



INNOVATE 2018

Customer Conversations Made SMARTer

The Conversation Cloud™ Framework, Custom Ecosystems and View of the Customer

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Digital Transformation is the New Normal

“Which of the following best describes your firm’s digital transformation?”



56%
Currently
underway



15%
Investigating



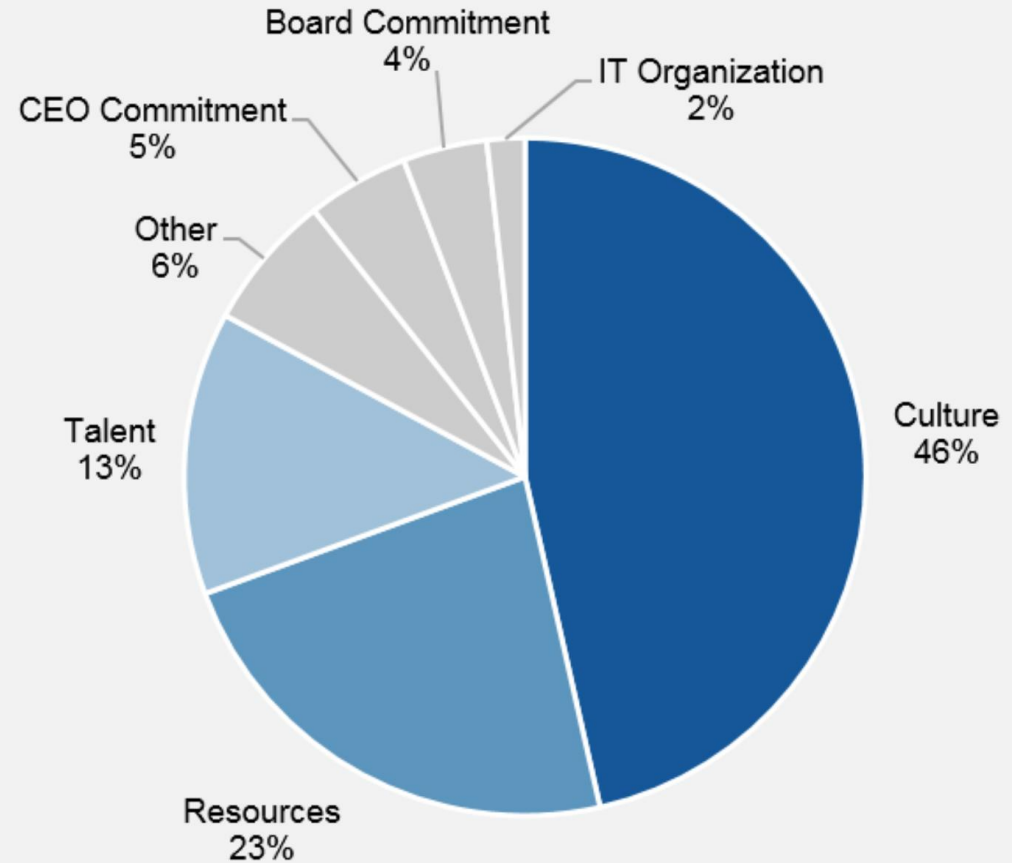
7%
Improving but
not transforming



21%
Completed

Source: Forrester - *The Sorry State Of Digital Transformation In 2018*

And Significant Barriers Remain



What do you think is your organization's biggest barrier to move from the initial phases of digital business transformation to scale?

Base: Respondents in the desire, designing or delivering stages, excludes DK, n = 2,208

ID: 340561

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Digital Transformation vs. Digital Optimisation

“75 percent of CIOs and their enterprises will fail to meet all their digital objectives in 2019”.

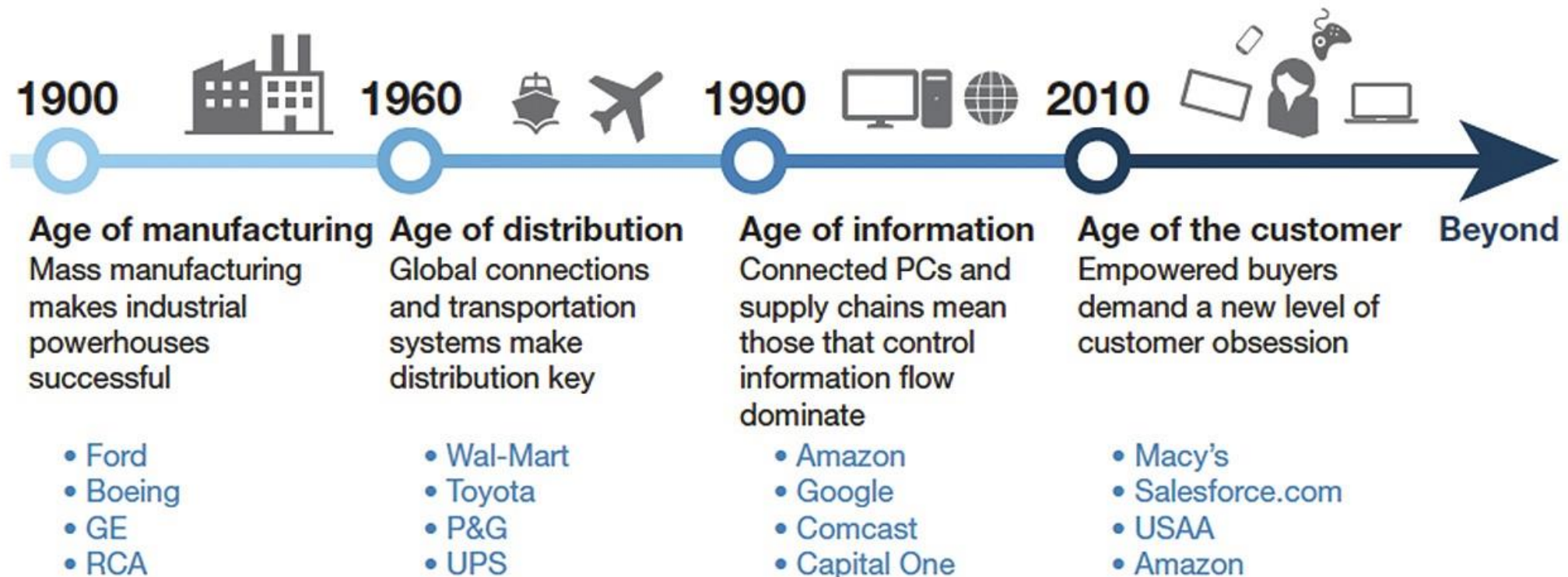
IDC



Today, customer centricity is paramount.

Welcome To.....The Age of the Customer

FIGURE 1: We Have Entered the Age of the Customer





Best of Breed Technology Adoption

Organisations are adopting and implementing best of breed technologies, rather than relying on single all-in-one platforms.



Custom Ecosystem Development

No two organisations are the same. Custom ecosystems have evolved that require connectivity.



Holistic Customer Lifecycle Management

A renewed focus at looking at the entire customer lifecycle, specifically as it relates to customer communications.

Best of Breed vs. All In One Solution



Typical Ecosystem

Sales & Marketing Systems

Business Support Systems / Operational Support Systems

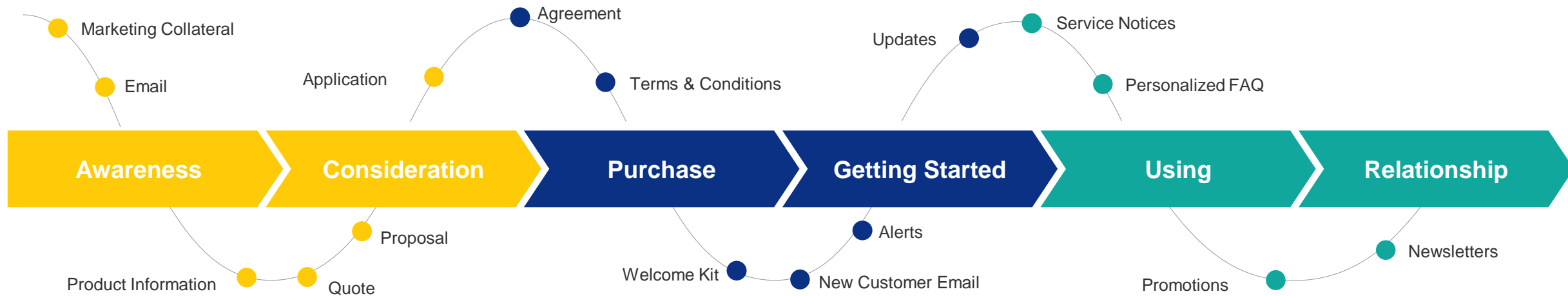


Customer Communications Lifecycle

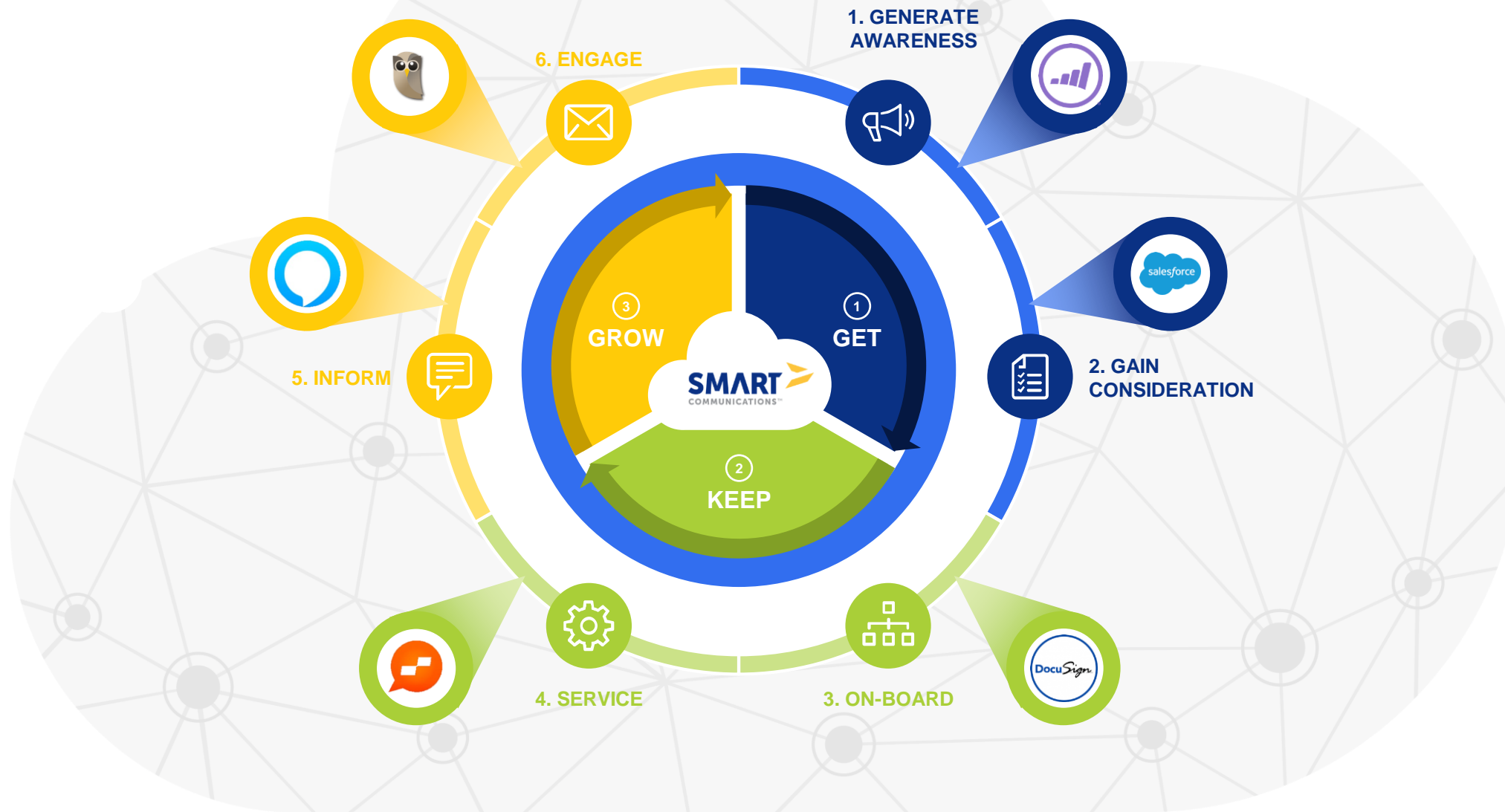
Acquisition

Onboarding

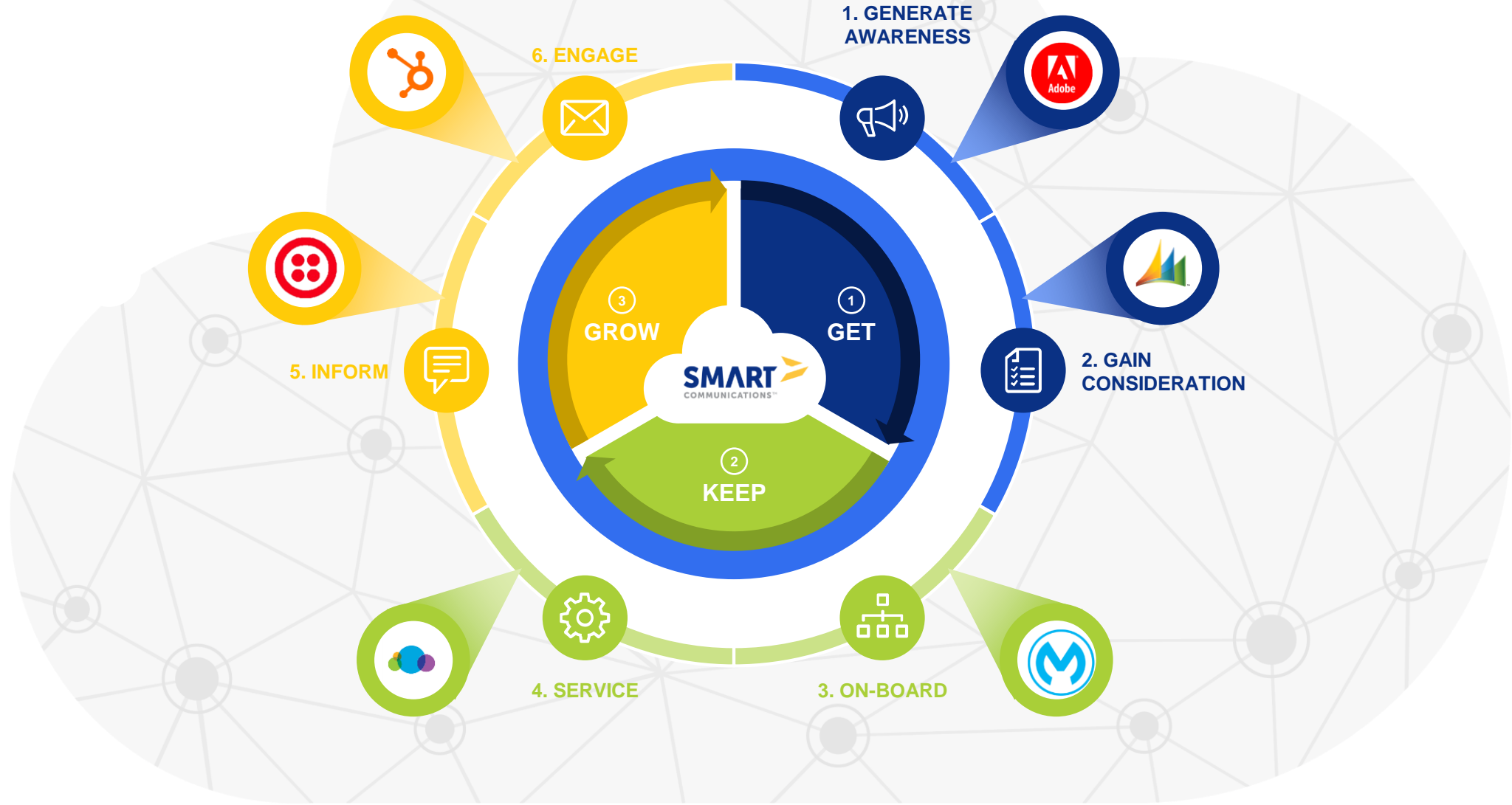
Servicing & Growth



Individualised Customer Communication Ecosystems



No Two Ecosystems are the Same

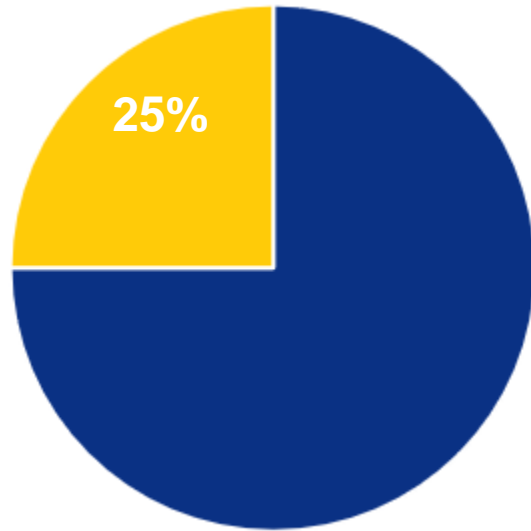


32%

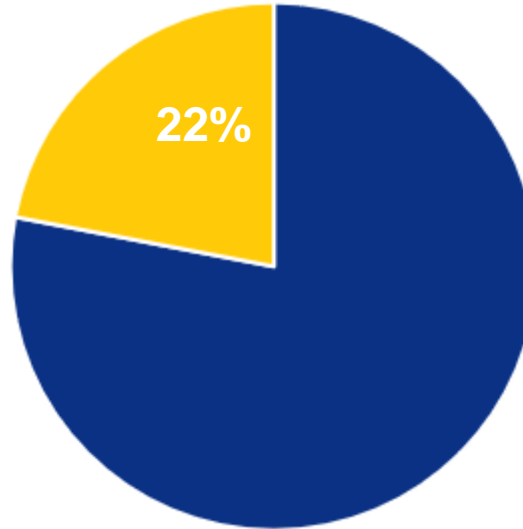
of UK consumers say not considering recent interactions would be a deciding factor in making a switch.

Room for Improvement

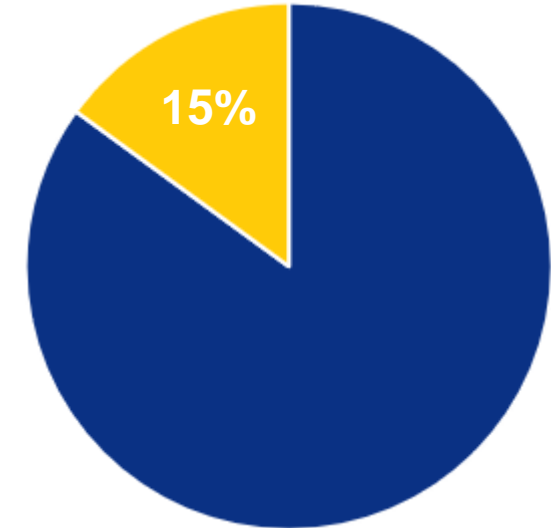
Consumers listing “Considers Recent Interactions” as something businesses are doing well.



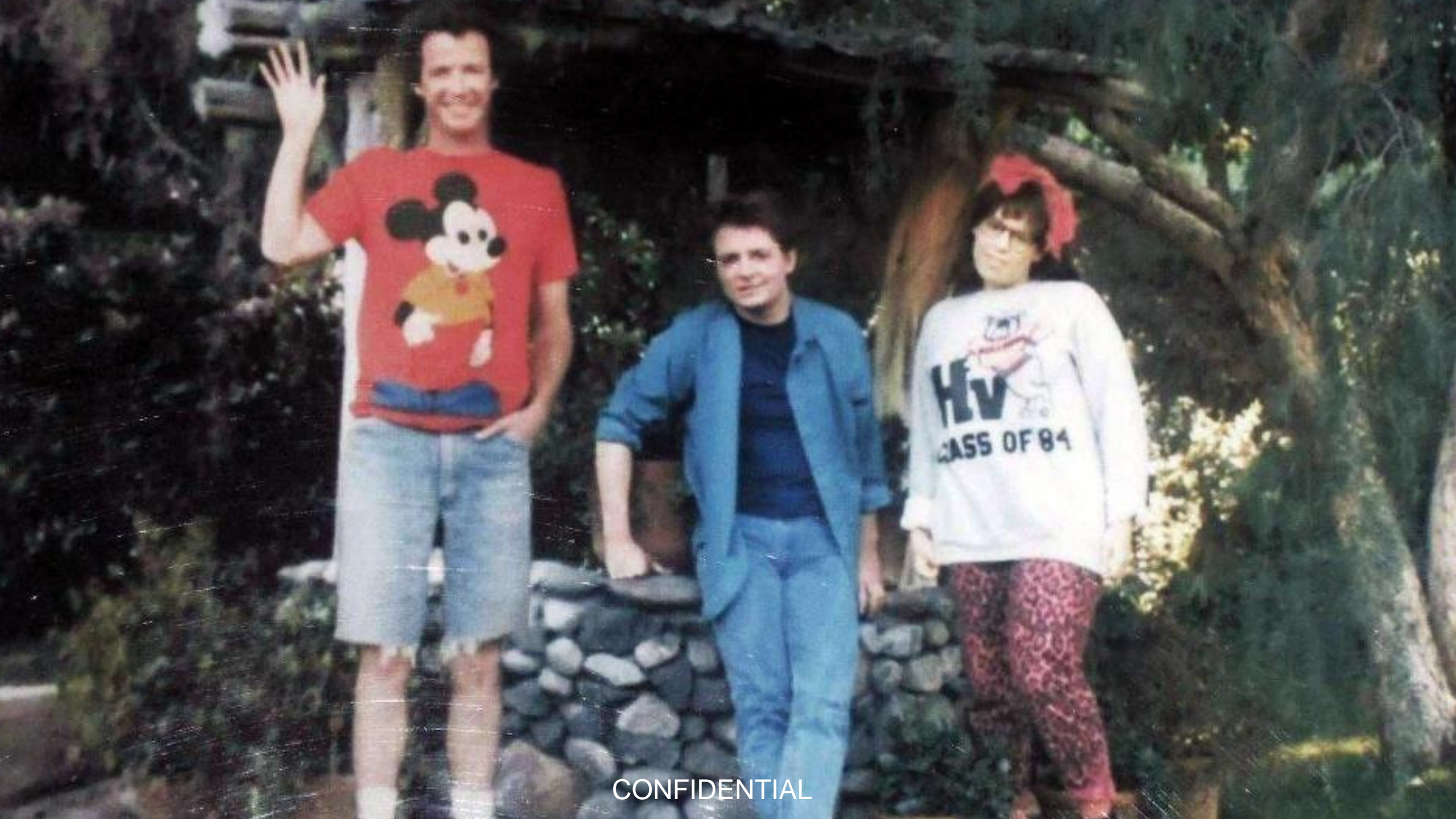
Financial Services



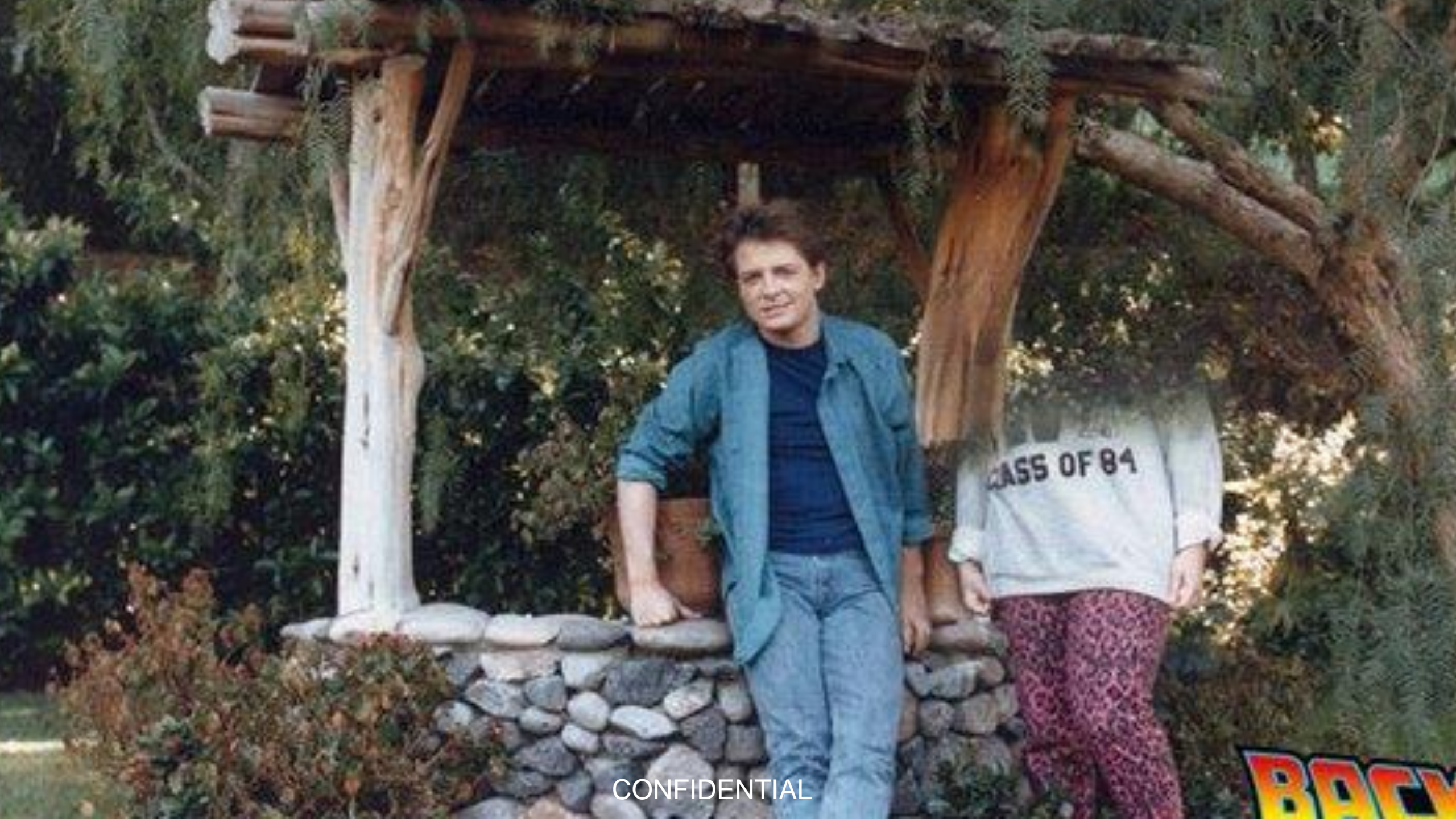
Insurance



Healthcare



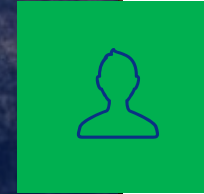
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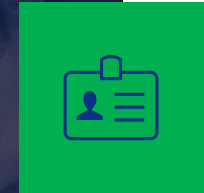
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BACK

Conversation History



Listens and Stores



Tags Actioned External Events

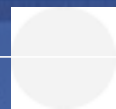


Analyses Events During Content Assembly



Aggregates Insights

Conversation History Example



**Welcome Kit
Sent via
SMS**

**No Response
After 48
Hours**

**Next
Communication
Readied**

**Conversation
History Polled**

**Reminder
SMS Sent
With Original
Welcome Kit**

**Customer
Engages**

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08:15

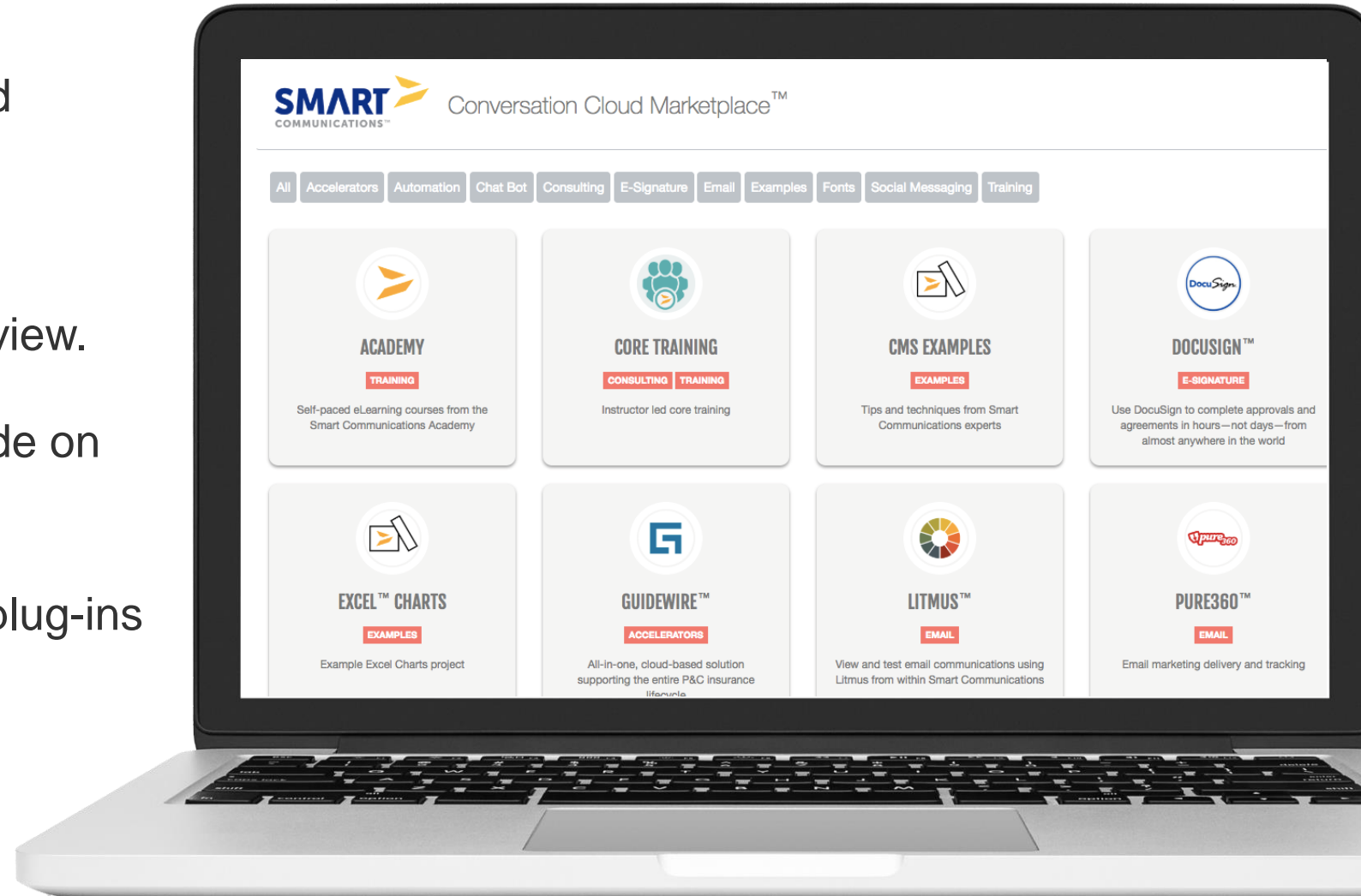
Conversation Cloud Marketplace

Explore validated plug-ins and verified accelerators.

Detailed listings highlighting minimum requirements and a functionality overview.

Each listing offers a demo project guide on how to implement the offering.

Showcasing internal and partner-led plug-ins to extend the value of Smart Communications.



The Conversation Cloud Framework

- 1 Improve Business Agility
- 2 Optimise Existing Investments
- 3 Future-Proof Technology Investment
- 4 Improve Contextual Conversations w/ Customers



Next Steps

- Inventory the communications touch points at different stages of the customer lifecycle.
- Understand the technologies that your currently using to engage with your customers.
- Explore important customer interactions and integrate back into Smart Communications.
- Participate in a digital maturity benchmark engagement.





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