

A Global View:

Trends from Asia,
Europe & North
America



ASIA: Knowledge Management



- Central KM seen as foundation of Multi-Channel
- Branded approach becoming common
- Especially in multi channel, cross regional situations

EUROPE: Marketing alignment

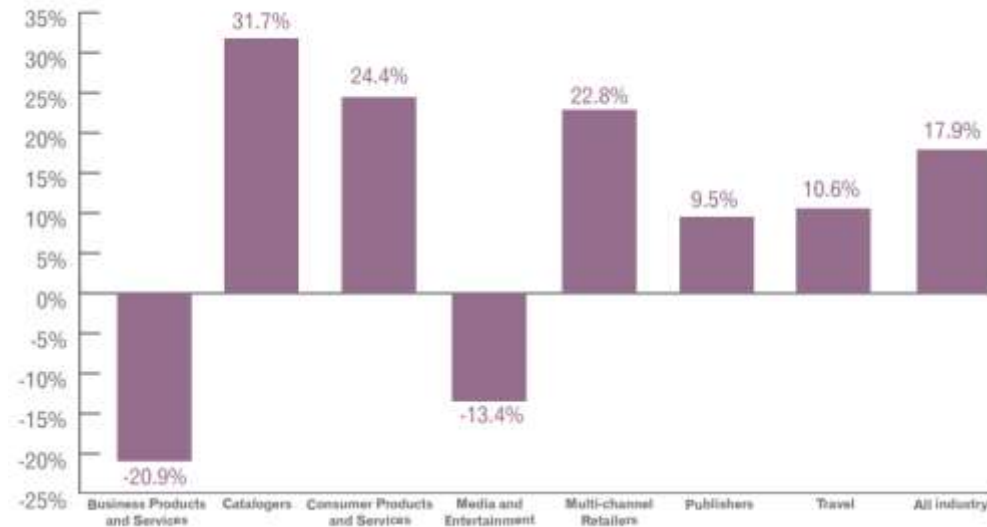


- Single view of inbound & outbound communication
- Blending of resources; in store staff
- Use of Community Portals; customer service, product reviews...

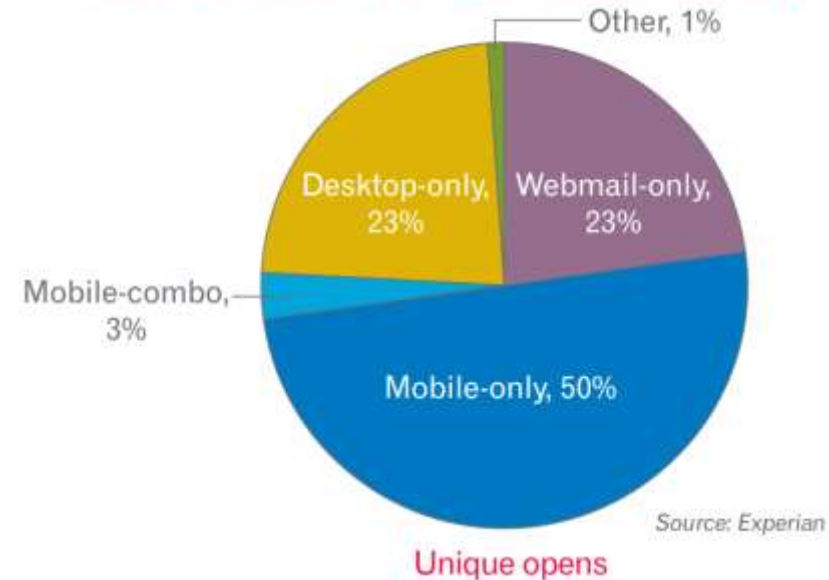
USA: Resurgence in Email



Volume Variance by Industry - Q2 to Q2 (2013 vs 2012)



Half of all unique opens occurred on a mobile device



- Marketing Departments increasingly use email
- Customers like it; channel of preference at 58% and growing (Forrester)
- Technology changes are supporting growth
 - Impact of mobile devices
 - HTML 5 Video email



Thank you. If you have any questions,
please contact:

paul.barnes@eptica.com

www.eptica.com
facebook.com/EpticaUK
twitter.com/EpticaUK
eptica.wordpress.com



Eptica. Transforming customer engagement for a multichannel world