# Alibaba Cloud Multi-channel Customer Experience Solution

Build effective digital marketing experiences across multiple channels

## Introduction

Alibaba Cloud Multi-Channel Customer Experience solution provides a flexible and reliable infrastructure to roll-out an optimized customer experience. The solution's robust and scalable framework facilitates an impactful and multi-channel user experience.

## Background

Branding is crucial for an organization's survival and growth. It is even more imperative for the first impressions of an organization's web/mobile app or social media channels. Providing a consistent customer experience across is crucial to enhance the relationship between the brand and its customers. Delivering an exceptional customer experience is a challenge as customers switch touch points for even a single transaction. Organizations need solutions offering an omnichannel strategy with a high-performance connection and seamless user experience.

## Highlights

- Multi-channel bandwidth
- Auto scaling capability
- Global coverage
- Smooth user experience

## Benefits

- ✔ Effectively manage content for different channels
- ✔ Avoid disruption to CMS operations caused by database failure
- ✔ Reduce storage costs by saving rich media files on OSS
- ✔ Easily handle traffic fluctuations with scaling rules
- ✔ Personalize customer experiences by tracking customer interactions across channels

## Recommended Solution Architecture
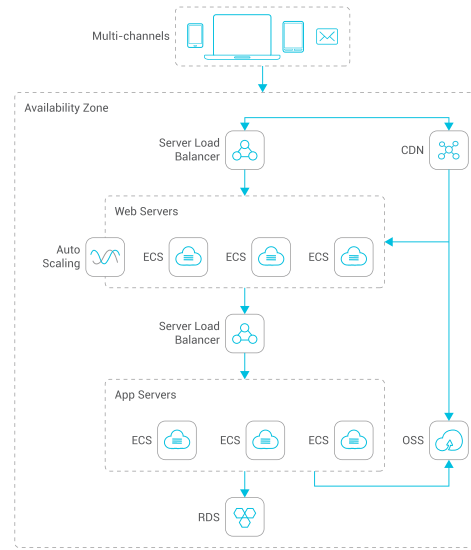


Shown above is a typical architecture for multi-channel CMS (Content Management System) deployment on Alibaba Cloud. The CMS application effectively empowers companies to manage content for different channels. This allows organizations to personalize their customer experiences by keeping track of customer interactions across channels.

Users may deploy the CMS backend system on a single or multiple ECS instances, depending on the number of internal users (e.g. author, editor, and approver) involved during content contribution and distribution cycle. The backend database installed on ApsaraDB for RDS is by default on a hot/standby mode to avoid disruption to CMS operations caused by database failure. Content contributors can also save rich media files such as images or videos on OSS instead of traditional disks during content editing for reduced storage costs.

The CMS front-end system consists of a cluster of ECS instances. These are used to cater to the presentation layer of all channels. Using Alibaba Cloud Auto Scaling, organizations can easily handle visitor traffic fluctuations with scaling rules.

Alibaba Cloud provides global coverage around the world. As such, organizations can deploy front-end instances to a region closest to their audience, delivering an uninterrupted and smooth experience across touch points. With Alibaba Cloud's 530-node CDN network, it is also possible to distribute rich media files stored in OSS across the globe.