





Build trust through *security*

This means being completely open about data and how you use it. Only use data that is given to you by the customer directly (zero-party data) or collected from direct interactions (first-party data). Ensure compliance with relevant data regulations. And show customers you're protecting their accounts.

55% of consumers in APAC say they would trust brands a lot more if they used two-factor authentication (2FA) for secure account access or changes.

Twilio 2024 Consumer Preferences Report



Free your data from silos

Liberate your data for more intelligent personalisation across all your marketing and communications tools.

More than a third of Gen Z and millennial consumers purchase from a different brand when a business doesn't personalise engagement in real time.

Twilio State of Customer Engagement Report 2024



Create a *continuous flow* of data and communications

Twilio's Customer Engagement Platform lets your communications, customer experience and employee experience flow. Now you can engage each customer through a single platform with integrated communications, security and data solutions. And there's no need to "rip and replace"—Twilio fits into your current setup like a glove.

Picture the following scene: A customer calls in, anxious about a recent purchase. Instead of the usual frustrating experience of navigating a complex phone menu, the IVR system greets the customer by name, recognising their phone number from a previous order.



IVR System

"Are you calling about your recent order of a [specific product]?"

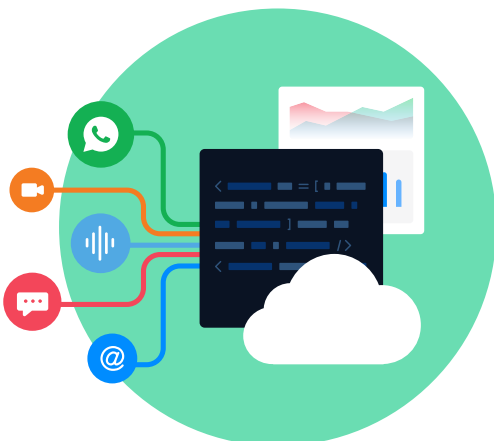
"Yes"



With a simple "Yes", the IVR system automatically pulls up the customer's order history and past interactions, even noting a recent inquiry they made online.

The system quickly routes the call to an agent who specialises in handling post-purchase queries. When the agent picks up, they are already fully briefed thanks to Twilio Flex, an integrated system that displays the customer's entire history, preferences, and the context of the current issue. Instead of asking repetitive questions or switching between multiple tools to get what they need, the agent can immediately focus on resolving the issue.

Within minutes, the problem is resolved and the customer is left impressed by the seamless, personalised service—no holds, no frustration, just efficient, effective support. This is all made possible by Twilio's integrated data and communications.



- **Twilio Segment Customer Data Platform (CDP)**
Automatically unifies real-time data into a single, accurate customer profile.
- **Customised IVR and Intelligent Routing**
Uses the data to identify customer needs and direct calls to the most suitable agent.
- **Twilio Flex Agent Empowerment**
Empowers agents with a clear, easy-to-use interface that displays the customer's complete profile, including purchase history and past interactions.

Twilio's combined data and communications approach leads to:

- Shorter call times and quicker issue resolution
- A smoother and more personalised customer experience
- Better support decisions from fully informed agents



Learn more about how Twilio transforms customer engagement.



Read our
personalisation whitepaper



Read our
comms whitepaper



zenyum uses Twilio to *improve* data strategy, communication and customer experience

Zenyum is a dental consumer brand with the goal of making products like toothbrushes, mouthwash and floss more enjoyable and attainable.

With Twilio Programmable Messaging, they achieved rapid delivery speeds across Asia. They also use Twilio for secure onboarding via one-time passwords (OTPs).

As Zenyum's e-commerce business expanded, they struggled to sync customer data across channels. After trying other platforms, they switched to Twilio Segment and saw immediate results within a week.

Zenyum's use of Twilio's Customer Engagement Platform didn't stop there.

[See what else Zenyum has built with Twilio](#)



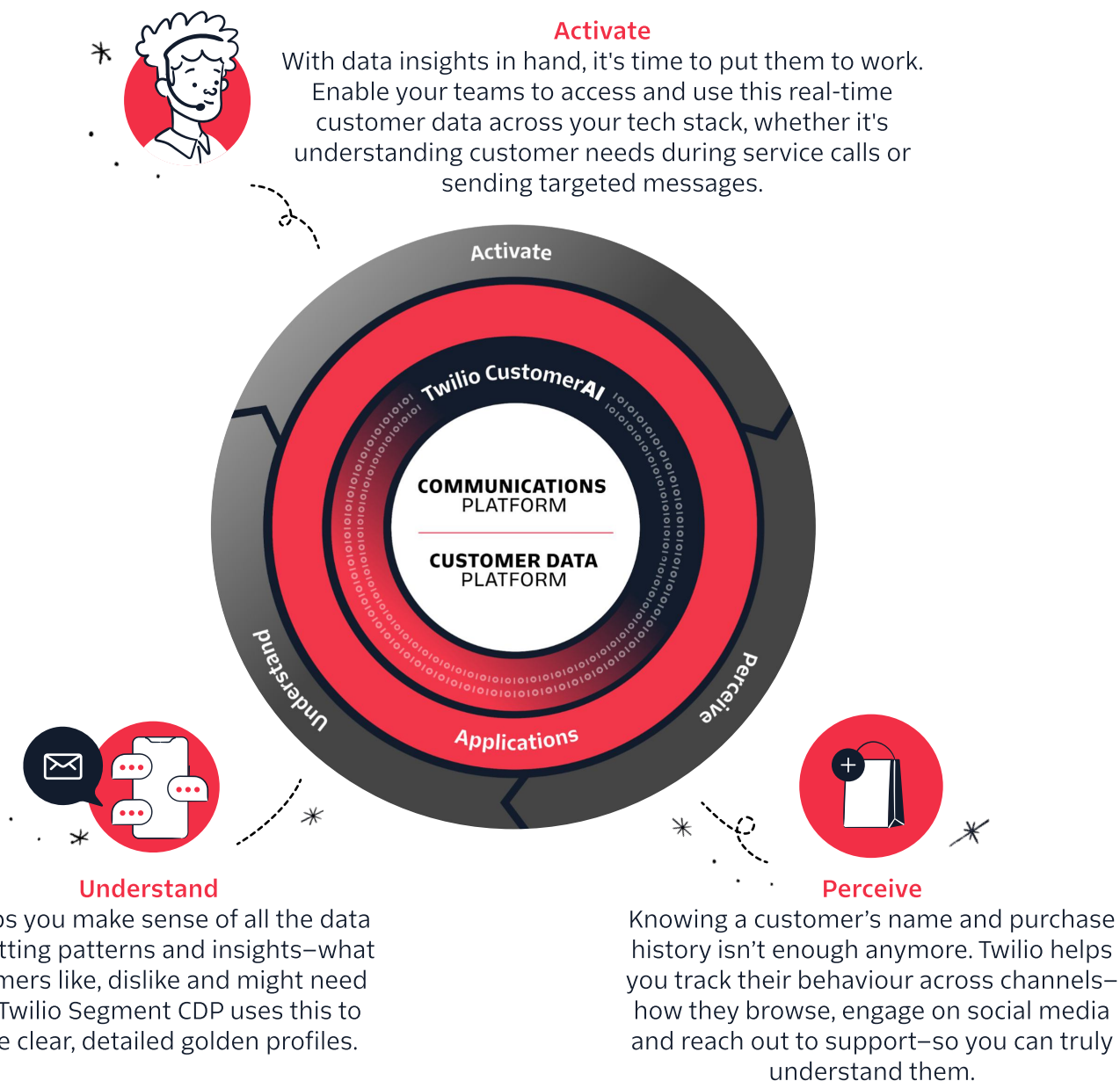
Twilio's Channel APIs and Segment CDP give you all the data and reach needed to know every single customer intimately. Then, you can engage with each customer in their preferred way.

Until recently, one-to-one personalisation seemed impossible. It was too complex and costly. Recent strides in generative AI have shaken everything up. It's now much easier, faster and cheaper for brands to personalise customer experiences.



AI allows you to personalise experiences faster and at scale, all based on real customer interactions.

Twilio's new generative and predictive AI tools help brands **Perceive, Understand, and Activate** data across every platform. Each customer feels like a priority, no matter which channel they prefer.



Imagine that a customer calls your service line. IVR directs them to the right agent. Instead of a limited profile, Twilio Flex shows key data points, customer details, and suggestions. AI predicts the customer's needs and guides the agent to the right solution immediately. These are just some of the ways we're delivering measurable business outcomes with artificial intelligence.

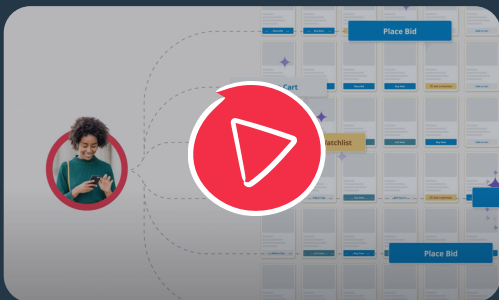


trademe

Trade Me uses AI to predict customer buying behaviour

Trade Me is the largest online auction site in New Zealand.

It's "where Kiwis look first" for just about anything, whether they want to find their first home, launch a new business or purchase a car—with over 650,000 visitors each day.



[Watch the video](#)



Using Twilio Segment's CustomerAI Predictions, TTrade Me's marketing team predicted buyer and seller behaviour. These insights helped create highly personalised ad campaigns that were **three times more effective**.

Targeted email campaigns also saw a boost, leading to a 10% improvement in click-through rates and a 20% increase in open rates.

One platform that *POWERS* every interaction



Twilio's Customer Engagement Platform turns fragmented tech stacks into a connected system with free-flowing data. This means no more siloed interactions—just smooth, personalised customer and employee experiences.


Your goals. Our solutions.

Twilio integrates well with your unique tech stack—your existing CRM, sales platform and customer service tools—providing a customisable and flexible foundation for flowing data and communications.



Nice for Business, *Nice* for People

Twilio's **Customer Engagement Platform** – where better business meets happier customers.



Your customers
get a more
“human” service.

Your team
enjoys greater job
satisfaction.

Your brand
earns more *trust*,
making growth
easier.

Twilio delivers *nice*, personalised communication at scale.

Gartner's 2024 Magic Quadrant for CPaaS ranked Twilio highest for its ability to execute on ideas, praising the extensive carrier network and highly scalable platform. Twilio's approach to AI is also breaking new ground in personalisation.

Twilio was recognised as a leader in the 2024 IDC Marketscape Report for Contact Centres as a Service for its commitment to enhancing customer interactions.



[Explore Twilio's Customer Engagement Platform here.](#)