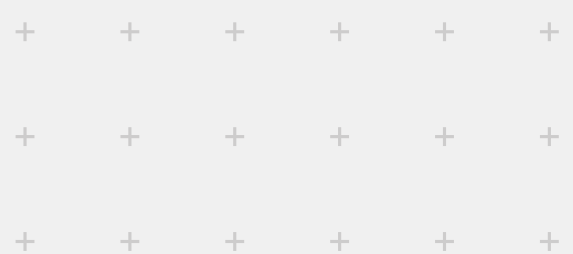




The Digital Mindset of Chief Marketing Officers in Southeast Asia

A Tech Research Asia report
Commissioned by Sitecore





Overview

Southeast Asia has entered a new digital era. The question is no longer should you invest in digital, but when, where, and how much? Some companies are in the early transitional stages while others are investing to upgrade capabilities they instituted long ago. Where does your organisation stand? And how are Chief Marketing Officers (CMOs) in Southeast Asia responding to the challenge?

We wanted to know, so we surveyed:



200 Chief Marketing Officers

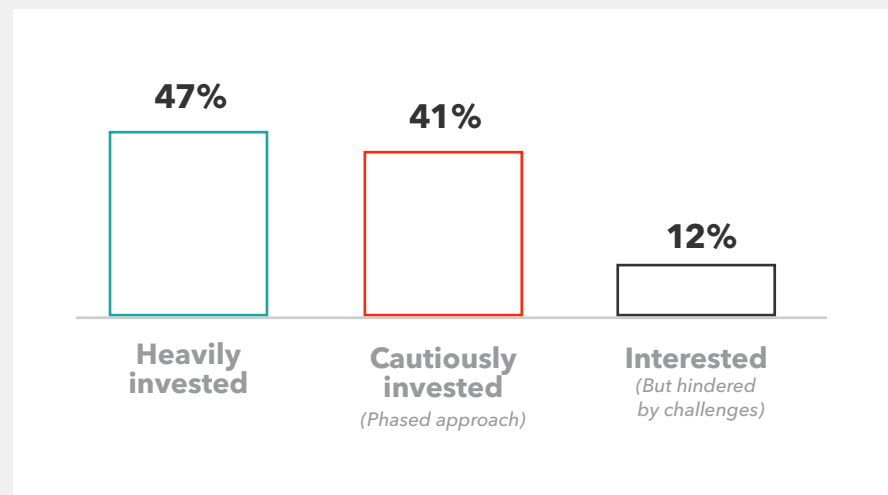


4 countries: Indonesia, Malaysia, Singapore, and Thailand

Here's what they said.

The digital journey

Some companies are in their digital infancies while others have already invested in personalisation, customer experience platforms, e-commerce, chatbots, and AI. Survey results showed digital journeys largely fell into 3 distinct buckets:



What are your main business goals in the next 12 months?

Although the four surveyed countries are diverse in market trends, infrastructure capabilities, per capita income, spending patterns, and cultural backgrounds and practices, CMOs share strikingly similar marketing goals.

CMOs are most interested in:

- 1 Better leveraging technology for business success
- 2 Digital transformation
- 3 Bringing new products/services to the market

Key findings

- CMOs are aligned: digital transformation is top of mind across Southeast Asia
- Cost management ranked low on the list, indicating budgets are not constraining CMOs' digital goals in major ways

CASE STUDY



A seamless, simplified journey: PT Bank Central Asia

Industry: Indonesian financial services provider with over 14 million customers

Challenges: Create a seamless, omnichannel customer journey, drive digital channels (especially mobile), increase profits, and simplify content management

The Sitecore solution:

- Over 400,000 landing page views; over 300,000 unique users
- 60% of visits via mobile phone
- Over \$1M in new business with over 10,000 new applications
- Optimised campaigns with analytics and an easier and faster content management process





What are your marketing priorities in the next 12 months?

Across the board, CMOs are zeroing in on one thing – *the customer*.

CMOs want their digital investments to improve:

- 1 E-commerce experience
- 2 Customer experience
- 3 Customer analytics

Key findings

- Using e-commerce to close transactions is no longer enough. CMOs want to build immersive, intuitive, frustration-free shopping experiences.
- CMOs want customers to have a better end-to-end experience interacting with their brand, products, and services. Seamless e-commerce is important as is building close, trusting relationships with customers.
- Analytics that capture data at every touchpoint, generate insights, and enable personalised transactions across channels is top of mind, too.



The Omnichannel Experience

CMOs are looking to deliver omnichannel experiences, and their three go-to channels are websites, social media, and mobile apps. Of these, they're emphasising social media the most in the next year.

What are your top marketing challenges today?

More than any other question, responses to this question varied by country. Collectively, the greatest challenges are:

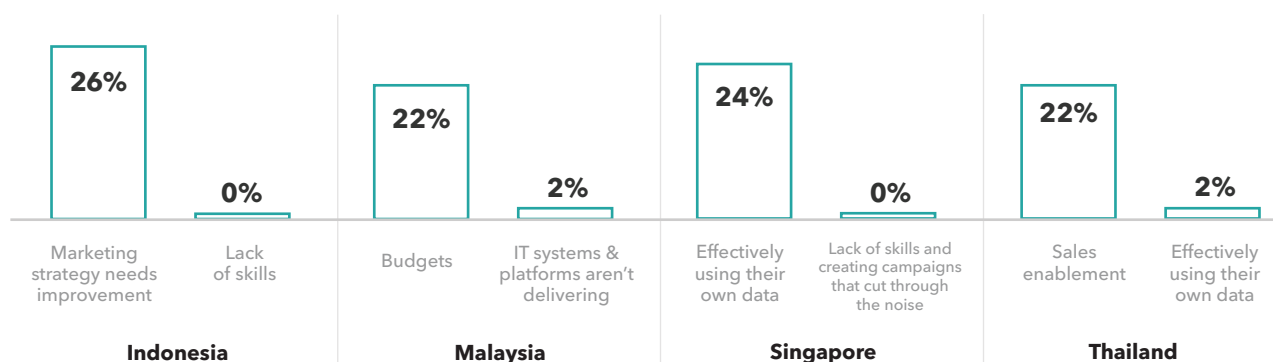
- 1 Improving marketing strategy
- 2 Sales enablement
- 3 Budgets
- 4 Effectively using our own data
- 5 Implementing personalisation

Key findings

- 26% of Indonesia CMOs struggle with developing effective marketing strategies, making this the single biggest challenge in any country.
- Singapore CMOs' biggest challenge – how to effectively use their own data – is Thailand CMOs' smallest challenge.
- CMOs in Malaysia cited budget as a challenge 2X more than CMOs in Thailand and Indonesia.
- Singapore's got skills; Indonesia too. No CMOs in either country cited 'lack of skills' as a challenge.
- Dealing with data privacy and security – a hot topic globally – was cited by less than 10% of all CMOs. A critical issue to get right, this topic is expected to dominate regional market discourse in the near future.



Country challenges: Highs & lows – What challenges CMOs and what doesn't?





Which shifts in behaviour are pushing you to change the way you engage with customers?

- 1 Customer experience expectations
- 2 Ability for customers to churn quickly to competitors
- 3 Integration of digital experiences with in-person experiences, and mobile strategy

Key findings

- We see why delivering quality customer experience is such a huge priority for CMOs – customers now expect it. In an era where people are buying experiences, not just products, everyone needs to feel like a preferred customer.
- Customers can jump to a competitor quicker in a digital world, which makes relationships and always-on personalisation more important than ever.
- Digital channels augment traditional, in-person interactions. To deliver a seamless experience, brands are looking to capture data at every touch point – including online, offline, and anonymous – to personalise interactions across channels.

CASE STUDY



Customers First: Ascendas-Singbridge

Industry: Urban development and business-space solutions

Challenges: Support global tenants with personalised services, a centralised content management platform, and stronger branding, efficiency, and innovation

The Sitecore solution:

- Delivered rich omnichannel customer experience: Web, kiosk, digital signage, mobile
- Experienced 40%-50% faster website performance
- Increased efficiency: Create once, push everywhere
- Reduced cloud-hosting and other digital costs by up to 60%
- Gained 20% more time for high-value innovation

'We use Sitecore to put the customer at the centre of everything.'

Alvin Tan
Head of Group Information Management and Technology,
Ascendas-Singbridge

How do you measure success?

CMOs in Southeast Asia measure success by looking at:

- 1 Repeat purchasing rates
- 2 Leads generated per content
- 3 Customer lifetime value

Yet, they cite these metrics as being most important to the organisations:

- 1 Repeat purchasing rates
- 2 Customer lifetime value
- 3 Leads close rates

Key findings

- Metrics that measure success and what CMOs care about the most aren't necessarily one and the same.
- Sales dominate. However, as brands move away from delivering products and services to delivering experiences, Customer Lifetime Value matters more and more. It's the only long-term metric that adequately gauges customer experience.
- To align marketing goals, priorities, and trends, companies need to think about newer, shorter-term metrics that can provide quality feedback on customer experience.





CASE STUDY



Complete platform rebuild: Bupa

Industry: Healthcare

Challenges: Improve personalisation, raise customer satisfaction, prepare for machine learning/AI and omnichannel integration, and rebuild self-service website.

The Sitecore solution:

- Enabled reinvented customer service with myBUPA app
- 1.5 million customers, 600,000 transactions/month on the myBUPA app platform in just 12 months
- Raised Net Promoter Score 4 points
- Lowered call-centre volumes by 10.3%
- Increased returning members by 15%

What we learned



#1 Goal: Digital transformation



#1 Priority: Improving e-commerce



#1 Challenge: Improving marketing strategies



#1 Changes: Integrating digital and in-person experiences

As organisations in Indonesia, Malaysia, Singapore, and Thailand venture into their digital transformation journeys, CMOs are focused on finding the right technology to build strong relationships, create memorable digital experiences, and cultivate trust with their customers.

Trends are emerging across the region. Traditional marketing is waning, websites are holding strong, and social media and mobile strategies are on the rise. Whatever the platform, a seamless and consistent customer experience across

all channels and devices is critical. Organisations are increasingly turning to technology that delivers end-to-end content, enhanced e-commerce capabilities, and always-on personalisation to create this experience.

With no one-size-fits-all strategy anymore, companies must find the technology that works for them. While Malaysia grapples with budgets and Thailand with sales enablement, Singapore struggles with data overload, highlighting the need for customer analytics that provide meaningful insights, not just data for data's sake.

Led by Indonesia, the desire to improve marketing strategies was shared across the board, as organisations across the region strive to produce personalised, scalable digital content across channels and in real time.

What Sitecore recommends

1. Sell customers holistic experiences, not just products. Employ a [digital experience platform](#) for personalisation, analytics, and digital asset management. Then integrate it with commerce and service platforms, ensuring consistent customer experiences across sales, service, and marketing activities.
2. Make sure your [e-commerce capabilities](#) provide an immersive, intuitive, and individualised shopping experience that builds trust and brand loyalty with your customers.
3. Use intelligence to maximise your capabilities, be it social media listening, virtual assistants, CRM, Know Your Customer (KYC) systems, or newer technologies such as chatbots, cognitive systems, or AI.
4. As digital privacy and security concerns continue to rise globally, review your security systems and ensure they match or exceed current safety recommendations in your industry.

The Sitecore Solution

Sitecore simplifies your digital transformation by helping you define your plan, establish your objectives, and measure your outcomes. Our market-leading digital experience platform is underpinned by customer data collected at virtually every brand touchpoint. Shaping this data into rewarding, individually-relevant customer experiences leads to better engagement, stronger connections, increased revenue, and higher loyalty.

Contact

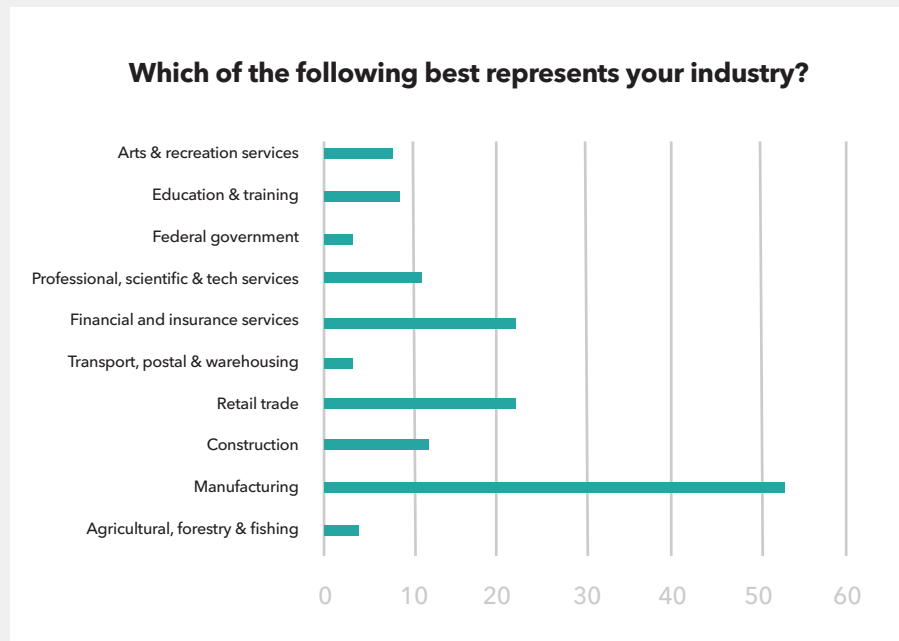
For more information, connect with us [here](#) or visit [sitecore.com](https://www.sitecore.com).



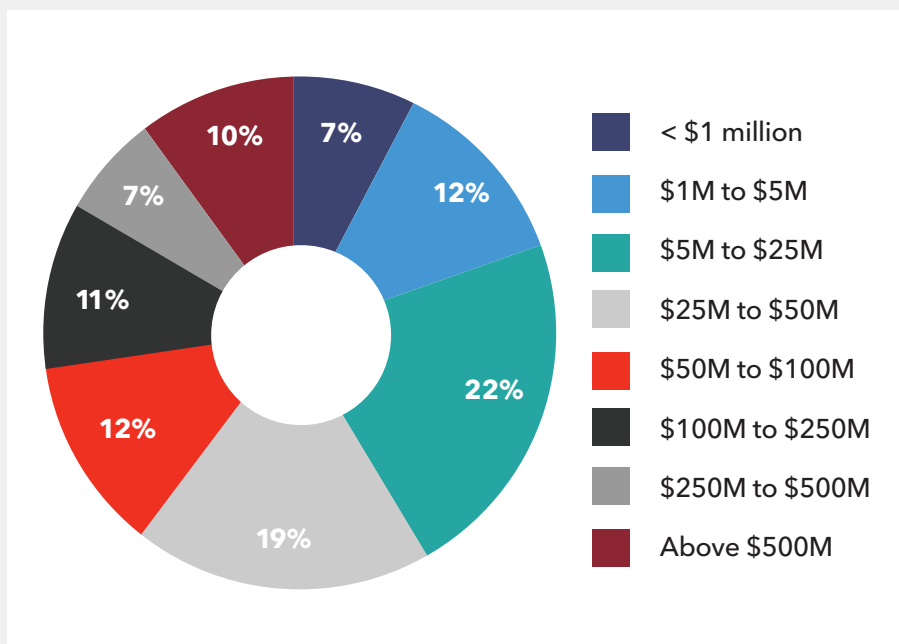


Appendix

This report represents responses of over 200 CMOs from Indonesia, Malaysia, Singapore, and Thailand provided in 2018. Survey respondents represent a variety of industries:



Average yearly revenue of participating organisations (in USD):



Tech Research Asia (TRA) conducted the original research that this report is based on. However, this report was written by Sitecore and does not necessarily represent TRA views, analysis, or opinions.

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