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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

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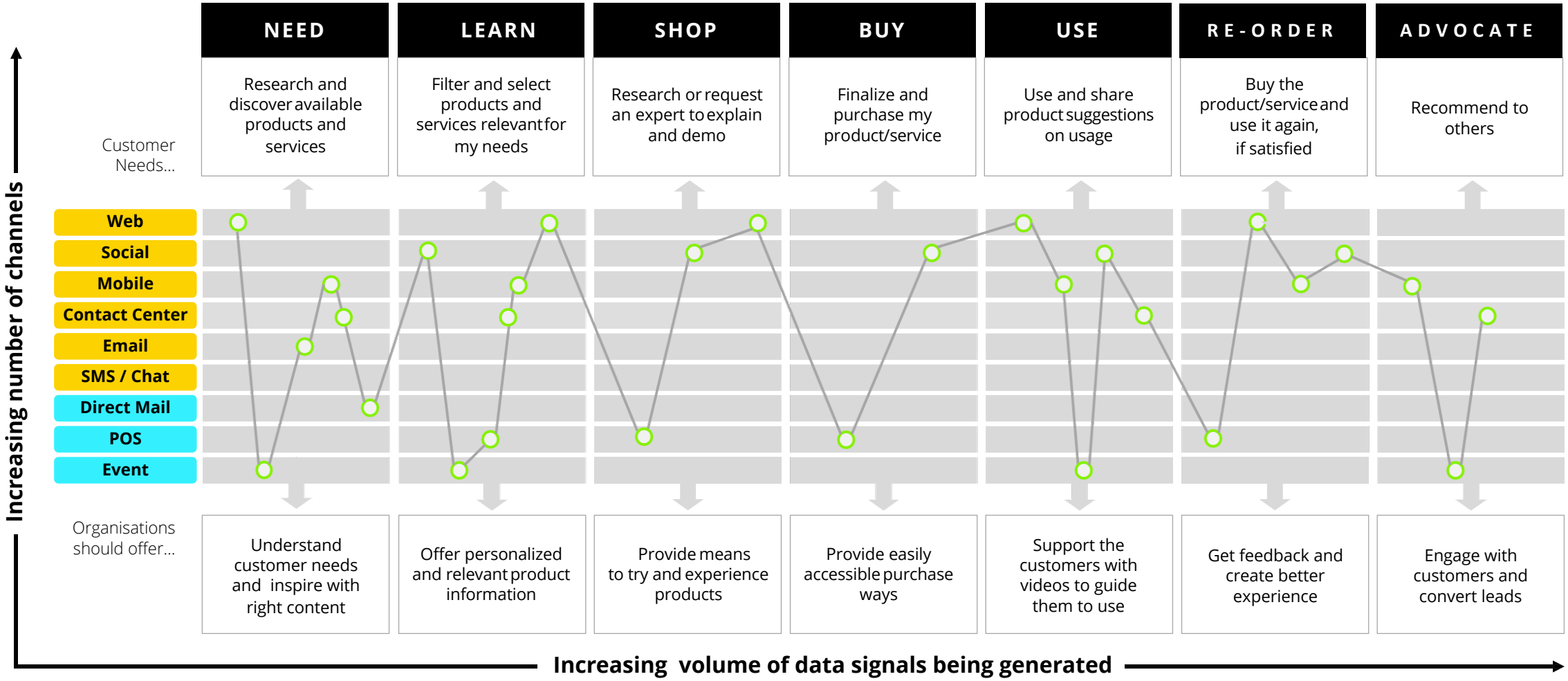
Brands have many opportunities to elevate the experience

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



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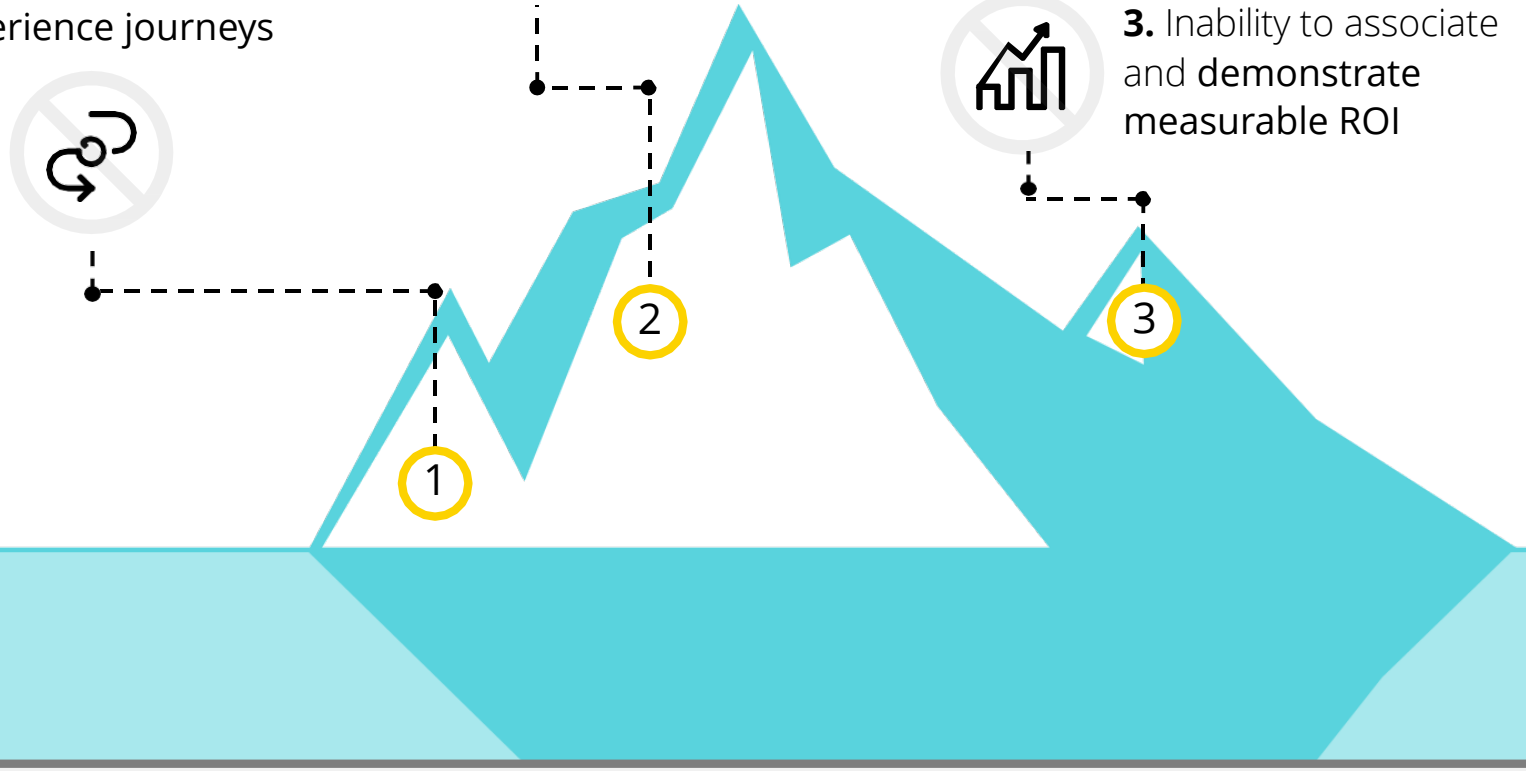
Brands are struggling to personalize the human experience due to multiple data challenges…

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 **what 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**

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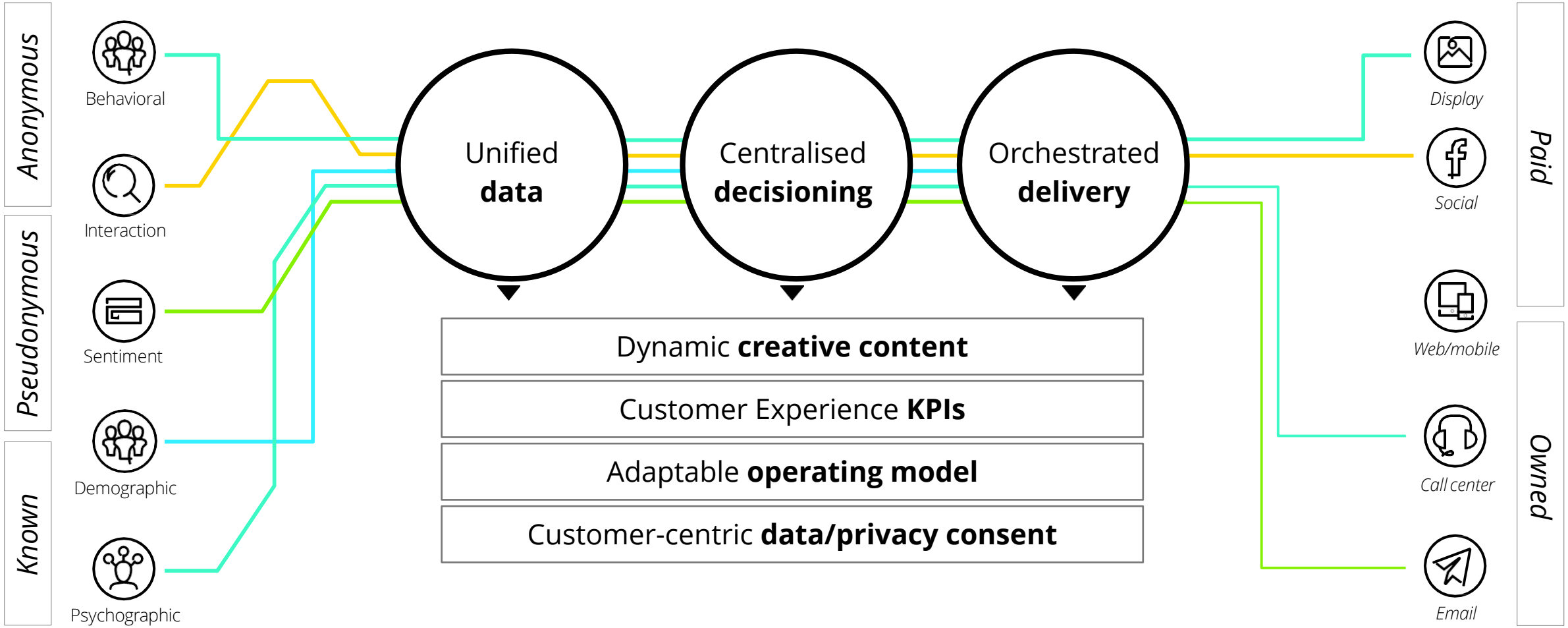
The best are taking a new transformative approach

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



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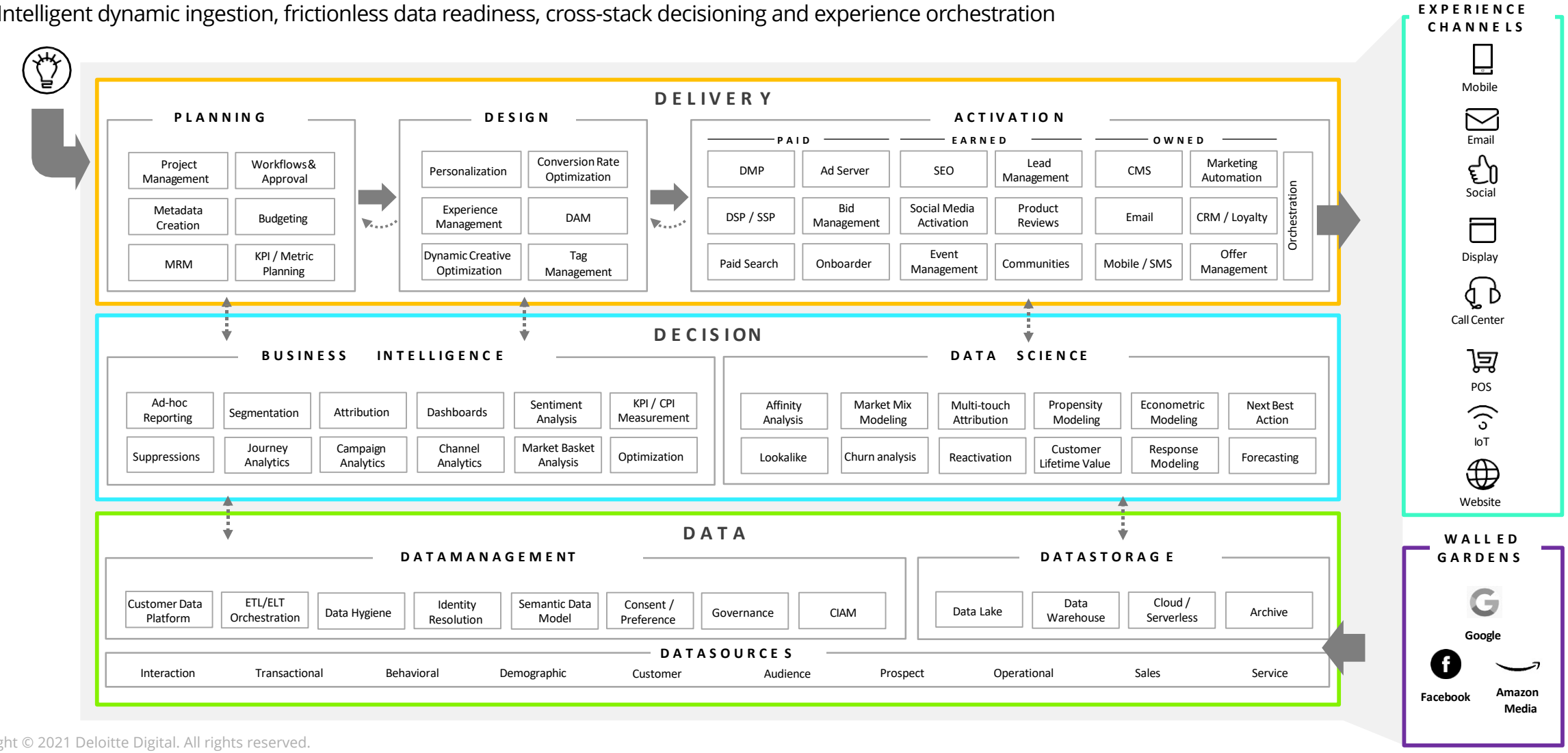
...in order to enable the broader CX ecosystem

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



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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.

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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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