



*Seed Strategy*  
a Burke company

# SHRINKING THE MULTIVERSE:

BRIDGING MARKETING & CUSTOMER EXPERIENCE THROUGH DATA

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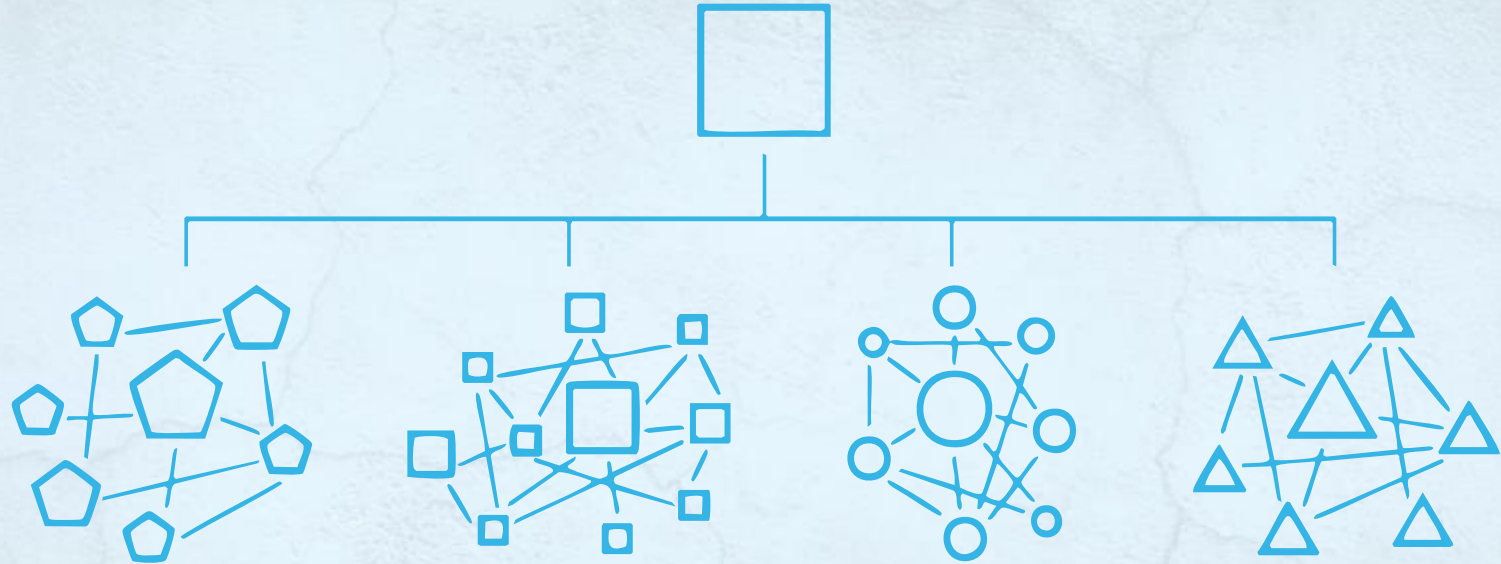








**Hierarchical management structures are vital for day-to-day but hinder collaboration.**





 **5% = 25%-95%**

SOURCE: Harvard Business Review, The Value of Keeping the Right Customers, by Amy Gallo, 2014



ONLY **22%** OF CMOS AND CFOS ARE  
“VERY WILLING” TO COLLABORATE  
- STUDY, CMO COUNCIL AND KPMG





# 4 WAYS TO PROMOTE COLLABORATION

01

MACRO KPIS

02

CLARIFY ROLES

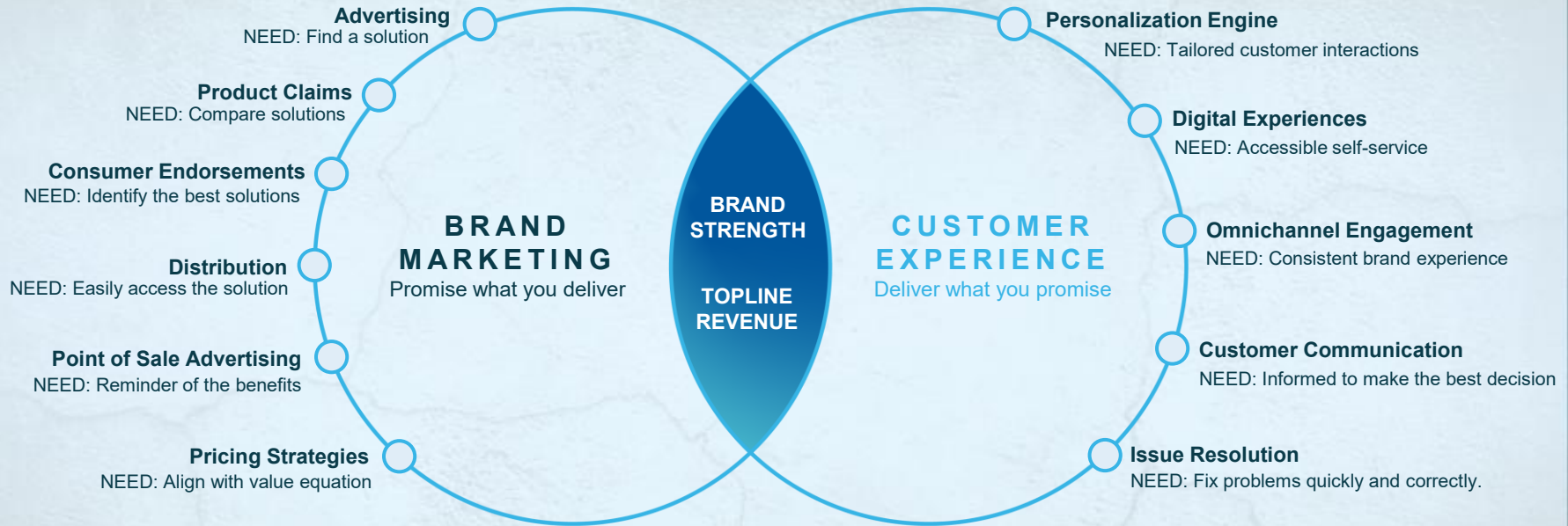
03

BUILD EMPATHY

04

CONNECTED DATA

# Marketing and customer experience form intersecting loops of customer touchpoints and needs.



SOURCE: Burke Brand+CX Sales Materials 2025

# Questions to answer when developing integrated strategies.



**HOW STRONG IS OUR BRAND  
AND CUSTOMER EXPERIENCE  
RELATIVE TO THE COMPETITION?**



**HOW CAN OUR CUSTOMER  
EXPERIENCE BETTER DELIVER  
ON OUR MARKETING PROMISE?**



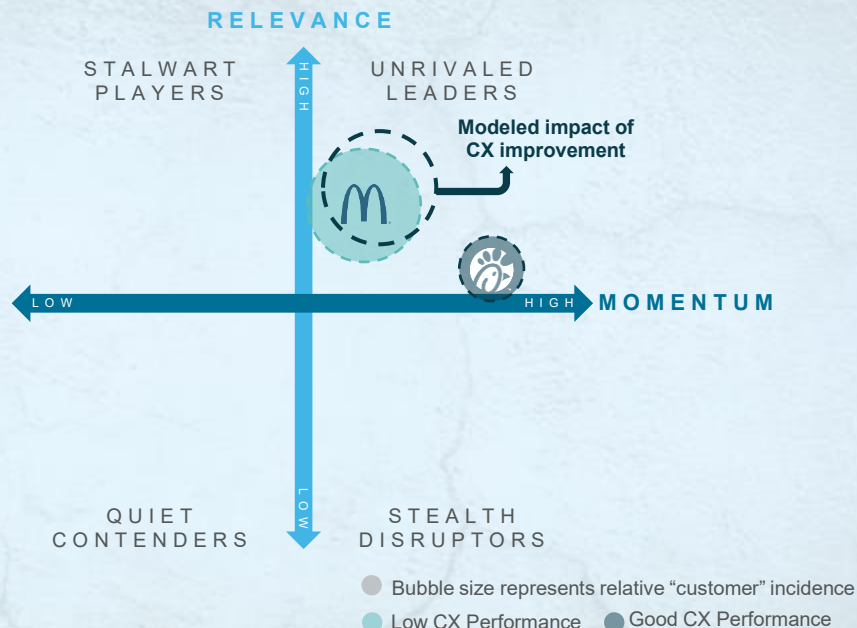
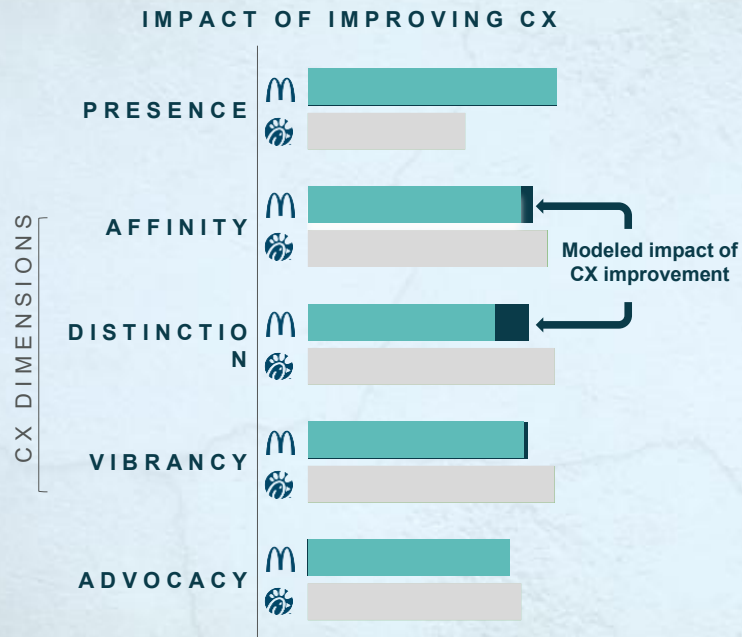
**HOW CAN CX IMPROVEMENTS  
BUILD STRONGER CUSTOMER  
CONNECTIONS TO OUR BRAND?**



**WHAT IS THE OPTIMAL ALLOCATION OF  
RESOURCES ACROSS MARKETING AND  
CUSTOMER EXPERIENCE INITIATIVES?**



# Modeling the relationship between marketing and cx can supply shared data increasing collaboration.



SOURCE: Burke R+M Brand Strength Monitor 2022

## CASE STUDY:

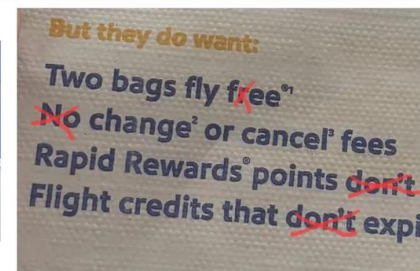
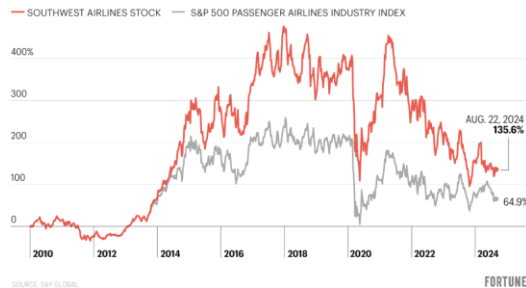
**Southwest<sup>®</sup>** 







### Southwest's downward spiral



# MARKETING PROMISE:



Connect people to  
what's important in their  
lives through friendly,  
reliable, and  
**low-cost air travel.**



Our purpose is to care for  
people on life's journey,  
and our mission is to  
provide safe, reliable and  
friendly air travel.



When you book a  
flight with us, you get  
more than just a plane  
ticket - you get peace  
of mind.

# With all brands marketing a similar messages there is little room for southwest.

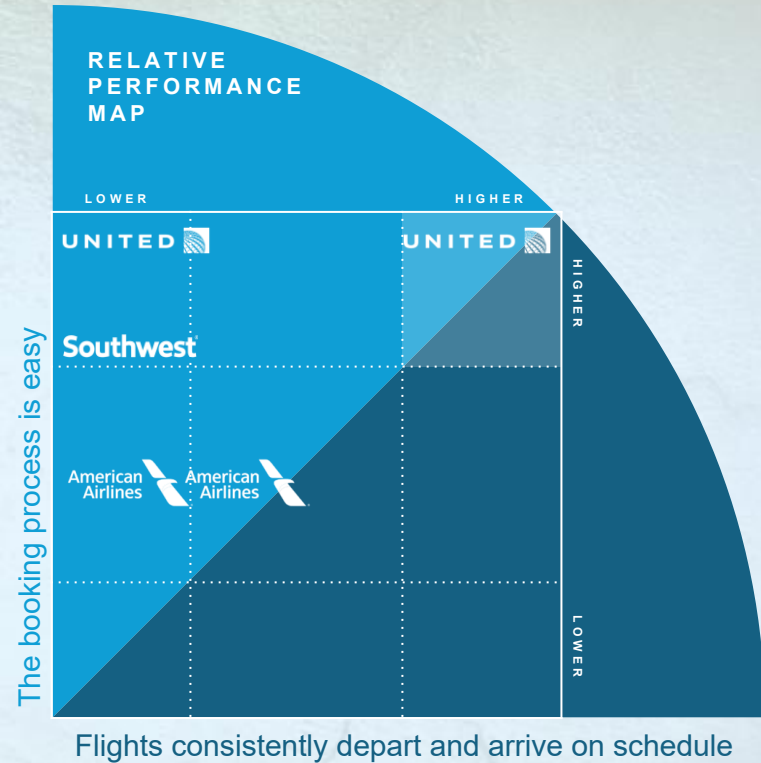
## MARKETING PROMISE EMOTIONAL TERRITORY

**Support your lifestyle and  
what you care about most.**

## RELATED CX COMPONENTS

The booking process is  
easy, intuitive, and free  
of unexpected hurdles.

Flights consistently  
depart and arrive  
on schedule,  
minimizing delays and  
disruptions.







But there is opportunity to differentiate by leaning into a strength.

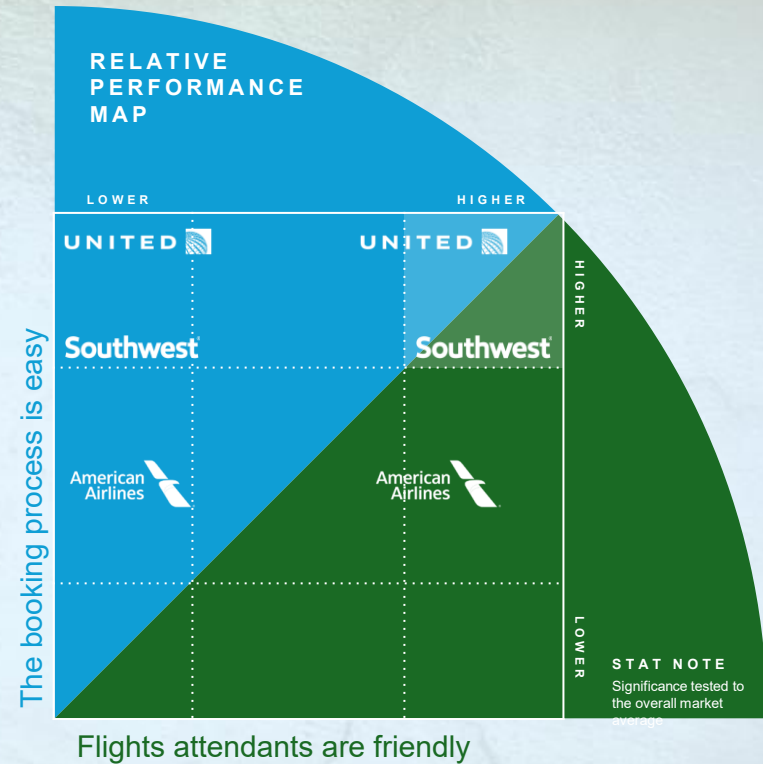
MARKETING PROMISE  
EMOTIONAL TERRITORY

Support your lifestyle and  
what you care about most.

RELATED CX COMPONENTS

The booking process is  
easy, intuitive, and free  
of unexpected hurdles.

Flight attendants are  
friendly, proactive, and  
genuinely committed to  
passenger comfort.



## CASE STUDY:





# Marriott's brand promise does not come to life uniquely through the experience.

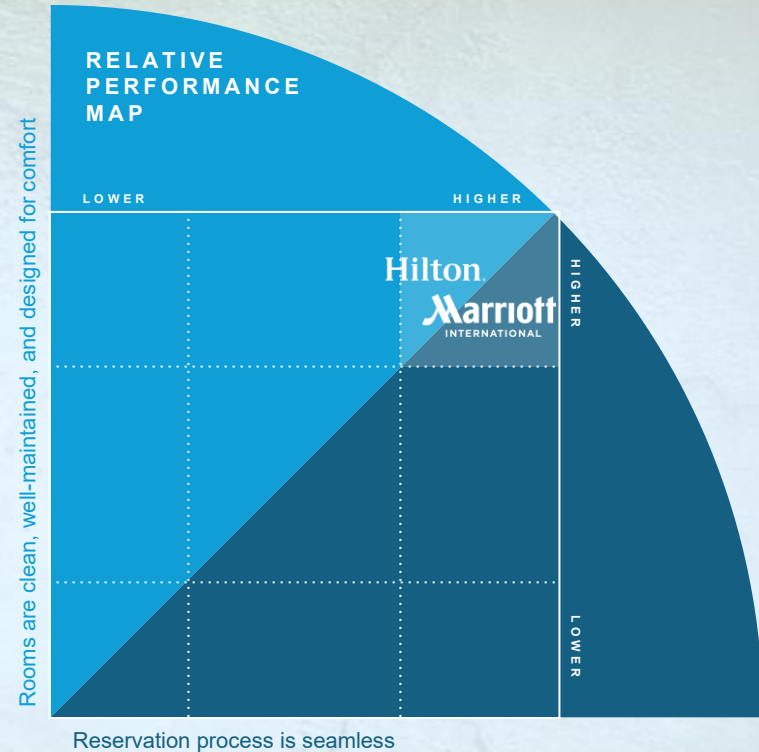
## MARKETING PROMISE EMOTIONAL TERRITORY

We elevate your stay at every turn - always growing while keeping the **comfort of the oh-so-familiar** all around the globe.

## RELATED CX COMPONENTS

Rooms are consistently clean, well-maintained, and designed for relaxation and comfort.

The reservation process is seamless, with clear pricing, room options, and an easy-to-use system.



# The Marriott brand has made a significant investment in Bonvoy expanding on the brand's strategy to elevate your stay.

MARRIOTT  
**BONVOY™**

"[Bonvoy] gives you access to people, places, and passions that you love. And inside of that is a portfolio of not just hotel brands, but of experiences."

- Peggy Roe, EVP,  
Chief Customer Officer,  
Marriott International



**Hilton**  
— HONORS —



SOURCE: Bonvoy website, Hilton Honors website

**Elevated experiences though Bonvoy provide an opportunity to differentiate.**

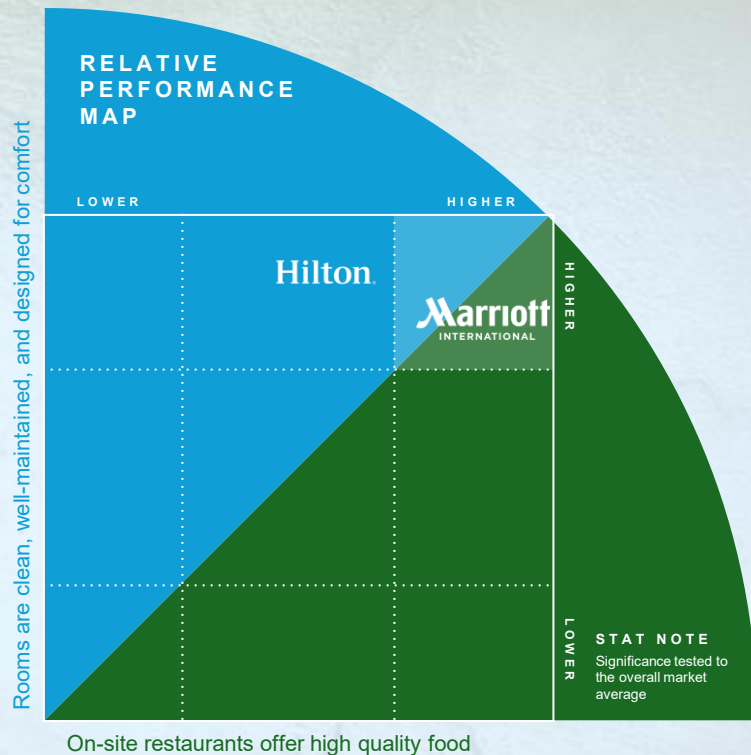
MARKETING PROMISE  
EMOTIONAL TERRITORY

We elevate your stay at every turn - always growing while keeping the **comfort of the oh-so-familiar** all around the globe.

## RELATED CX COMPONENTS

Rooms are consistently clean, well-maintained, and designed for relaxation and comfort.

On-site restaurants  
offer high quality food.





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DATA



# THANK YOU



*Seed Strategy*  
a  company

CX  
STRATEGY MAN

MARKETING  
STRATEGY MAN