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Data Experience:
Game changer to elevate CX

How to use data & analytics to maximise the value of customer experience management

APRIL 2021

85%

of CMOs don't think their organizations are doing enough to **own the end-to-end customer experience**

Why the human experience matters

Brands who acknowledge this and do something about it see real business results...

15x
RECOMMENDATIONS

When people have a positive experience with a brand

140%
MORE REVENUE

From customers who have the best experiences vs. worst experiences with a brand

5
YEARS

Greater loyalty from customers having positive brand experiences

33%
REDUCED COST TO SERVE
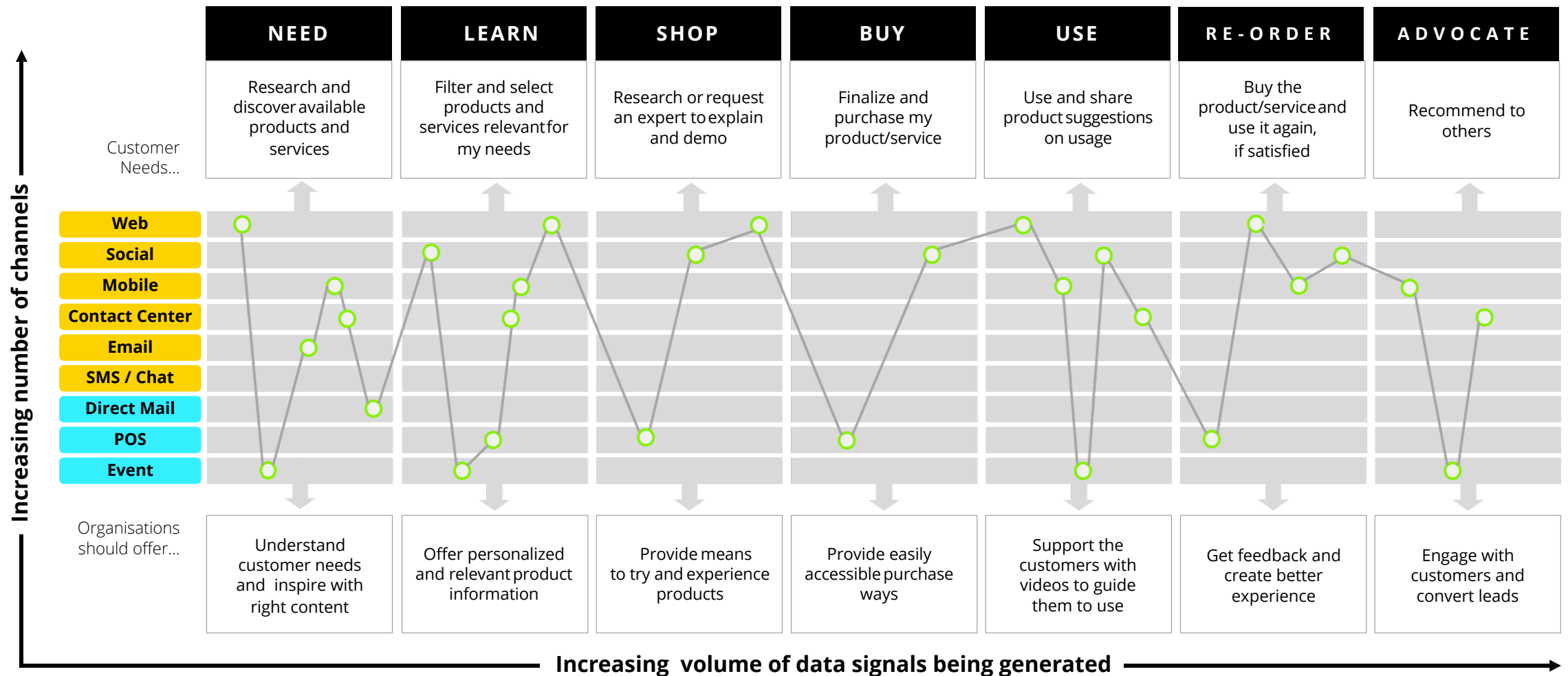
By providing a consistently positive brand experience

52%
HIGHER CUSTOMER VALUE

Of emotionally connected consumers vs. consumers who were highly satisfied, but not emotionally connected

Internal use only.

Brands have many opportunities to elevate the experience

The number of channels to engage customers and the of amount of data signals being generated continues to increase

	NEED	LEARN	SHOP	BUY	USE	RE-ORDER	ADVOCATE
Customer Needs...	Research and discover available products and services	Filter and select products and services relevant for my needs	Research or request an expert to explain and demo	Finalize and purchase my product/service	Use and share product suggestions on usage	Buy the product/service and use it again, if satisfied	Recommend to others

Increasing number of channels

- Web
- Social
- Mobile
- Contact Center
- Email
- SMS / Chat
- Direct Mail
- POS
- Event

Organisations should offer...	Understand customer needs and inspire with right content	Offer personalized and relevant product information	Provide means to try and experience products	Provide easily accessible purchase ways	Support the customers with videos to guide them to use	Get feedback and create better experience	Engage with customers and convert leads

Increasing volume of data signals being generated

Brands are struggling to personalize the human experience due to multiple data challenges…

1. **Disjointed** and broken customer **experience journeys**

2. Lack of **interoperability of data** due to siloed data, systems, and teams

3. Inability to associate and **demonstrate** measurable ROI

No clear data strategy around 1P and 3P data

Unsure of w**hat customer data technologies to buy, build,** or borrow

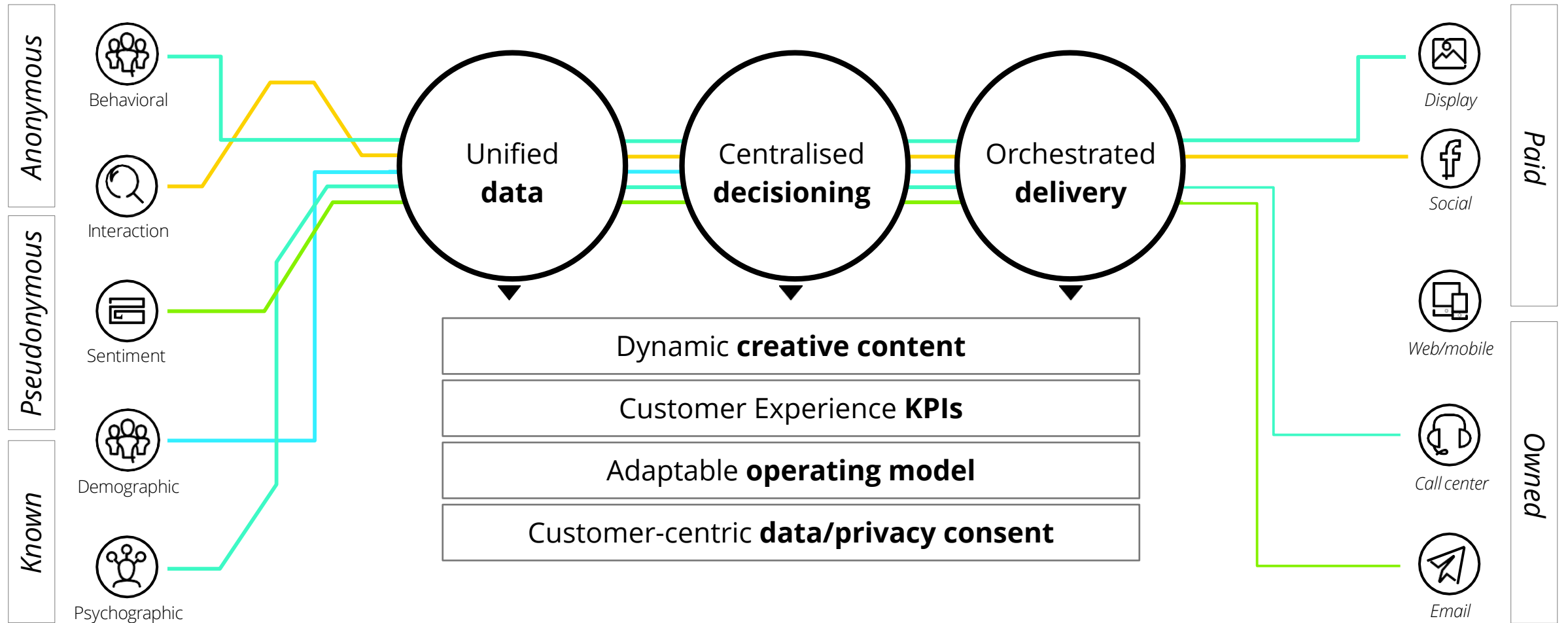**No agreed** upon definition of **Identity Resolution**

Unclear who owns data privacy and what is required to be compliant

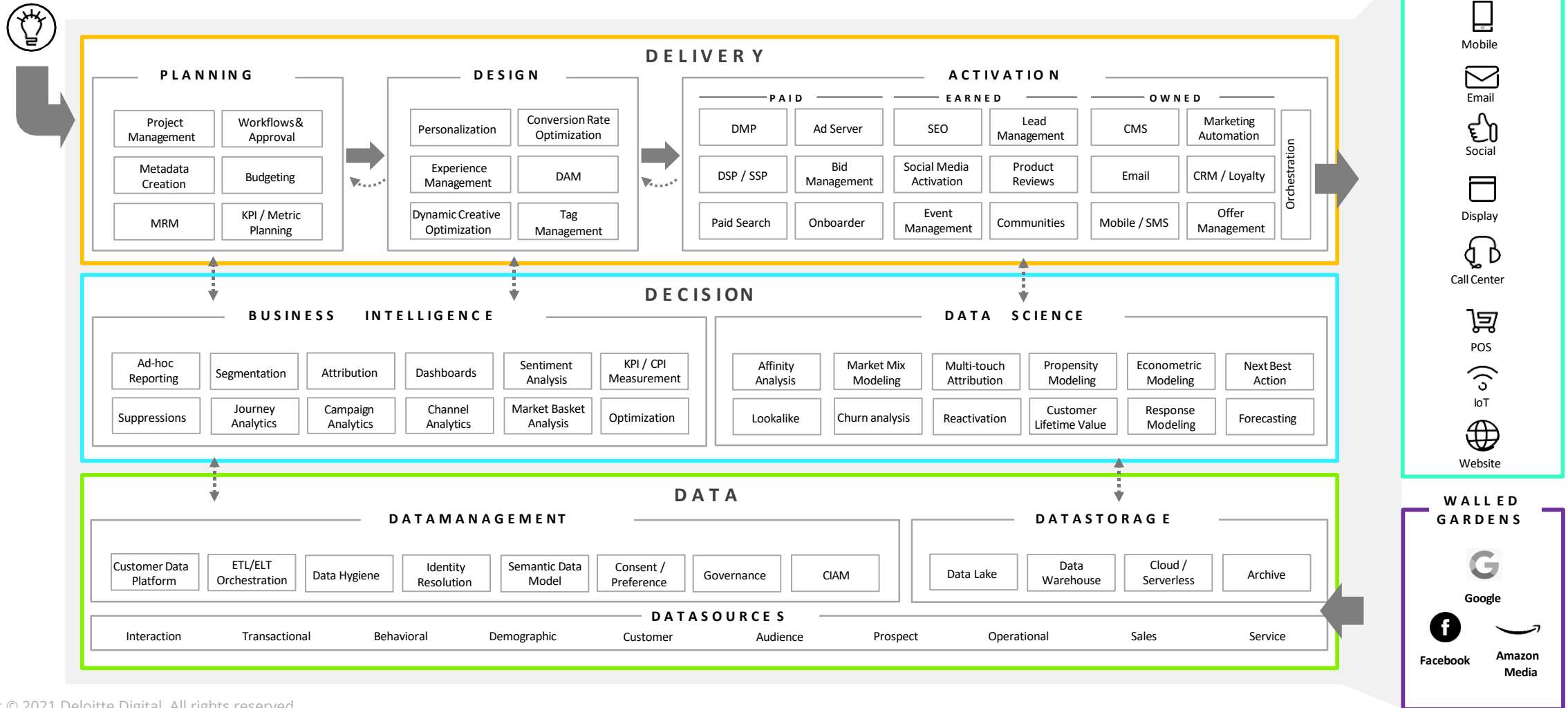**Teams not organized** to operationalize the data **cross-functionally**

The best are taking a new transformative approach

Brands are looking to build end-to-end customer engagement systems that integrate data, decisioning, and delivery platforms that are fully operationalized.

Anonymous
- Behavioral
- Interaction

Pseudonymous
- Sentiment

Known
- Demographic
- Psychographic

Unified data

Centralised decisioning

Orchestrated delivery

Dynamic **creative content**

Customer Experience **KPIs**

Adaptable **operating model**

Customer-centric **data/privacy consent**

Paid
- Display
- Social

Owned
- Web/mobile
- Call center
- Email

...in order to enable the broader CX ecosystem

Intelligent dynamic ingestion, frictionless data readiness, cross-stack decisioning and experience orchestration

DELIVERY

PLANNING

Project Management	Workflows & Approval
Metadata Creation	Budgeting
MRM	KPI / Metric Planning

DESIGN

Personalization	Conversion Rate Optimization
Experience Management	DAM
Dynamic Creative Optimization	Tag Management

ACTIVATION

PAID		EARNED		OWNED	
DMP	Ad Server	SEO	Lead Management	CMS	Marketing Automation
DSP / SSP	Bid Management	Social Media Activation	Product Reviews	Email	CRM / Loyalty
Paid Search	Onboarder	Event Management	Communities	Mobile / SMS	Offer Management

Orchestration

DECISION

BUSINESS INTELLIGENCE

Ad-hoc Reporting	Segmentation	Attribution	Dashboards	Sentiment Analysis	KPI / CPI Measurement
Suppressions	Journey Analytics	Campaign Analytics	Channel Analytics	Market Basket Analysis	Optimization

DATA SCIENCE

Affinity Analysis	Market Mix Modeling	Multi-touch Attribution	Propensity Modeling	Econometric Modeling	Next Best Action
Lookalike	Churn analysis	Reactivation	Customer Lifetime Value	Response Modeling	Forecasting

DATA

DATA MANAGEMENT

Customer Data Platform	ETL/ELT Orchestration	Data Hygiene	Identity Resolution	Semantic Data Model	Consent / Preference	Governance	CIAM

DATA STORAGE

Data Lake	Data Warehouse	Cloud / Serverless	Archive

DATA SOURCES

Interaction	Transactional	Behavioral	Demographic	Customer	Audience	Prospect	Operational	Sales	Service

EXPERIENCE CHANNELS

- Mobile
- Email
- Social
- Display
- Call Center
- POS
- IoT
- Website

WALLED GARDENS

- Google
- Facebook
- Amazon Media

Our approach empowers brands to deliver hyper-personalized CX

Our Experience Management's approach is designed to empower brands to deliver hyper-personalized interactions at every moment of engagement and it starts and ends with the customer.

GUIDING PRINCIPLES

1 CUSTOMER AT THE CORE

We put the customer at the center of every design decision, anchoring on use cases first and foremost.

2 OWN YOUR DATA

We believe the organization should have full control and access to their valuable 1P data and enriched 3P data

3 CLOSED-LOOP INSIGHTS

We believe insights need to be actionable and it requires closed loop measurement in order to calibrate against outcomes.

4 AGILITY & SCALABILITY

We believe that the solutions must be designed with agility and change in mind and the ability to scale in a sustainable way.

5 AUTOMATE EVERYTHING

We believe the the speed, velocity, and complexity required to deliver great experiences demands automation and an AI/ML lens.

6 PRIVACY BY DESIGN

We believe trust is a critical part of the equation and we design for privacy at every step ensuring that the customer is protected.

The proof? In the pudding

Brands who do it right generate positive business impacts

CONSUMER GOODS

Reduced complexity of 1700 customer data tables down to a simplified core layer of 8 logical tables

RETAIL

Delivered $11M in operational savings recognized by standing up the customer data hub

GLOBAL MEDIA

Aggregated 7TB of consumer data into actionable analytics and business intelligence across streaming apps.

SPORTS ORGANISATION

Delivered 136% overall campaign uplift, doubling of conversion rates and a 75% increase in clicks

RETAIL

Increased sales by $7M in one market and improved email open rates 4X

WIRELESS PROVIDER

Executed 200%+ return on investment over original business case

FINANCIAL SERVICES

Reduced journey lifetime cycle by 50% from 8 to 4 weeks, and 20% reduction in data and creative discrepancies

RETAIL

Reduced campaign execution turnaround time from 1-2 months, down to 1-2 weeks

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Thank you.