MARKETING AT THE CORE OF DIGITAL TRANSFORMATION

DRIVING CUSTOMER EXPERIENCE

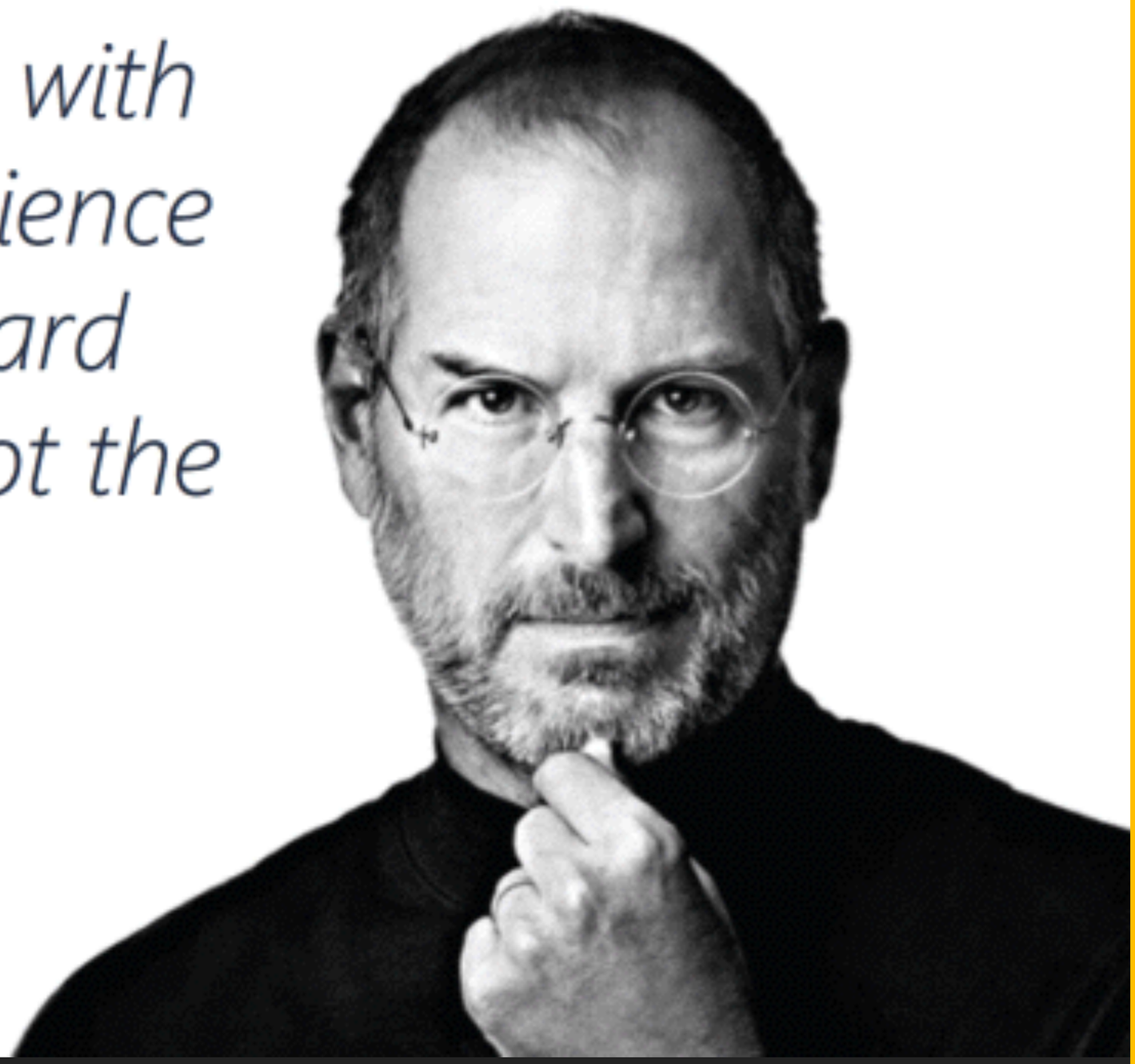
PART I: THE ROLE OF MARKETING TODAY

PART II: DRIVING CUSTOMER EXPERIENCE

PART III: FROM STONE AGE TO STAR WARS

"You've got to start with the customer experience and work back toward the technology – not the other way around"

Steve Jobs



CUSTOMER EXPERIENCE (CX)

The **sum of ALL interactions** (“brand touchpoints”) between an organization and a customer over the duration of the relationship (direct and indirect).

WHY DO WE VALUE CX NOW?

1. GAIN **CRITICAL UNDERSTANDING** OF WHAT DRIVES CUSTOMERS TO A SALE
2. **REWARD CUSTOMERS** WITH VALUE
3. **LEARN** WHAT DOESN'T WORK
4. INCREASE **PRODUCT LIFE TIME VALUE**
5. IMPROVE YOUR **CHANCES OF SURVIVAL** (INNOVATION - GROWTH - REVENUE)

86% OF 600 TOP BUSINESS LEADERS AGREE:
CUSTOMER EXPERIENCE IS VITAL FOR SUCCESS (HBR 01/2017)

WHAT IS YOUR CUSTOMER'S REACTION

AT EVERY (CRITICAL) BRAND INTERACTION?

AUDIT YOUR INTERACTIONS

ALIGN TOUCHPOINT AND EXPECTATION.

WHERE ARE THE GAPS?

EVALUATE THE SIZE OF THE GAP AGAINST THE COST OF IMPROVING IT.

PRIORITIZE

HOW CUTTING-EDGE IS YOUR CUSTOMER FEEDBACK PROCESS?

- Inject the Voice of the Customer
- This is a priority whether you like it or not. Are you investing **enough**?
- You need **automated data collection** that is able to help categorize structured and unstructured data.
- Modern customer feedback software helps **group CX metrics by your business drivers** to discover how your business is impacted.
- How engaged are all teams? What **performance indicators are set to measure their contribution & alignment**?

IF YOU WANT TO SUCCEED REALIZE THAT

CX IS A COLLABORATIVE EFFORT

QUICK STORY. . .

A MARKETING LAB

CRITICAL: SET UP AN ENVIRONMENT WHERE TESTING CAN BE CONSTANT.

1. An organization needs a **formalized methodology** for customer experience goals and processes.

2. Having an established process and **set of metrics across departments and teams** creates an environment of continual optimization.

3. How quickly are you **actioning lessons learned**?

4. Experimentation allows your organization to **link customer experience strategy and metrics directly to business value**.

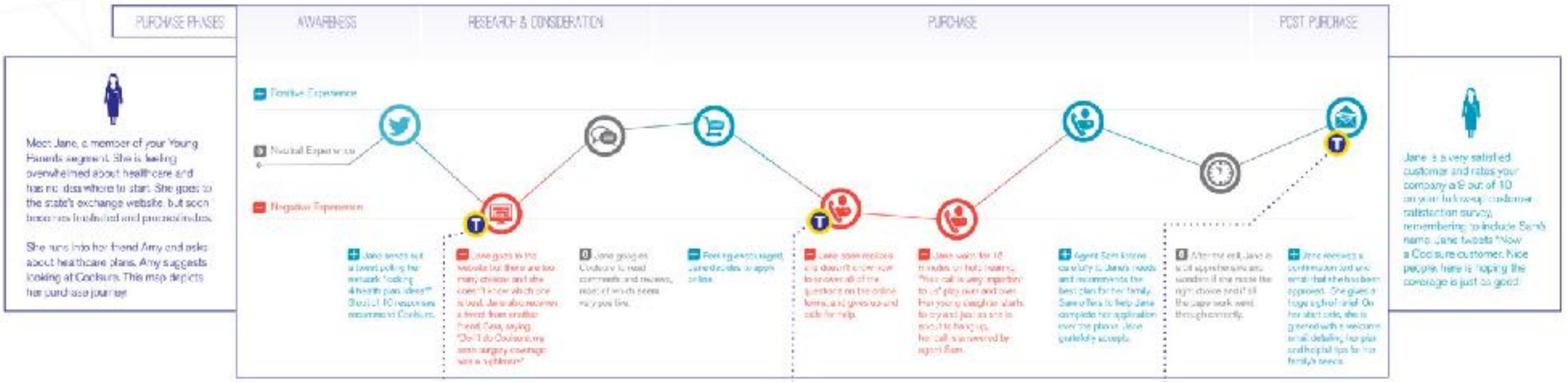
CUSTOMER JOURNEY MAPPING

CX is visualized through a **Customer Journey**.

It's an **infographic that tells story** of the customer's experience - pain points, motivations, expectations, questions, feelings.

Provides gaps and opportunities when you track and measure the interactions in the digital customer journey… **by continuously testing**.

SAMPLE MAP



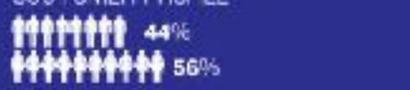
MOMENTS OF TRUTH

Moments of Truth are the most critical steps in your journey. Get them wrong, and you lose customers. Get them right, and your customers become lifelong advocates. These should be your top priorities.

A Moment of Truth

1. The first moment of truth occurs when Jane looks on your website. If she can't quickly find what she's looking for, she moves on to Google and may end up selecting one of your competitors.
2. Your second moment of truth is the application process. One fourth of all applications are abandoned before completion, and many of these potential applicants never end up registering with you.
3. Your third moment of truth is the first month of coverage. Customers who report a 9 or a 10 in their onboarding survey renew at 78%, versus 25% for those who give you a 0–8 in their initial survey.

CUSTOMER PROFILE



68% Suburban
25% Urban
7% Rural

65 Promoters
25 Passives
10 Detractors

42% 2 children
33% 1 child
25% 3+ children

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WHAT YOUR CUSTOMERS HAD TO SAY

- "I love the alerts Coolsure sends every month with healthy tips. They help me stay on track."
- "Your phone support is terrific – they always help me out. I just wish I didn't have to call them so often."
- "When I shop for auto insurance it's really easy. I put in my information and up pops three quotes. But choosing health insurance is a job – and one I don't enjoy."
- "The only problem is there are so many choices. There is a lot to think about and I felt it was hard to figure out what was best."

IMPORTANCE & SATISFACTION

How important your customers felt the interface or touch point was, and how satisfied they were it.

SOURCE: HEART OF THE CUSTOMER

Seniors Segment

The **Seniors Segment** is made up of 65+ year-olds. Many are retired, so have time to schedule check ups during the day. The majority prefer to schedule their visits over the phone, talking to a scheduler in person. They will wait until their "regular" doctor is available, even when sick.

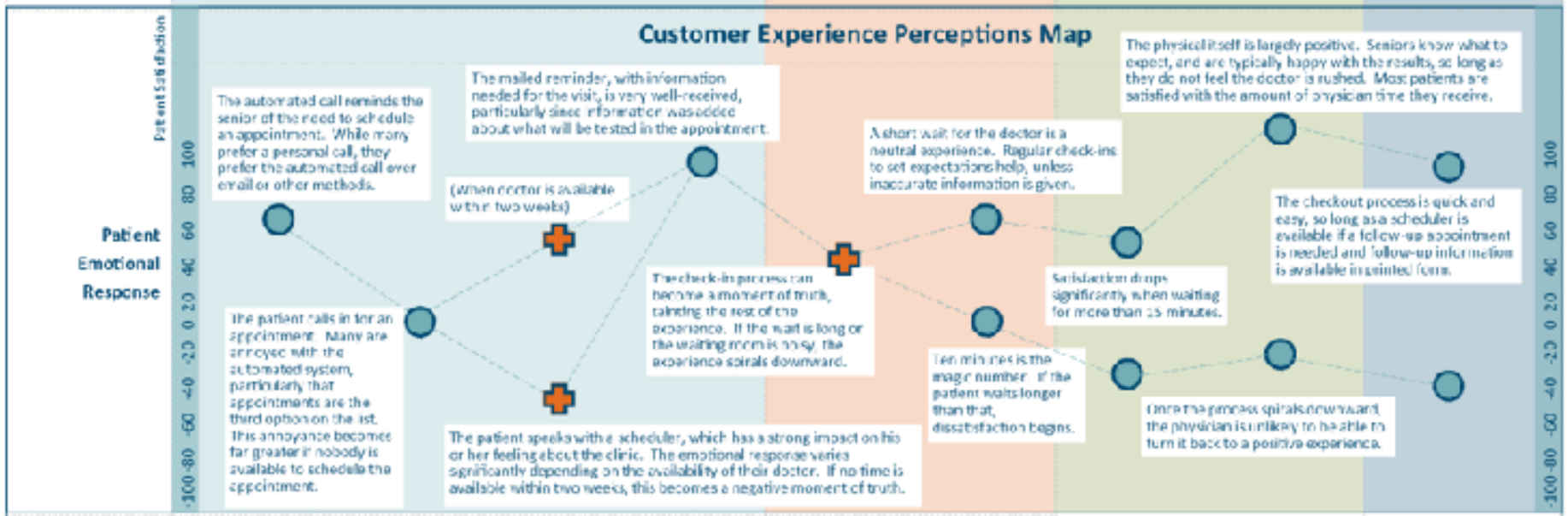
While this is changing, older seniors do not typically utilize their health records online, preferring to keep paper copies.

"When I call my doctor, I watch how quickly they answer the phone, how knowledgeable, professional and friendly the people were. If I see they weren't really interested in me and take the time to see that I'm satisfied, then I know it's time to choose another doctor."

"I love my doctor! He always takes time to ask how I am doing, and gives me my paperwork before I go, so I can keep them in my file. My other doctor was in such a rush that I hardly got to see him."

Scheduling Physical Appointment (no blood work) Journey Map

Phase	Schedule Appointment	Check-In	Physical	Checkout
	Goal: No more than 2 weeks	Goal: 10 minutes	Goal: 30 minutes	Goal: 3 minutes
Goal	The patient calls in to schedule an appointment. The Senior segment strongly prefers to talk to a representative in person. This also includes the appointment information, such as the need to fast before an appointment.	The Check-in and Waiting Room typically have small impacts on Seniors' satisfaction, unless there is a substantial delay.	Most Seniors have had enough physicals that they know what to expect. Waiting is the biggest issue for most.	The patient is released with any instructions, and schedules any future appointments.



Legend: Touch point (Area of interaction) — Moment of Truth (Critical interaction)

	Schedule Appointment	Check-In	Physical	Checkout
Touch Points used in this phase	Phone system Scheduler Reminder information	Waiting Room Kids area Check-in Desk	Appointment Room Nurse Doctor	Scheduler
Information sought in this phase	Date Requirements (e.g., fasting) for physical Paper is the most effective format for the Seniors segment	Length of wait. Accurate information about the estimated wait time helps reduce the impact of long waiting time.	Patients quickly lose patience when left unattended. Delaying the nurse's routine for 5 minutes can actually help satisfaction, since it spreads out the waiting time.	Paper is critical for Seniors. Directly calling the patient's pharmacy also helps the patient follow the prescribed regimen.
Level of Effort (Customer Effort Score)	About the Same Effort as Expected **3.1**	For More Effort than I Expected **4.6**	Slightly Less Effort than I Expected **2.7**	Slightly Less Effort **2.3**

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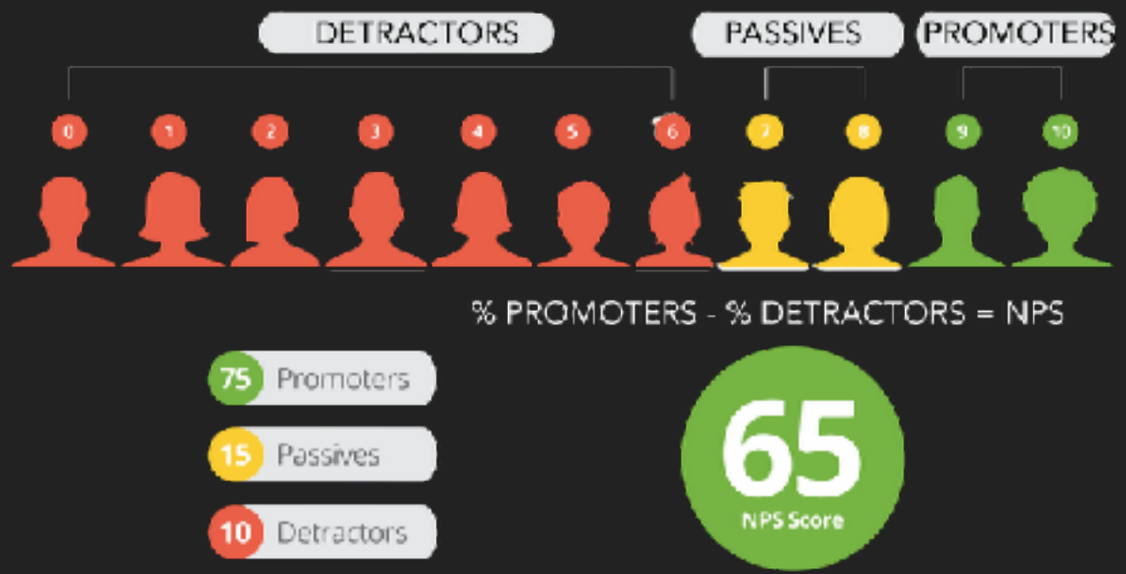
SOURCE: HEART OF THE CUSTOMER

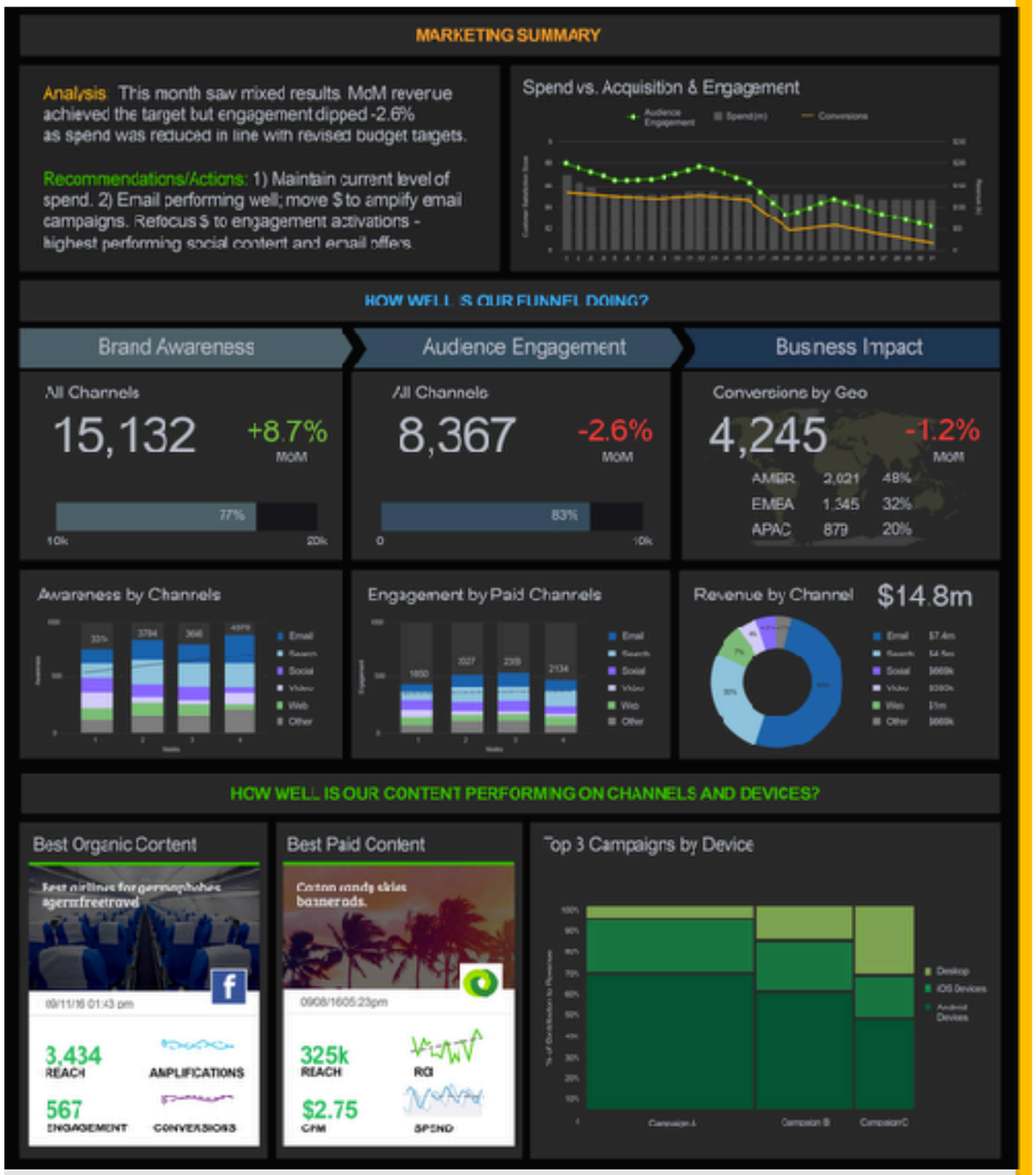
SET CX METRICS

1. NPS - NET PROMOTER SCORE



2. CSAT - CUSTOMER SATISFACTION
3. CES - CUSTOMER EFFORT SCORE
4. CUSTOMER CHURN RATE
5. 1ST RESPONSE & AVG HANDLING

DASHBOARDS: ONE STOP SHOP. SINGLE-VIEW FOR PERFORMANCE.



SOURCE: ORIGAMI LOGIC

5 SUPERSONIC CX.

AUGMENTED REALITY & BIOMETRIC CREDIT CARD TRANSACTIONS.

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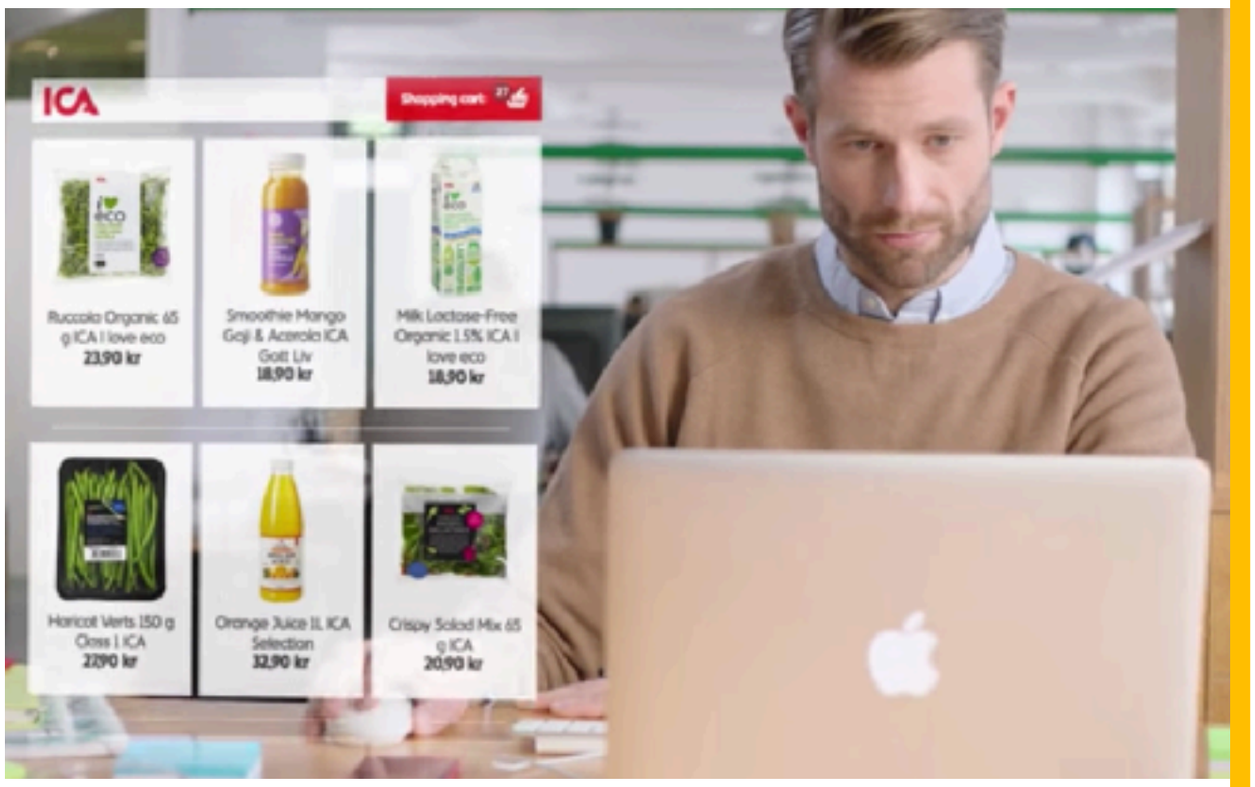
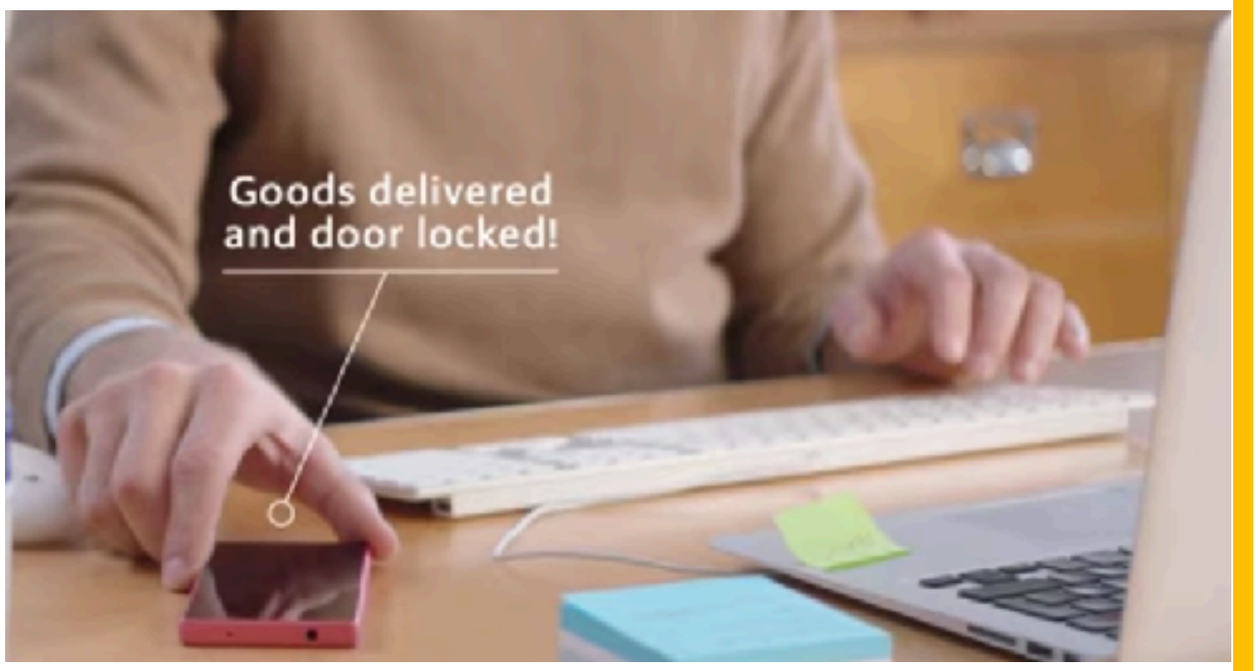
ORDER BURGERS INSIDE GAME.

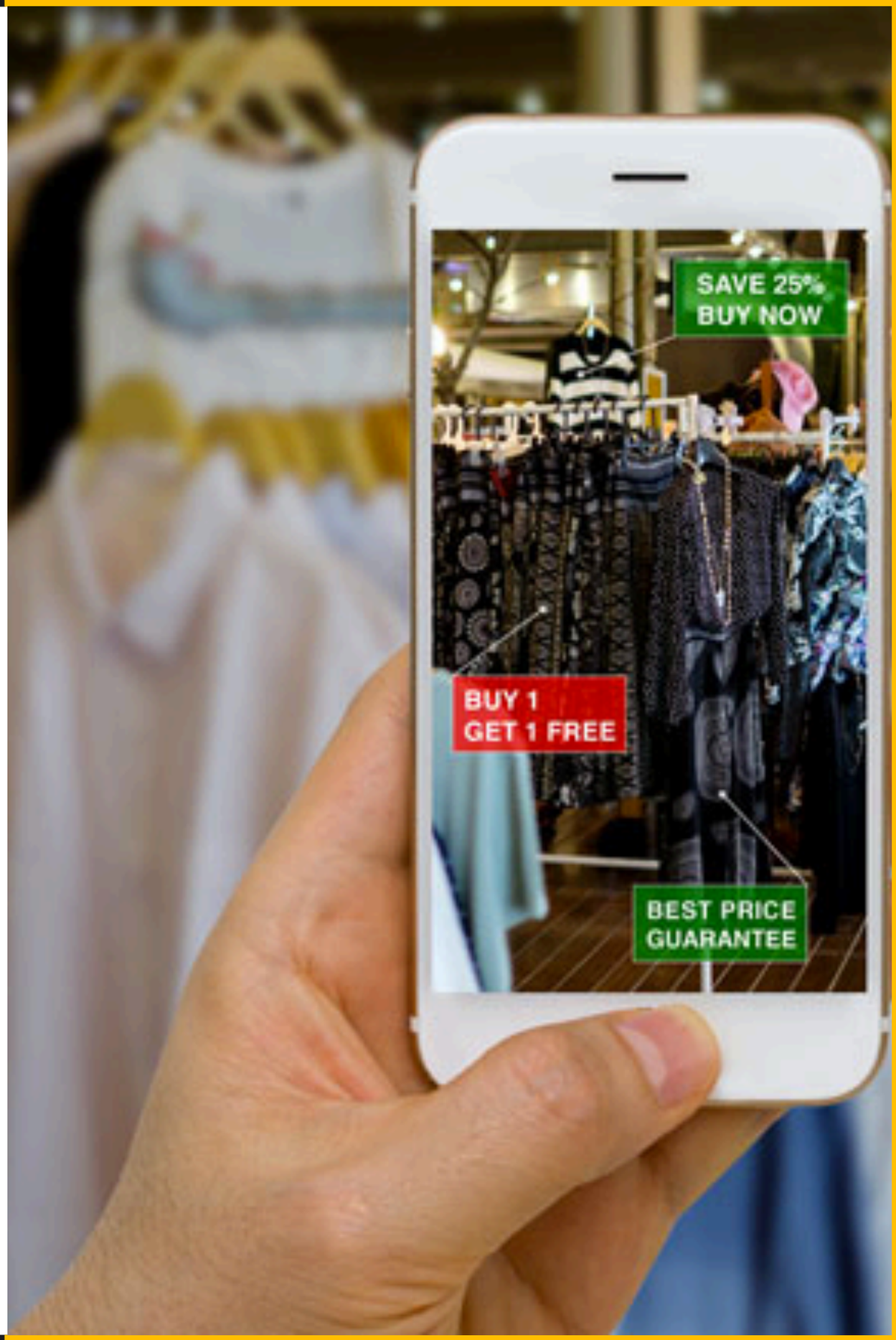
NEW ENTERTAINMENT EXPERIENCE.

IN-FRIDGE DELIVERY.





RETAIL IN-STORE
CX DISRUPTION.



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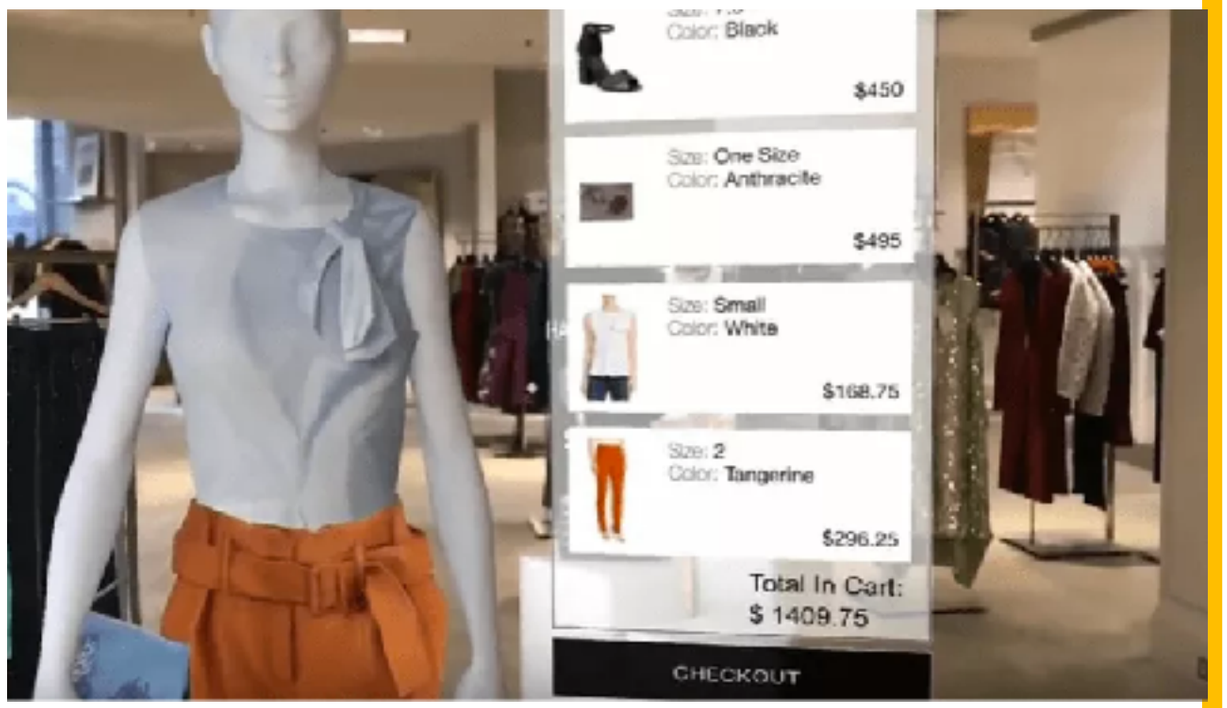

Thank you.

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