



INNOVATE 2018

Customer Conversations Made SMARTer

CCM and Marketing Tech: Working Together for the Customer

Jason Polson, SVP, Group Director and Head of Account Management with Digitas

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SMART
COMMUNICATIONS™

INNOVATE 2018

Customer Conversations Made SMARTer



Broken hearts
& broken brands.

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Avoid these things:

Stress
Salt
Alcohol
Smoking
Unhealthy eating
No exercise

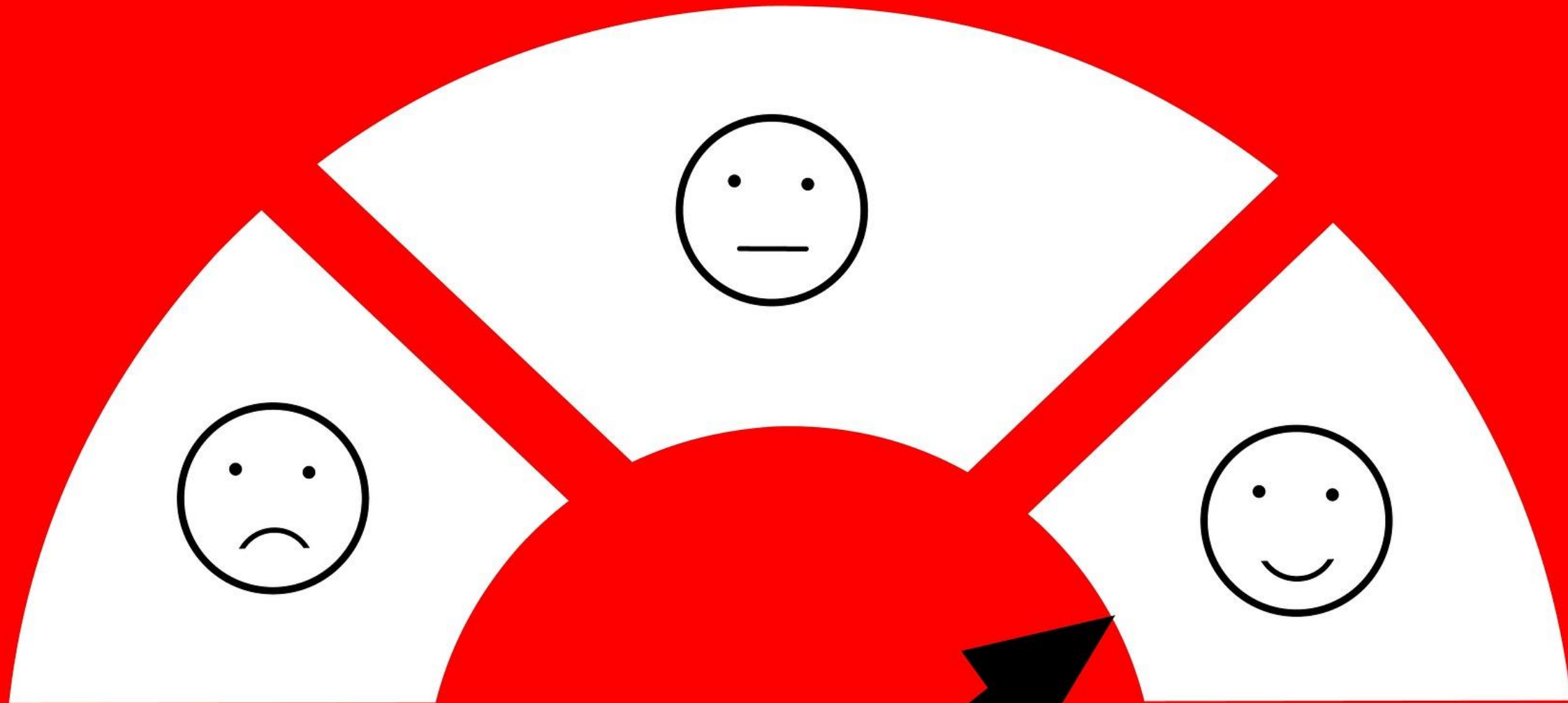


Complete dissatisfaction
Feeling stupid
Ripped off
Unappreciated
Ignored
Cheated
Unheard
Lost





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Problem #2
(Empathy)

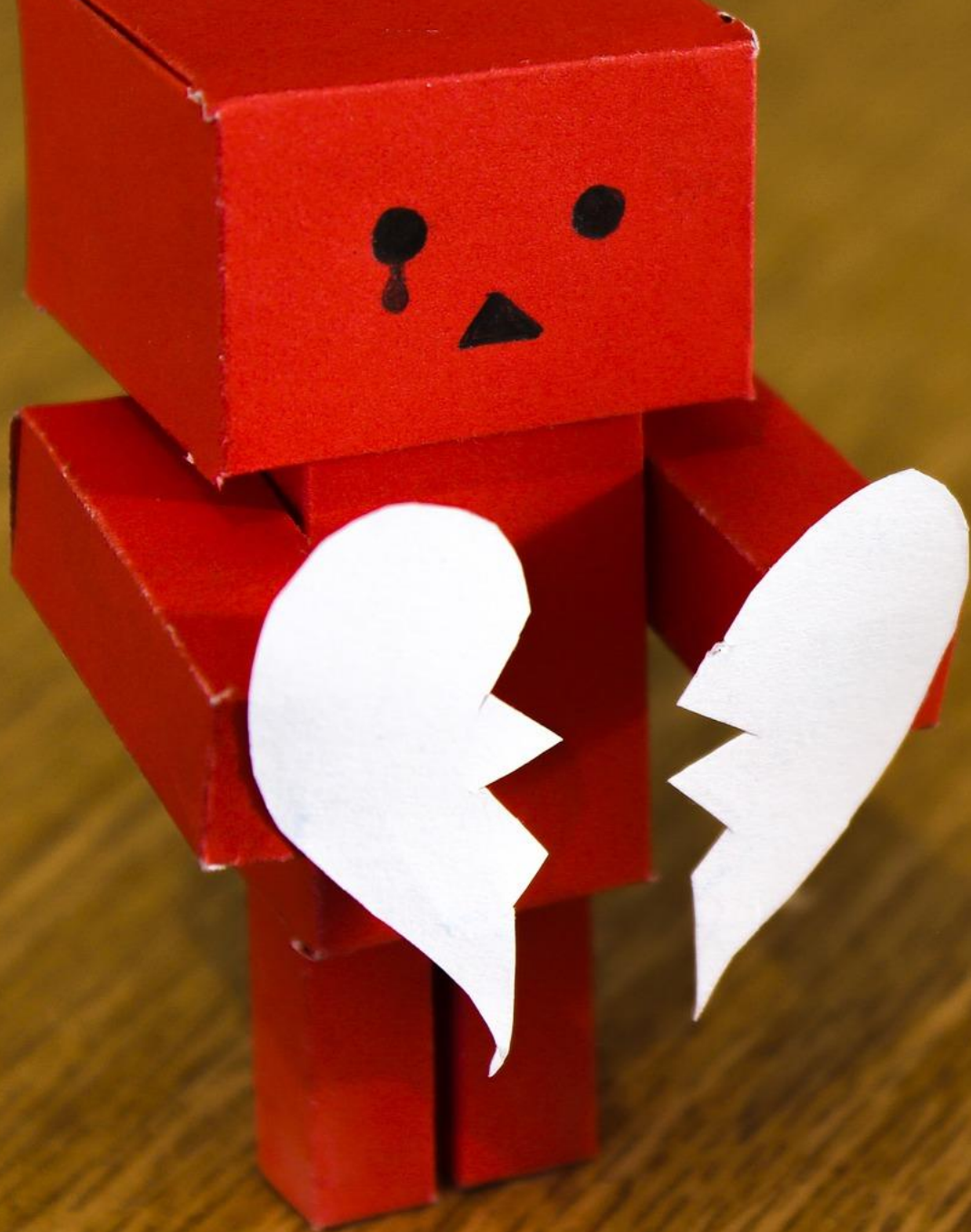
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Expectations  Reality = 140/80



Trust > Delivery = 160/90



Broken hearts
Broken brands



I know too much!

- there are solutions for all of this
- I've given brands enough data to have really informed and personalized dialogues
- all the right technologies exist and assume given the size of these businesses that they're being utilized
- you can analyze sentiment from call logs and determine why we all get annoyed and aggravated
- you can analyze digital and mobile experiences to determine where me and other humans hit brick walls



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STITCH FIX



Lemonade



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SONOS

insomnobot-3000

A friendly, easily distracted bot
designed to keep you company when you
just can't fall asleep.

Extra chatty between 11pm-5am.

Created by **Casper**



at&t



A woman with dark, curly hair is wearing a VR headset and smiling broadly, looking upwards. She is wearing a light-colored blazer over a dark top. The background is a soft, out-of-focus blue and white.

Do I really need to sell
the benefits of focus
and investment in CX?

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84%

positive business
impact in 2016.

99%

great profession to
be in

49%

increase in staffing

80%

more important for
their companies in
2017

Increase their spending

Increase their focus most on Web experiences
and customer insights and analysis



Firms that pull ahead will
reap huge rewards.

Add CX management experts to their C-Suite

Restructure to prioritize key customers

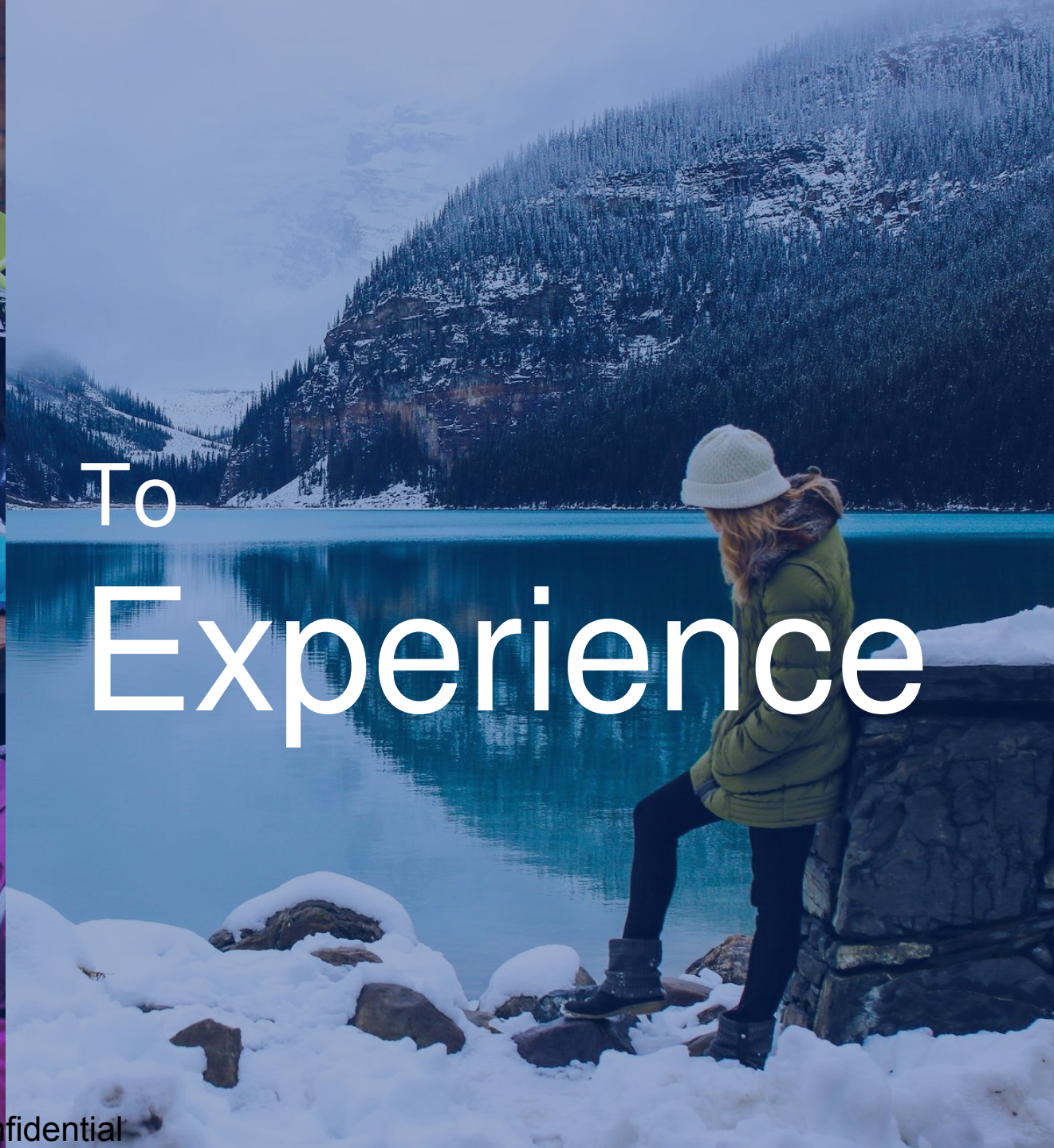
Make empathy the hottest job skill

Force an education revolution

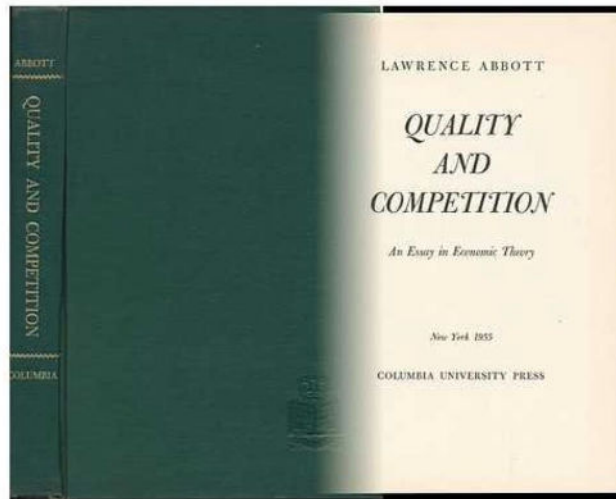
Transform the regulatory environment



From
Product



To
Experience



“What people really desire
are not products but
satisfying experiences.”

Abbott, 1955, *Quality and Competition* .



Source: Gartner



Brand

Prospect

Sales/Product/Acquisition

CRM/Marketing

Service

Product/Acquisition

Technology: AdTech + CCM + MarTech

Fuel: Data, Content, Audience Insights and Targeting



CX is emotive, it's about how your customer feels




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“A consumer who loves a brand will deepen the relationship and buy more, all without returning to the buy stage to consider alternatives.”

Augie Ray, Research Director, Gartner.



Broken hearts
Broken brands



Who's responsible?
Who owns CX?
Who dishes out...
the love?

Marketers can marshal toward love and trust.

Collaborate across the enterprise.

Orchestrate technologies to see a comprehensive view of their customer.

Implement governance mechanisms to unify experience efforts and metrics.

Promote an integrated view of the customer's experience across all capabilities and business units.

Concept around customer experience, then move on to how to deliver it.

They can't get stuck planning around what they think they can do with a particular tool...

Concept, then work out how to deliver

Customer	Really understand your customers' motivations and map their journey
Idea	Concept an experience
Data	Map all the points solutions, unifying data to create a 360 customer view
Content	Strategize content development and personalization capabilities
Audiences	Define audiences and trigger best actions and offers at right time, place, device, etc
Test and learn	Build an agile team to test and learn
Monitor and optimize	Monitor and optimize every portion of the experience
Innovate	Introduce new ideas and scenarios to continue to surprise and delight

A man with a beard and a yellow sticker that says "BE HAPPY" on his forehead is smiling and leaning back in his chair. He is wearing a white and grey striped shirt. In the background, there is a computer monitor displaying various images and a keyboard on a desk. The overall scene is an office environment.

People.

Culture has everything to do with great CX

Some consolidated wisdom

Customer

Know who your customer is!

See all problems as opportunities to delight customers - Delightful experiences can come from anywhere, so think way out of the box

Identify opportunities to engage with customers and build on that connection each time

Never let back stage come on-stage

Care about the details as the small wins build the entire experience

Don't make customers repeat themselves, or repeat processes

Make everything as easy as possible for the customer

Company

Minimize the social risk of your colleagues - make sure you get quick wins when starting a CX initiative (utilize ICE – Impact, Confidence, Ease)

Ensure the executive team owns customer experience, but everyone is on the front line

Make it tangible, and feel like a real project - Put your CX strategy down on paper so everyone knows what it is

Share the glory with the entire team - back to point one - let everyone revel and buy in to the next assignment

Hire people with a service mindset

People make the experience (not the product, price, policies, or procedures)

The experience your customer has is partly beyond your control

Data

It's worth investing in your Marketing, Servicing, CCM and CRM technologies - a foundation of data is the only way to discover problems en masse, ensure your communications are effective and sequenced, and you can deliver on any CX ideas you want to deliver

Enable and empower people to deliver on your CX strategy - give people the tools, technology, support and let them know it's ok to fail

Test, measure and learn! But focus on the metrics that matter to the customer, not just the metrics that matter to the organization.



Reduce:
Stress
Salt
Alcohol
Smoking
Unhealthy eating
Get exercise
Educate your colleagues







Truth.Connection.Wonder.

