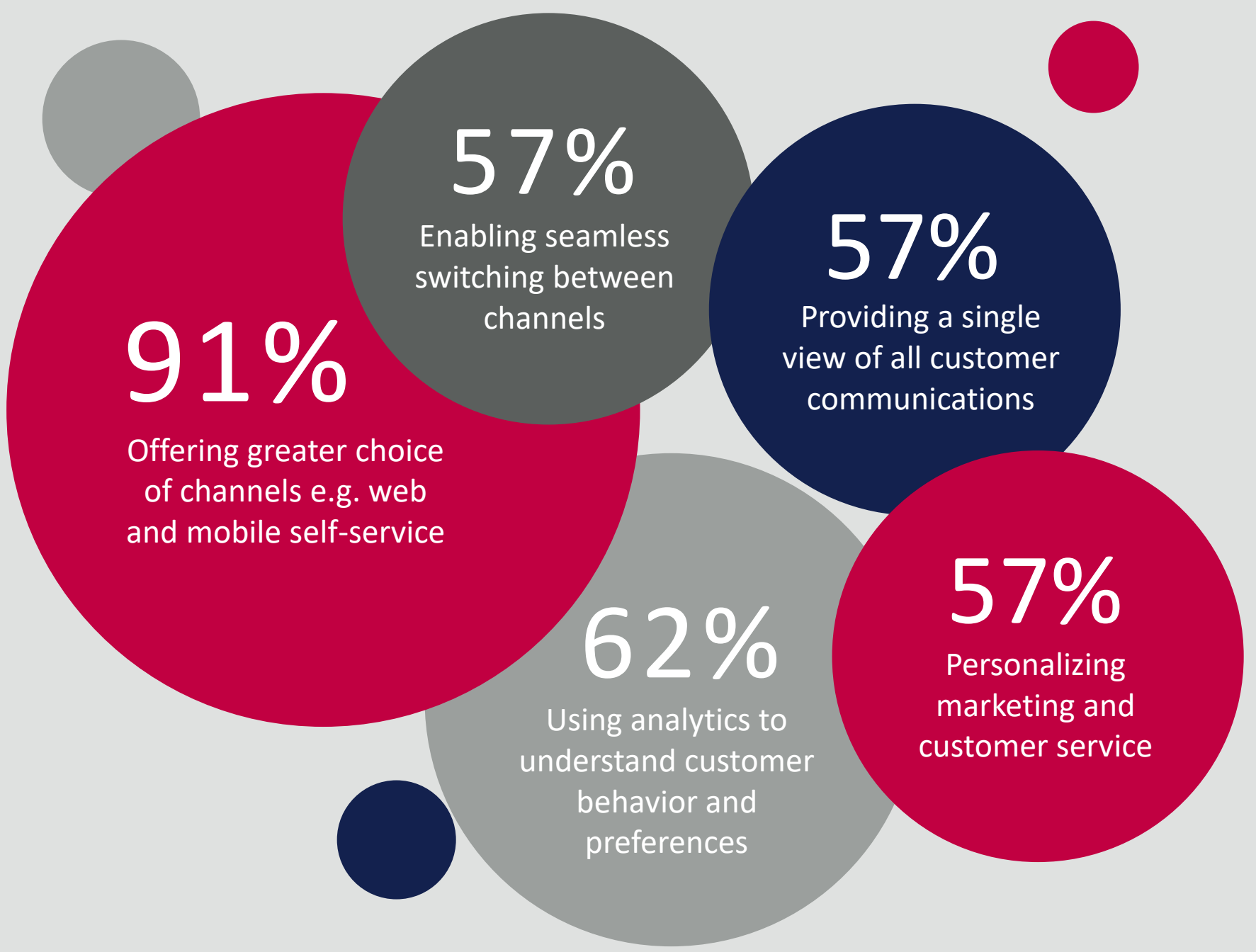


Customer engagement on IBM i

A survey of IBM i user organizations by
SoftLanding Systems



Which initiatives are most important for improving customer engagement?



Top customer engagement initiatives planned for the next three years

54%

Adding new customer engagement channels to IBM i applications



43%

Data analytics for improved customer insight



43%

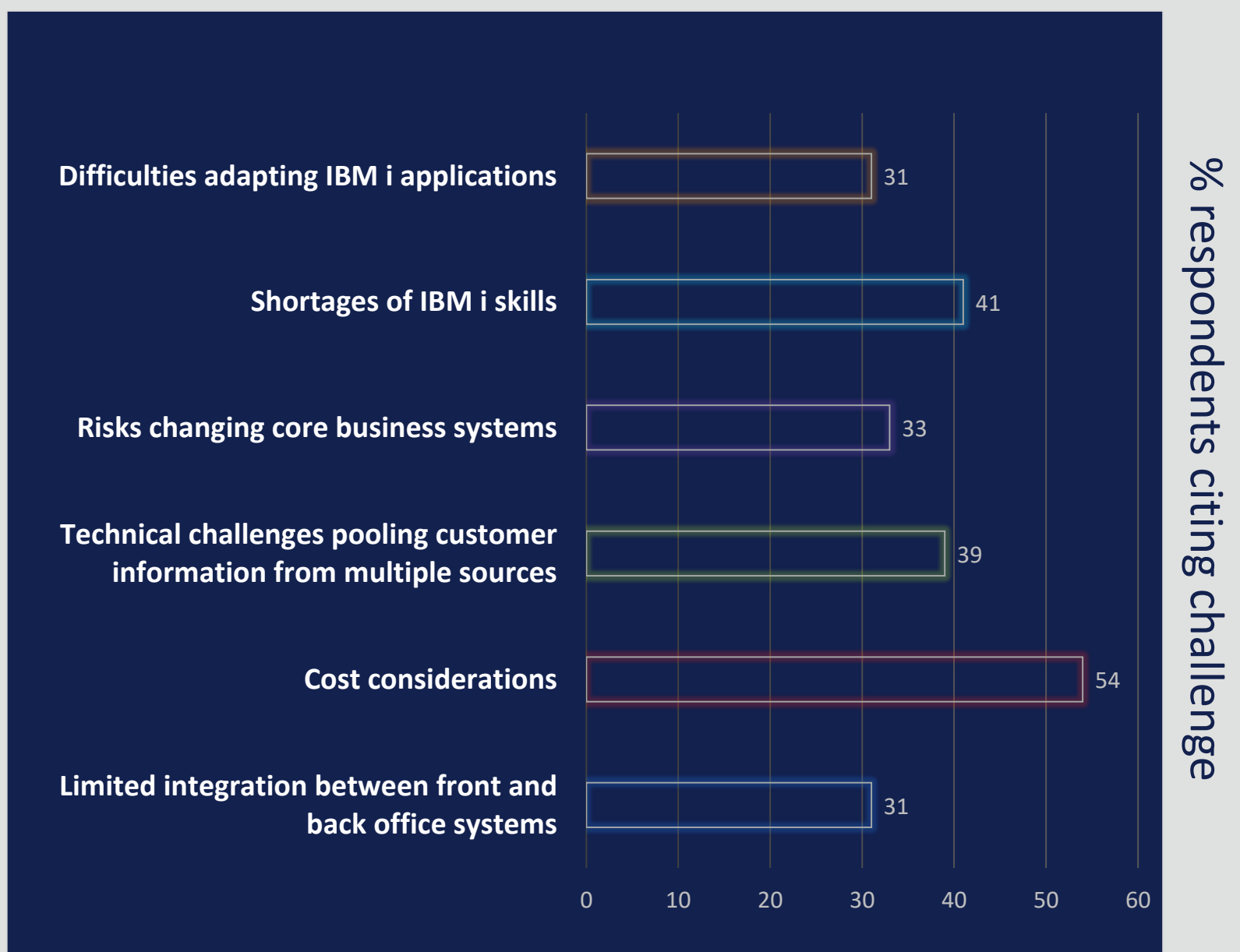
Moving from paper to digital communications



32%

Personalizing customer communications

Barriers to customer engagement on IBM i



The three greatest concerns are costs, skills shortages and difficulties bringing together customer information from multiple sources.

To learn how SoftLanding can help you support customer engagement please contact softlanding.uk@macro4.com.