

From pain to gain

Overcoming digital disillusionment
and experience shortcomings



THE STATUS QUO OF DIGITAL TEAMS

Those engaged in modern businesses are well aware that **customers hold the key to business success.**

When [nearly three quarters](#) of customer interactions are digital, business teams know that technology is the crucial enabler for connecting with customers, driving engagement, and meeting customers' evolving needs.

Just as customers' preferences, behaviors, and expectations evolve, so do technologies. Marketers, developers, and businesses face a pivotal choice: either adapt or be left behind. To adapt, they must understand and harness the corresponding advancements in technology, effectively engaging with audiences and winning the ultimate prizes of relevance, retention, and a high return on investment.

The challenges are many, however, among them the following:

- [Businesses face pressures like slashed budgets, increased sales targets, and shorter time to market.](#)
- [Digital teams are constantly anticipating the worst on the horizon.](#)
- [Business teams are disconnected, often communicating through developer tickets only.](#)

While marketers often accept the status quo of restrictive technologies, developers sit in silos, removed from conversations about customers, which inevitably results in teams being assigned technologies that are at odds with customer needs.

IT'S IN THE NUMBERS: why you must get digital experiences right

2.14
billion

Approximately, [2.14 billion consumers](#) shop online worldwide, yet only [2.17 percent](#) of e-commerce visits convert into purchases.

\$4.7
trillion

Digital experiences that don't meet consumer expectations cost businesses up to [\\$4.7 trillion](#) annually.

TIP: FOSTER COMMUNICATION BETWEEN MARKETERS AND DEVELOPERS



Bridge the gap between marketers and developers by addressing the challenges they face in communication style, task prioritization, collaboration, expectations, and feedback. In addition, strive to understand each team's roles and responsibilities so as to harmonize collaboration in the shared goal of building outstanding products and customer experiences. [Read more on Forbes.com](#)

Modernizing technologies involve a clunky, slow, and arduous process, representative of a time capsule.

Digital teams are being chased by a technology that they have long outpaced, yet constantly on a quest to uncover solutions that cater to shortening customer attention spans.

THE EMOTIONAL IMPACT

Frustrated

Old-school systems prevent teams from leveraging modern marketing tools and strategies.

Ineffective

Teams cannot implement their strategies and feel like they are not living up to their full potential.

Overwhelmed

System limitations create stress and prevent teams from focusing on strategic initiatives or meeting even basic business goals.

Impatient

Teams are trapped by intricate systems and technical debt. Manual workarounds are slow and a hindrance to progress.

Disconnected

Ineffective technologies narrow communication channels, reducing the ability to capture insights and creating friction, hostility, and disenchantment among teams and with customer relationships.

“There is a shift away from monolithic applications that deliver wide functionality but come with precloud software architecture—remaining hard to update, release, adapt, and scale. There is also a shift away from reliance on megavendor ‘suite plays’ that provide very wide feature sets, not all of which may be class leading.”

THE PHYSICAL IMPACT (METAPHORICALLY, OF COURSE)

Bound by the constraints of slow and inadequate technologies, teams are handcuffed. No matter how much they wiggle, make noise, and shake their shackles, they fail to make significant strides.

Gartner, Innovation Insight for Digital Experience Composition, John Field, Mike Lowndes, et al, 28 July 2022

The goals of digital teams

Digital teams primarily aim to connect with customers, serve their needs, and drive conversions. Rewards follow those who can accomplish all that on time, on budget, and on target. To start with, teams build customer-centric, engaging experiences, convert customers, and establish long-lasting relationships.

While working together, teams look for ways to empower one another, preventing developers from being buried in a backlog and marketers from being stuck in a bottleneck. Everyone understands that friction points are fatal to workflows and that speed is essential. Thus, teams are constantly racing against the clock, juggling customer needs, business outcomes, and technological obstacles.

Ultimately, here's what teams desire:



The ability to anticipate, plan, and execute on strategies by building a customer-ready foundation.



Flexibility in their choice of tools.



Autonomy and ownership to do their job in ways that boost job satisfaction and earn a high regard for their team.



Harmonious collaboration, which always boosts morale.



Time to tackle their tasks.

FIRST,

A problem-unaware situation

Overwhelmed by the tasks at hand and the constant pressure to deliver, digital teams develop tunnel vision, as in “getting through this quarter before planning the next.” They fail to grasp what they are actually up against because of a lack of time or knowhow to address the problem, accepting instead the inherent issues they are stuck with, such as the following:

- Budget cuts lead to higher bounce rates, yet teams are constrained by expensive contracts and unable to raise SEO rankings.
- Targets are raised without additional headcount, meaning that teams must do more with less.
- Latent pain exists at all touchpoints, making it difficult for teams to identify the source of their challenges.

Teams can call out that time is the enemy but, in reality, bad tech is the culprit, stealthily sabotaging productivity and efficiency as well as obstructing innovation, competitiveness, and growth.

THE HERO IN THIS STORY: THE DIGITAL TEAM

If **time is the enemy**, who is poised to combat it?

Ideally, as architects of customer experience, digital teams combine data-driven insights, strategic thinking, creativity, and storytelling skills to build winning experiences that captivate and drive customer conversions. **They are the heroes here.**

If those teams can find ways to harness emerging technologies, they can eliminate bottlenecks and team dependencies, innovate, and generate digital experiences that win customer loyalty. With every click, share, and conversion, digital teams bring businesses closer to their goals, propelling growth and forging lasting customer relationships.

HANDCUFFED BY BAD TECH, THE HEROES ARE HURTING:

Slow time to market

Marketers cannot react quickly to launch digital experiences, missing out on competitive advantages.

Resources

Tightened budgets and reduced headcount negatively impact productivity and morale as well as lead to burnout risks.

Workflows

Developers and marketers face bottlenecks, resulting in frustration and breakdown in collaboration.

Inability to hit targets

Increasingly higher goals and pressure from the business strain already stretched teams, making it difficult to meet growth targets.



THEN,

A problem-aware situation

When adopting headless and composable technologies, brands are promised success but often encounter limitations and setbacks. Marketers feel disempowered because they cannot make updates without filing IT tickets for developer help. What follows are dependencies and pressure as developers rely on marketers' insights for successful outcomes, and marketers rely on developers for technical solutions. Initially aiming for speed and agility, the team is mired in problematic scenarios instead with an uncertain future.

The team must be reminded of their original goals: speed, agility, empowerment, and freedom; and then reassured that there is a better way.

Technology can deliver on those promises and eradicate the issues, as follows:

Inability to build on past success

Outdated processes hinder progress, and modernization efforts are time consuming and error prone.

Disillusionment and disappointment

Intensifying business pressures and overwhelming workloads demotivate teams, who then fall behind customer expectations and miss OKRs.

Wasted money and time

With teams trapped in long and expensive contracts for ineffective technology, efforts to move toward the right structure seem futile. Moving toward the right tech structure feels like a wasted effort so teams are forced to either accept the status quo or replatform.

Crumbling team structures

Inflexible technology leads to managerial chaos as the CXO struggles to cope with one crisis after another.

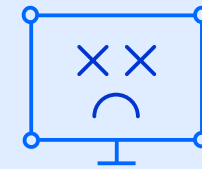
Shaky careers

Failure to meet targets and loss of customer relationships lead to doubts about team members' professional futures and performance.

Team members start to question:

Am I truly suited for this role?

How will all these issues impact my performance and reputation within the company?



COMPLAINTS-PER-MONTH: The other CPM to worry about

Teams feel frustrated with the tools they have to use. These tools, often praised by engineers, make it difficult for marketers to understand where content fits into the customer journey. Marketers face challenges in publishing content, requiring multiple tabs and developer assistance, leading to a lack of control and unnecessary complications. This frustration can lead to high turnover rates and a need for rebuilding teams.

[Read more](#)

AND FINALLY,

A solution-aware place

One thing is certain: Teams were promised composability by adopting headless technologies but are stuck in a world of compromise. Headless has afforded them respite in their quest to balance business demands with customer needs but has generated new obstacles.

The team is looking for a solution, notably a way to reorganize workflows with a modern marketing infrastructure that is—

- Compatible with their current tools.
- Sustainable with no integration needs.
- Agile, so that the team can quickly adapt to changes and implement timely campaigns.
- Affordable with no costly replatforming.
- Available.



WATCH OUT FOR HIDDEN DANGERS

Buyer beware: Despite the compelling promise of new technologies, dangers exist that warrant consideration. At the outset, teams are presented with an array of “superior,” “higher functioning,” or “more scalable” tech. Once delivered, however, those solutions often fall short of expectations.

So, be wary of false promises and carefully evaluate the true value of the offerings. Here are the questions to ask:

- Will the solution facilitate true composability?
- Will editors be able to do their job without developer assistance?
- How fast are the iterative testing cycles?
- How rigid are the templates?

There will be winners and losers

The bottom line is that both digital teams and the industries they are propelling forward are constantly racing against time. What counts is to reimagine the ways that technology can prioritize collaboration, flexibility, data activation, and user empowerment to seamlessly connect with customers.

Left behind in this revolution **will be those who cling to outdated systems and resist change**, unable to convert prospects and, ultimately, lose out on opportunities for growth. Professionally, they will stagnate.

In contrast, success will come to those **who adopt technology that not only meets expectations, but also anticipates and even creates customer needs**. What's required is a framework that can rapidly adapt to the fast-changing customer demands.



The promise of a wonderful life

That infrastructure exists: **It is called Uniform.**

Uniform offers a future driven by the right technology frameworks, enabling the creation of seamless digital experiences in lockstep with customer needs. Connectivity between teams opens the doors to unlimited innovations, empowering individuals and businesses alike.

Marketers

With the Uniform workspace, everything converges seamlessly into one centralized platform. No longer confined to the limitations of an IT backlog, marketers are back in the driver's seat with a frictionless workflow and can focus on business outcomes with newfound autonomy and efficiency.

Developers

Liberated from having to write glue code and handle an avalanche of web-related IT tickets, developers can dedicate themselves to innovation and product development. They can explore new ideas, quickly implement changes without breaking the site, push boundaries, and build winning experiences that connect with customers and achieve business goals.

CXOs

CXOs can accelerate time to market (TTM) and outpace the competition. Also, evading technical debt leads to more agility, reduced costs, and significant time savings on integrations. With no frustrations stemming from convoluted workflows, employee retention is a matter of course, and the CXO emerges as a catalyst of efficiency, innovation, and success.

About Uniform

Uniform DXCP is a versatile platform on which businesses can efficiently build high-performing and compelling digital experiences. By offering a consistent visual layer for content orchestration in any channel, Uniform DXCP gives business users, such as marketing and e-commerce teams, the ability to build experiences quickly and test ideas with no need for developer support. Also, prebuilt integrations eliminate the need for custom code to connect content sources, such as legacy DXPs, customer data platforms, and headless services. Businesses can then deliver projects faster and at lower cost while retaining long-term flexibility for innovation.

In addition, Uniform DXCP delivers content, including personalized content, directly to the edge of modern CDNs.

Customers that have adopted Uniform include Cobham Satcom, Sunweb, and Triumph.

Learn more at uniform.dev and follow us on [LinkedIn](#) and [X](#).