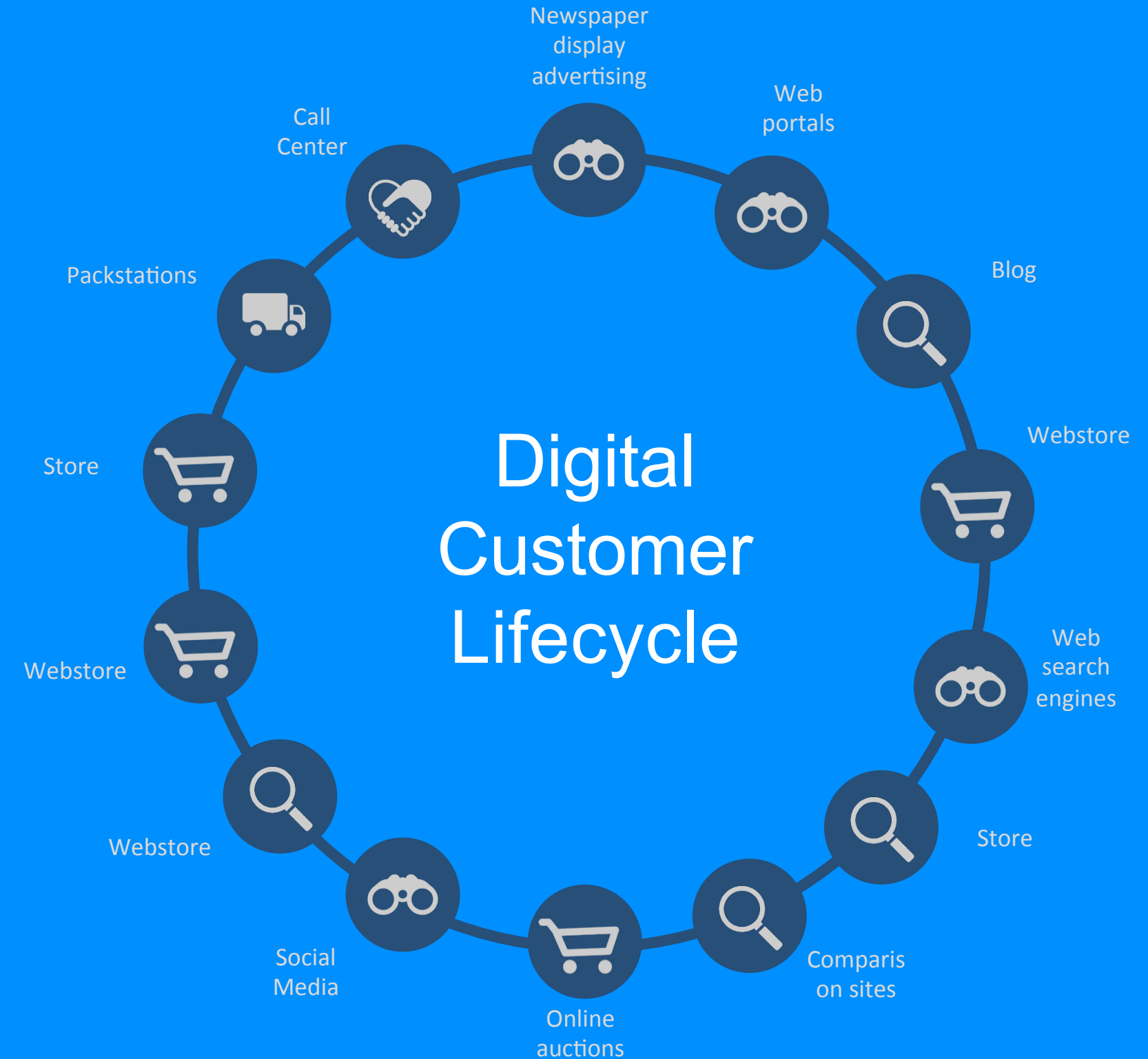


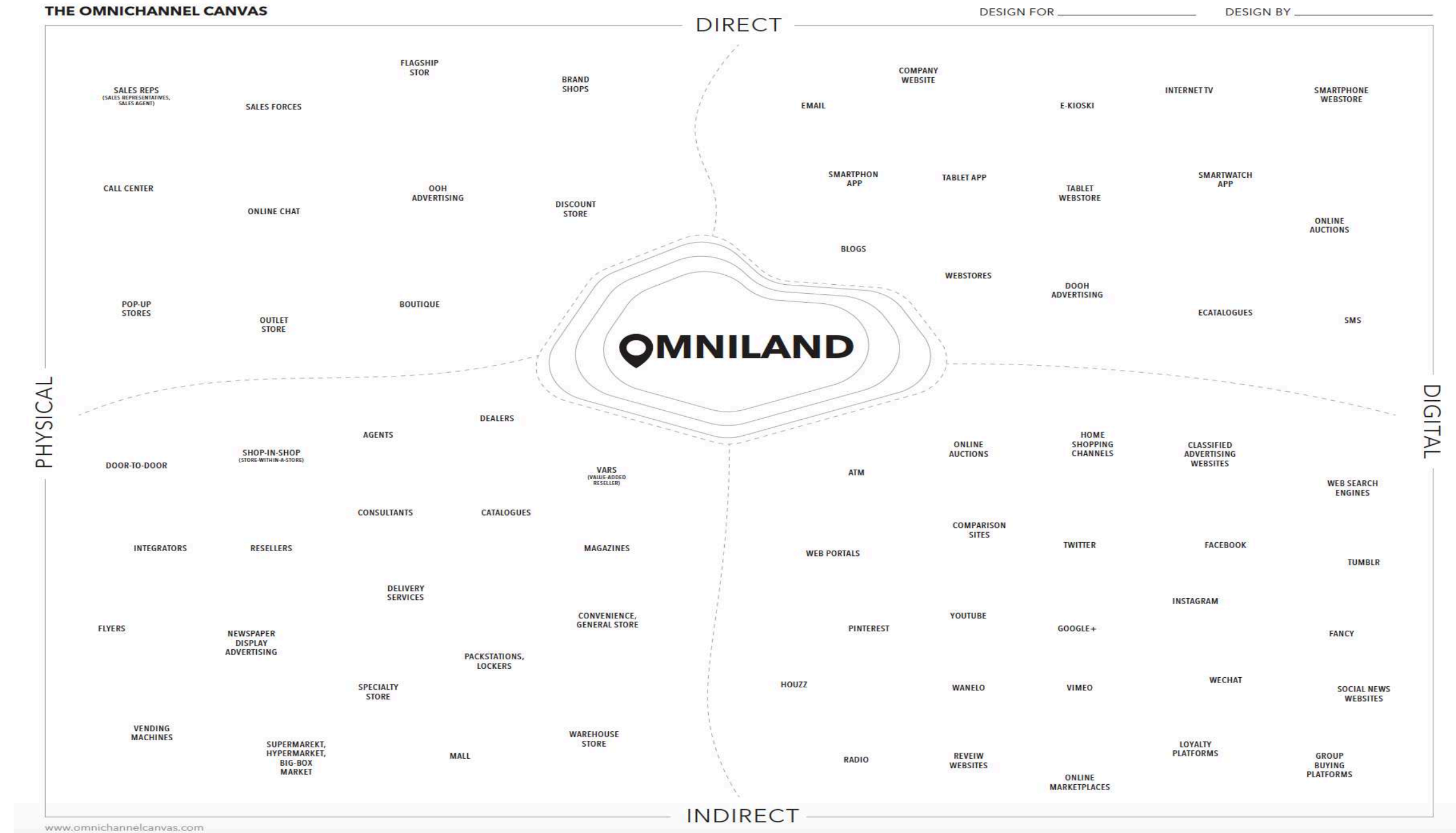


Omnichannel Customer Experience

The number of Touch Points grows, it is increasingly difficult to ensure consistency of customer communication



- We have developed OmniLand audit
- It juxtaposes customer needs with the capabilities of an organization
- It aims to find Omnichannel Gaps - places where customers are not satisfied with the service



Business Goals

- Define key business objectives
- Define critical constraints
- Define your audience
- Define your products
- Define your channels (work shop)

Channel Audit

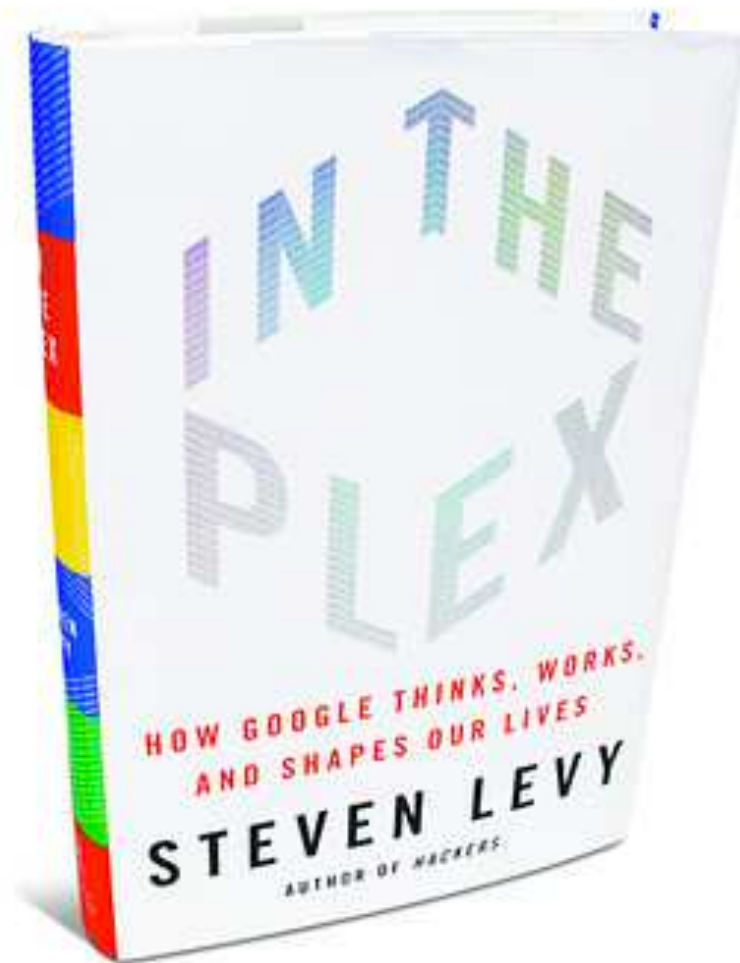
- Competitor analysis
- Analytics review, surveys
- Benchmarking and trend analysis, industry reports etc.
- Contextual enquiry, User research
- Definition of user profiles (personas)
- Definition of user scenarios
- Channels analysis and audit

Recommendation

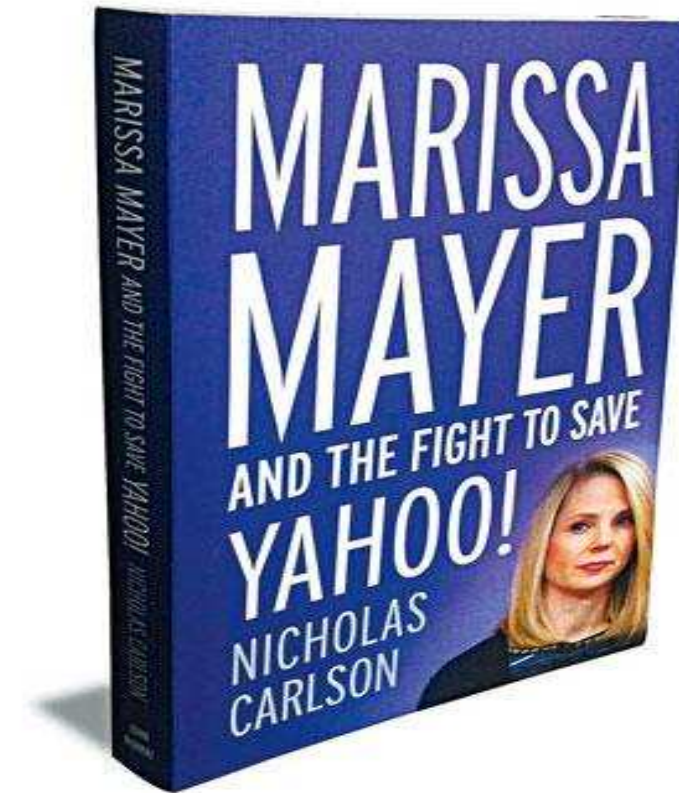
- Creative sessions, ideas generation
- Channels recommendation
- KPI recommendation
- Creating paper prototypes
- Creating digital prototypes

The future of Customer Experience

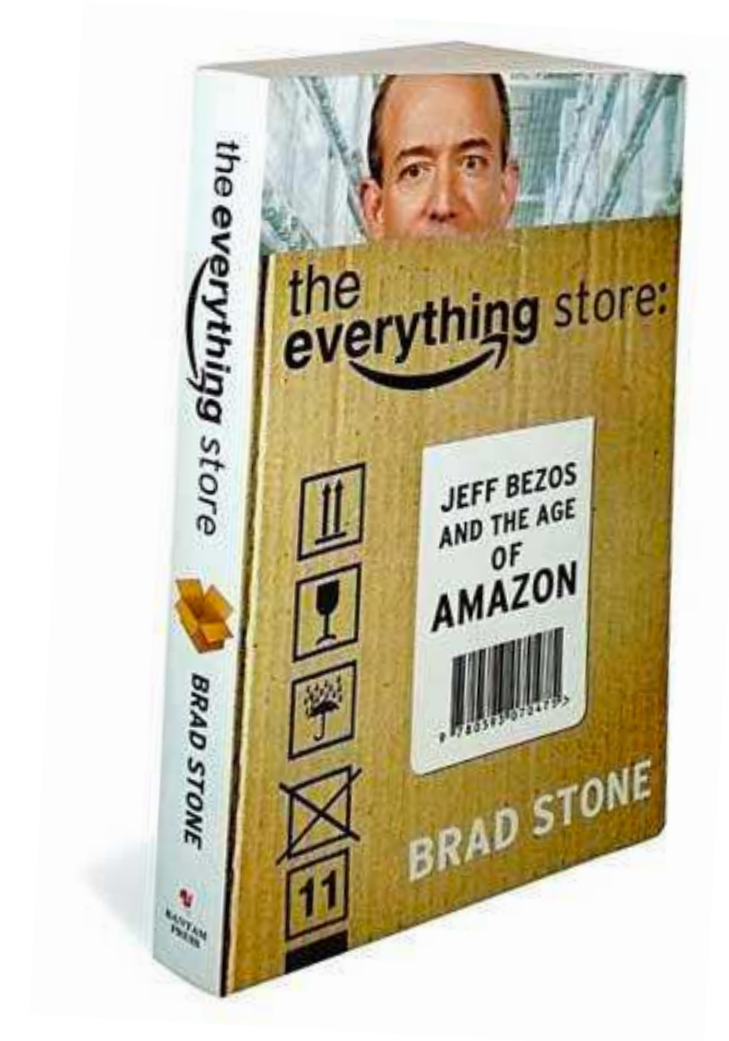




Marissa Mayer: Google designs should look like computer generated. This is what customers expect from Google.



Jeff Bezos: The ideal Amazon home page has only one product - the one you are about to buy.



Companies such as Amazon, Facebook, Google, Apple already know that the future of user experience is automated interface creation depending on customer needs.

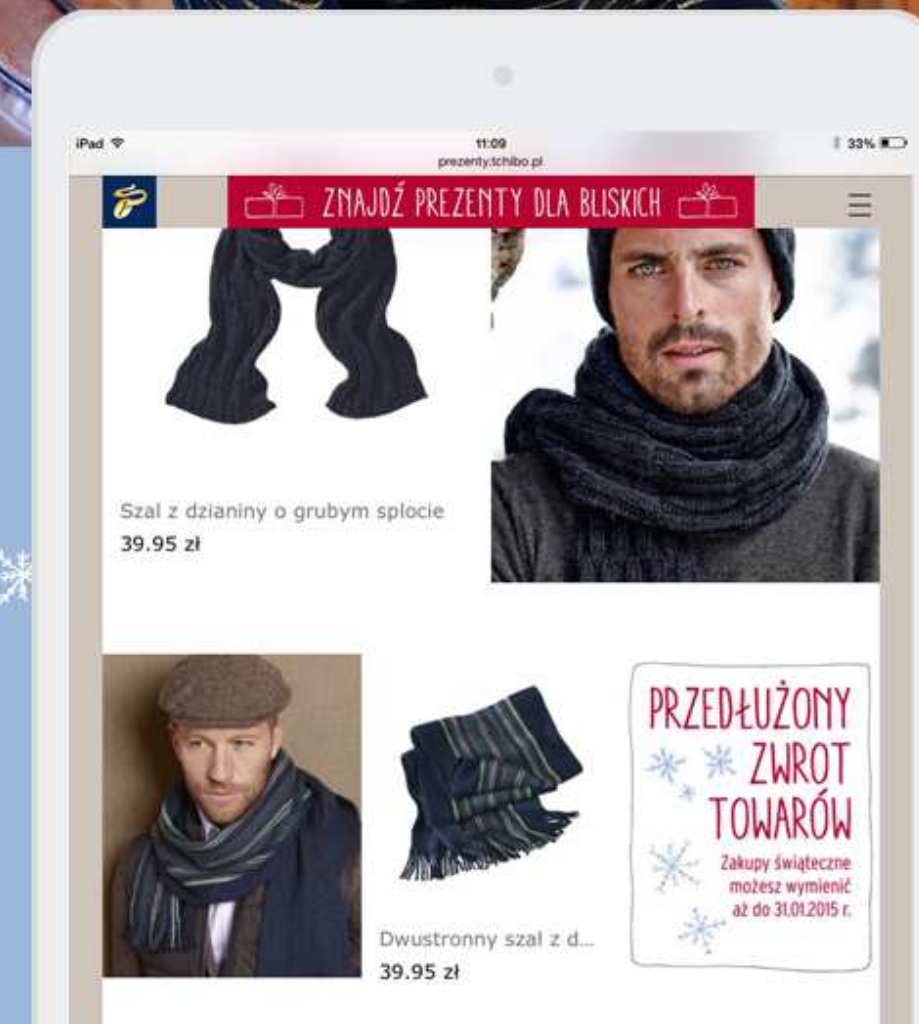
Case Study: Tchibo

data feed

In the project for Tchibo we used AI to generate interactive magazine layout.

It took into account the availability of promotional products at a time and its location in retail store most frequently visited by that customer.

The number of promotional products varied for every customer. The layout was created dynamically depending on the number of products.

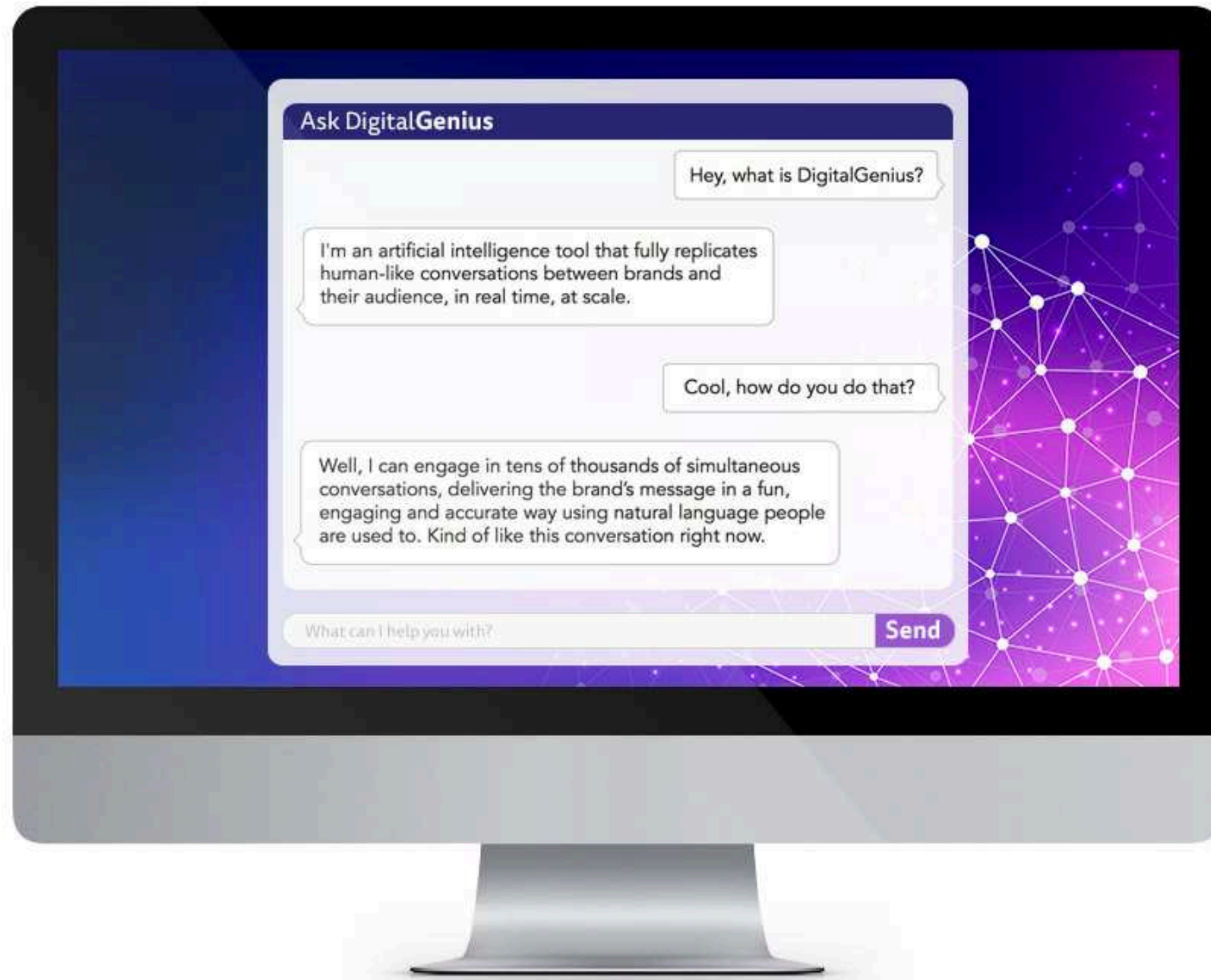




People who buy the first car in the US strongly prefer online purchase instead of visiting in a retail store.

They want to conduct the entire transaction online without interacting with anyone.

Tesla works in such a model. Retail stores serve only as showrooms. The assistants are intended only to show the car and answer questions – there are no sales targets. On-line purchase only.



Software such as Digital Genius allows you to have automated customer service using AI.

The customer can be contacted via phone or chat.

Information from each conversation goes to a single database. This allows for serving customers more effectively.

Hi, I'm Amy

Your AI powered personal assistant for scheduling meetings. You interact with me as you would to any other person – and I'll do all the tedious email ping pong that comes along with scheduling a meeting.

No sign-in, no password, no download, all you do is:

Cc: amy@x.ai

Amy is an AI created to arrange meetings.

It works like a real assistant - after adding Amy to an e-mail CC it takes over the conversation and sets a meeting based on your diary and your preferences.

It is easy to imagine that this solution will enable us making purchases in a conversational mode via email, chat or phone.

Omnichannel feat Marketing Technology



Need for Single View of Customer

Jacob Henderson

Lifetime Value **\$341.10**
CLV Differentiator **\$12.10**

43% Value | 55% Loyalty | 100% Engagement | 51% Sentiment

Recommended Products
Product A
Product F

Keywords
your, saint, off, get

Risk Metrics
Purchase Risk: [5 red circles]
Engagement Risk: [5 red circles]

Latest Actions | 14 Emails | 4 Purchases | 5 Comments | 6 Page views

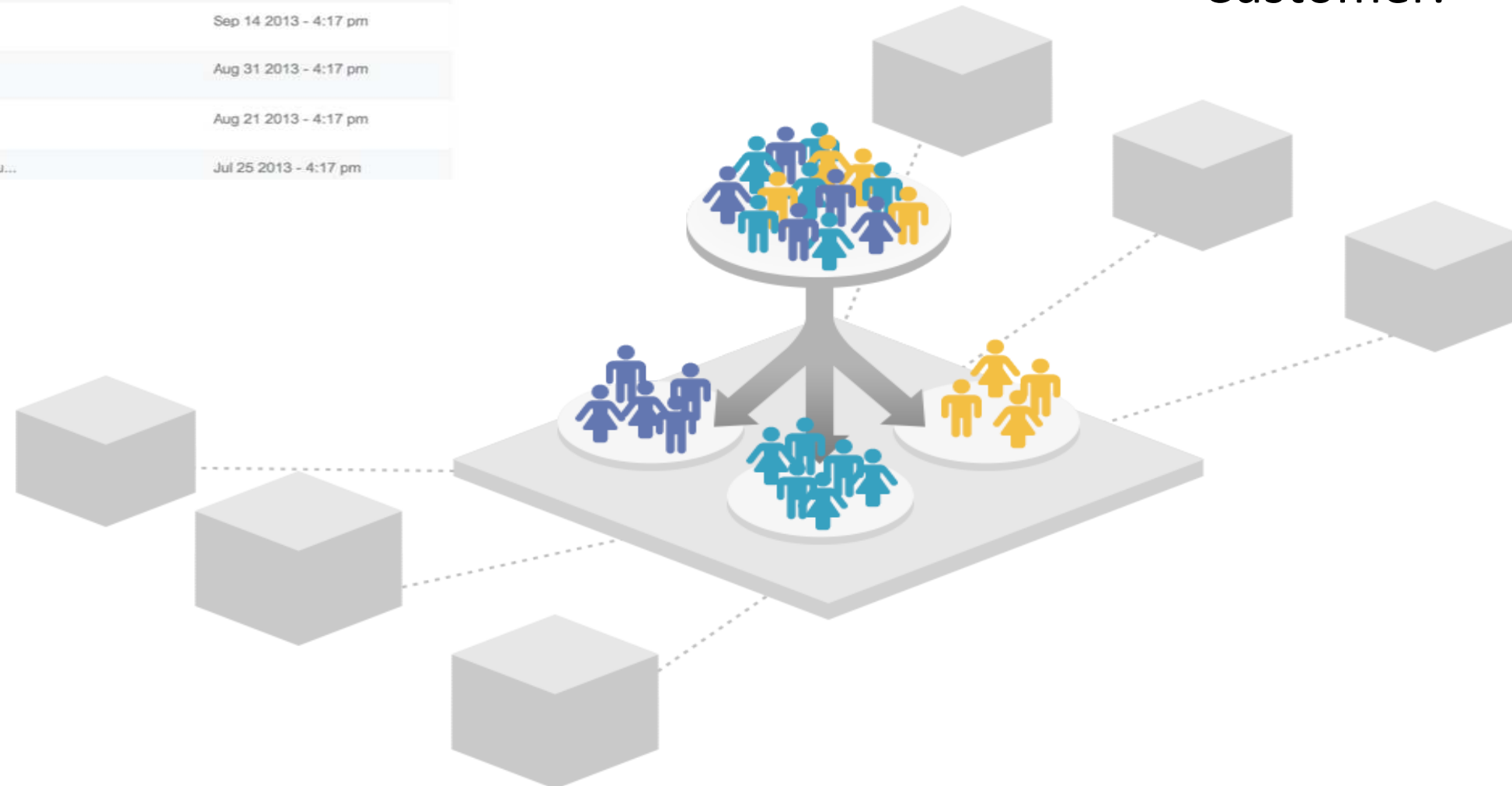
Purchase amount: \$66.40	Oct 30 2013 - 4:17 pm
Page visit: /collection/action	Sep 14 2013 - 4:17 pm
Email received	Aug 31 2013 - 4:17 pm
Email open	Aug 21 2013 - 4:17 pm
Comment: I expected a lot better. Produ...	Jul 25 2013 - 4:17 pm

DEMOGRAPHIC DATA
jacob@winery.com
Los Angeles USA
666-666-6666 (Home)
333-333-3333 (Business)
222-222-2222 (Mobile)
Male

CUSTOMER TAGS
VIP +

CUSTOMER ADVICE
This customer is loyal but does not spend much when

In order to create solutions that generate Omnichannel User Experience we must start from integrating our systems and collecting customer knowledge in one place - Single View of Customer.

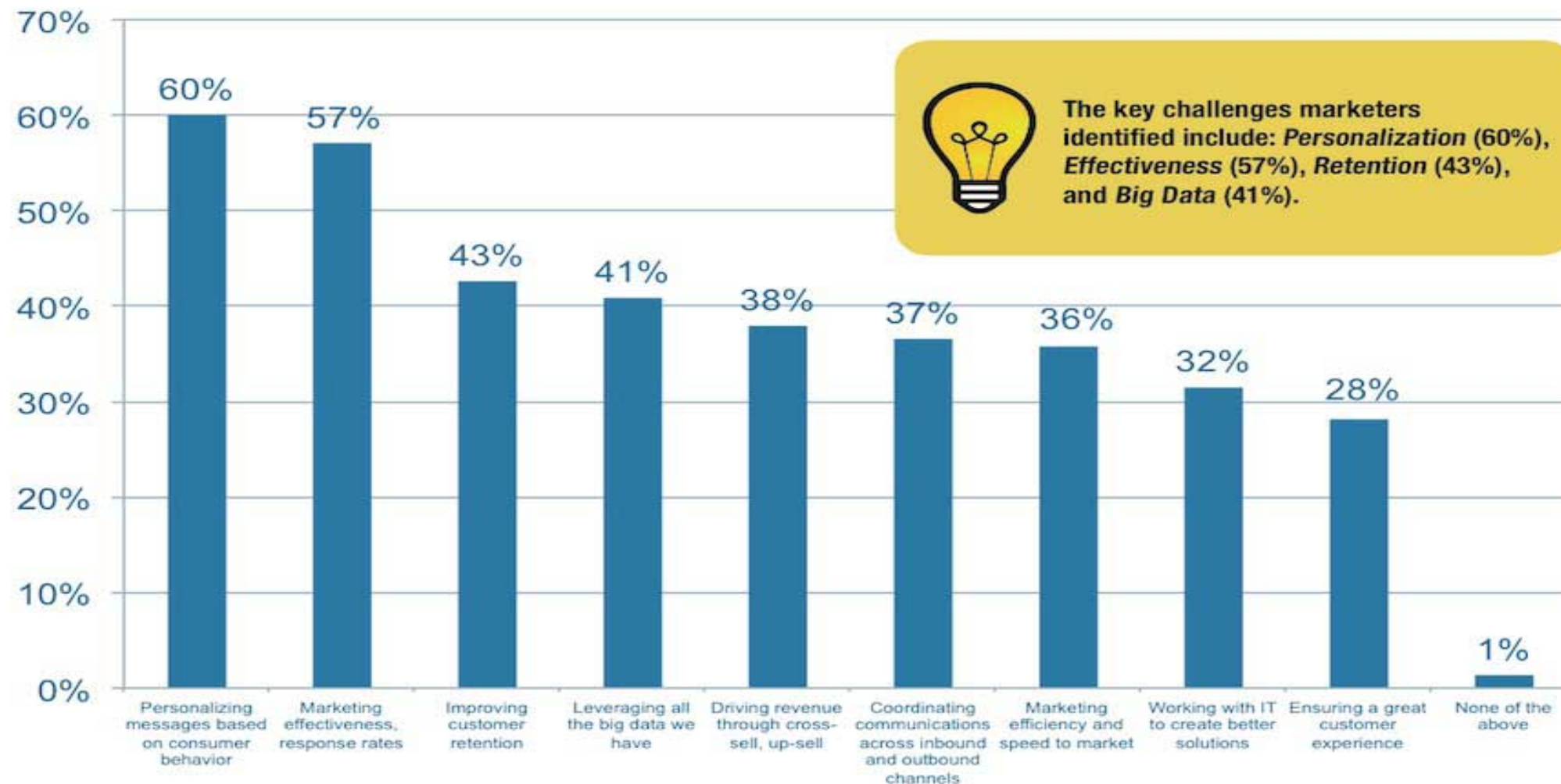


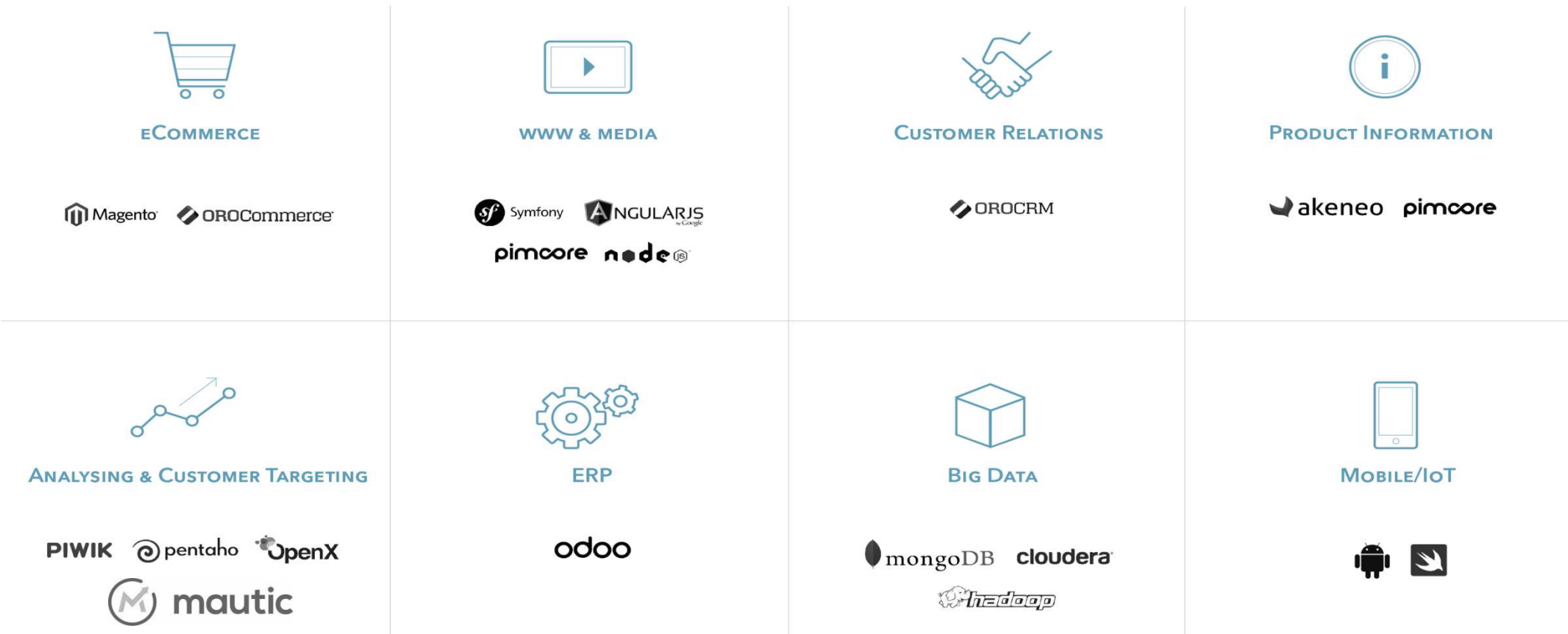
The second step is personalization.

It is currently the most sought after solution by marketers.

Good personalization requires extensive knowledge about the customer - the integration of all channels.

Which of the following are marketing challenges in your organization?



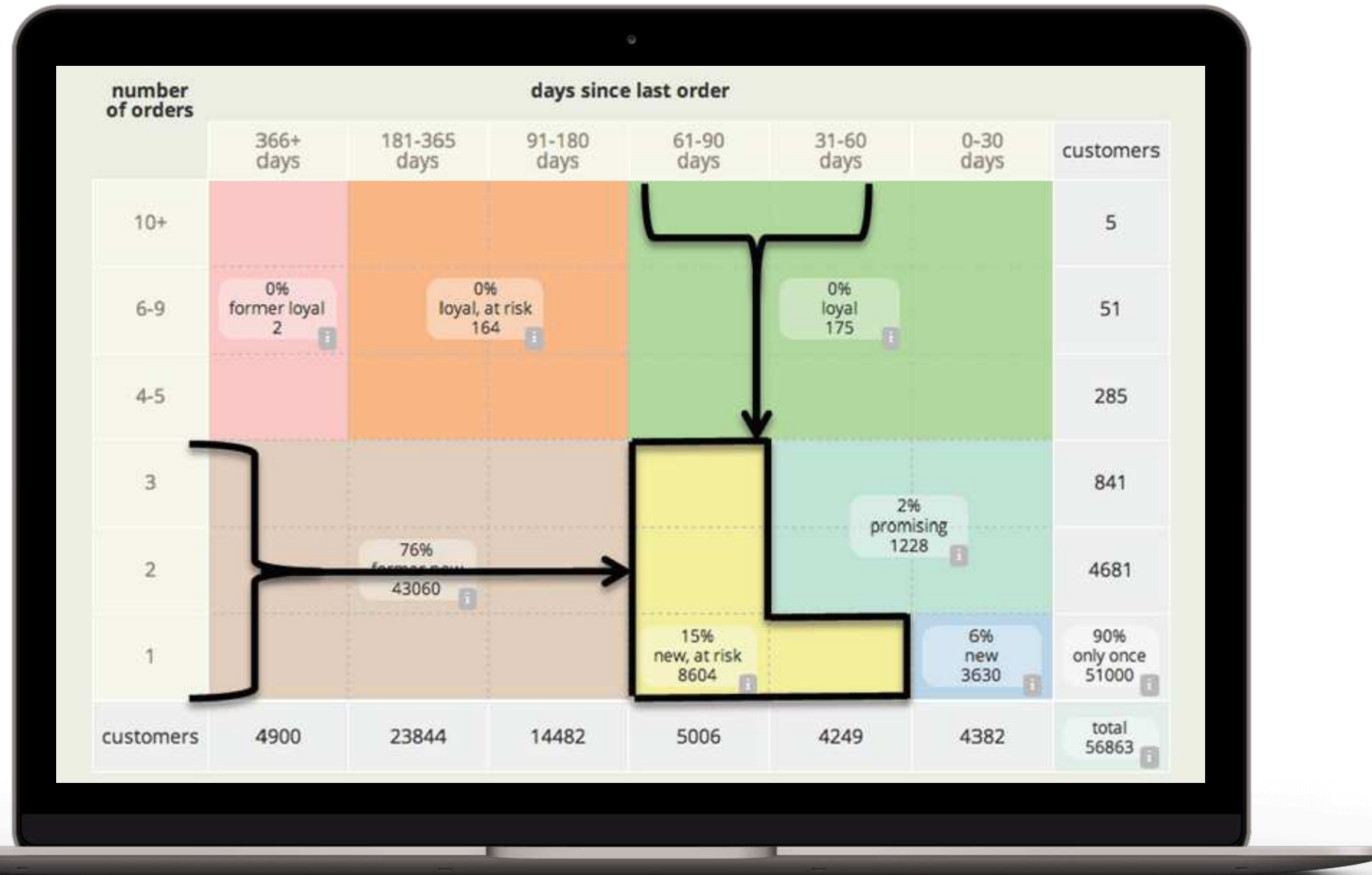


The technology behind Omnichannel User Experience is a wide variety of systems connected to a single Omnichannel User Experience Engine.

We prefer Open Source modules as components - due to their greater flexibility - important in the case of creating complex systems.

Case Studies



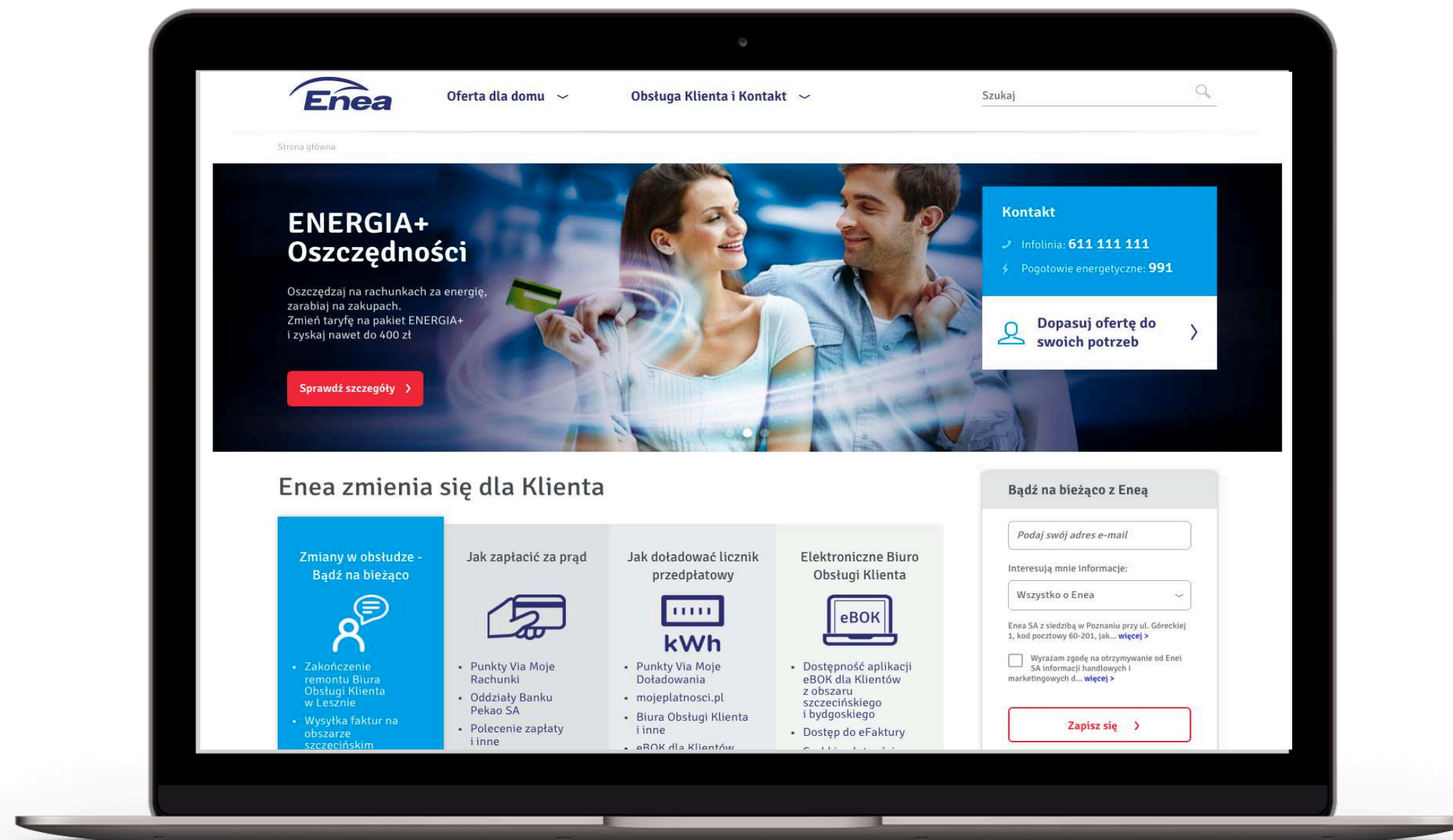


Potential applications:

- Detecting customers' potential by segmentation e.g. frequency of purchase, the time since the last purchase or purchase value;
- Preparing and/or automatic delivery of pre-defined e-mail campaigns, e.g. win-back campaigns for new customers who have not got back;
- Detecting promising customer segments, working on customers using layers: an increase in purchase frequency, increasing the purchase value, reducing the time since the last purchase.

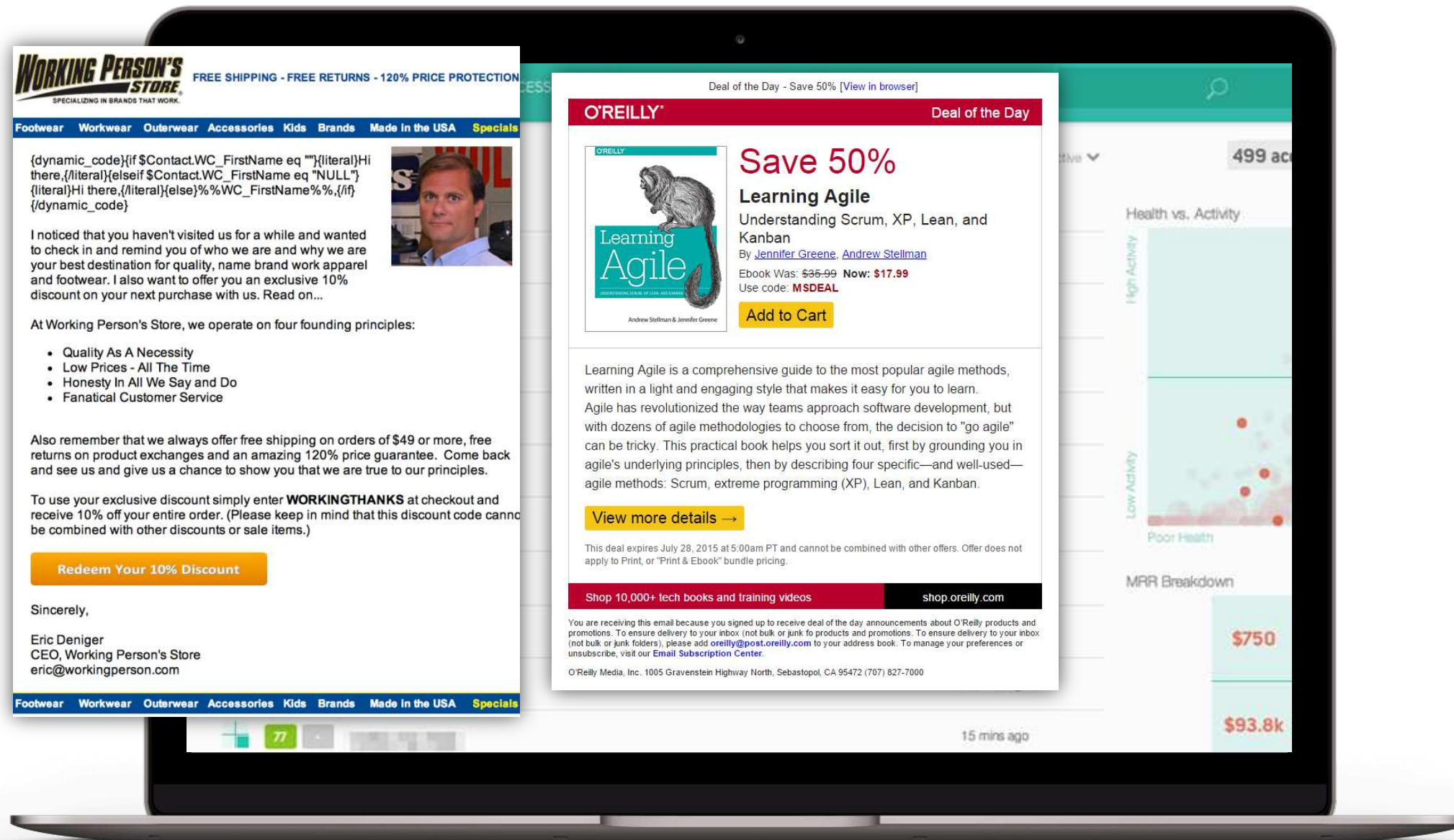
Source: <http://www.slideshare.net/RetentionGrid/your-retention-marketing-todos-for-each-customer-loyalty-segment/>

The image shows a laptop displaying a website with several overlays. On the left, a chat window titled "Porozmawiaj na chacie o tej promocji" (Chat about this promotion) is open. It features a search bar and two sections: "Dla nowych Klientów" (For new clients) with a button "Zapytaj o ofertę i zamów usługę" (Ask for offer and order service) and "Dla obecnych Klientów" (For current clients) with buttons "Przedłuż umowę lub zadaj pytanie" (Renew contract or ask question), "ROZMAWIJ" (CHAT), "PRZEDŁUŻ" (RENEW), and "ZAPYTAJ" (ASK). On the right, a contact overlay displays the phone number "611 111 111" and operating hours: "Konsultanci są dostępni od poniedziałku do piątku w godzinach 6.00-22.00 oraz w soboty w godzinach 8.00-16.00" (Consultants are available from Monday to Friday 6.00-22.00 and on Saturdays 8.00-16.00). Below this is a button "Infolinia nieczynna? Skorzystaj z formularza kontaktowego" (Hotline closed? Use the contact form). The main website content shows a family on a sofa with a "Zostań klientem" (Become a client) button and a "Klienci indywidualni" (Individual clients) filter. The footer contains navigation links for "JESTEM KLIENTEM" (I am a client), "CHCĘ ZOSTAĆ KLIENTEM" (I want to become a client), "MEDIA", "INWESTORZY" (Investors), "O NAS" (About us), and "WERSJA JĘZYKOWA" (Language version) with options for "POLSKI" and "ENGLISH".



Potential applications:

- **Homepage tailored to the customer's profile** (blocks, offer, navigation, pop-ups), personalization based on historical data, e.g. a logged in and not logged customer and data from external sources, e.g. Facebook;
- **Dynamic website elements** (blocks, pop-ups) appearing depending on the profile and behavior on the website;
- **One-on-one landing page personalization.**



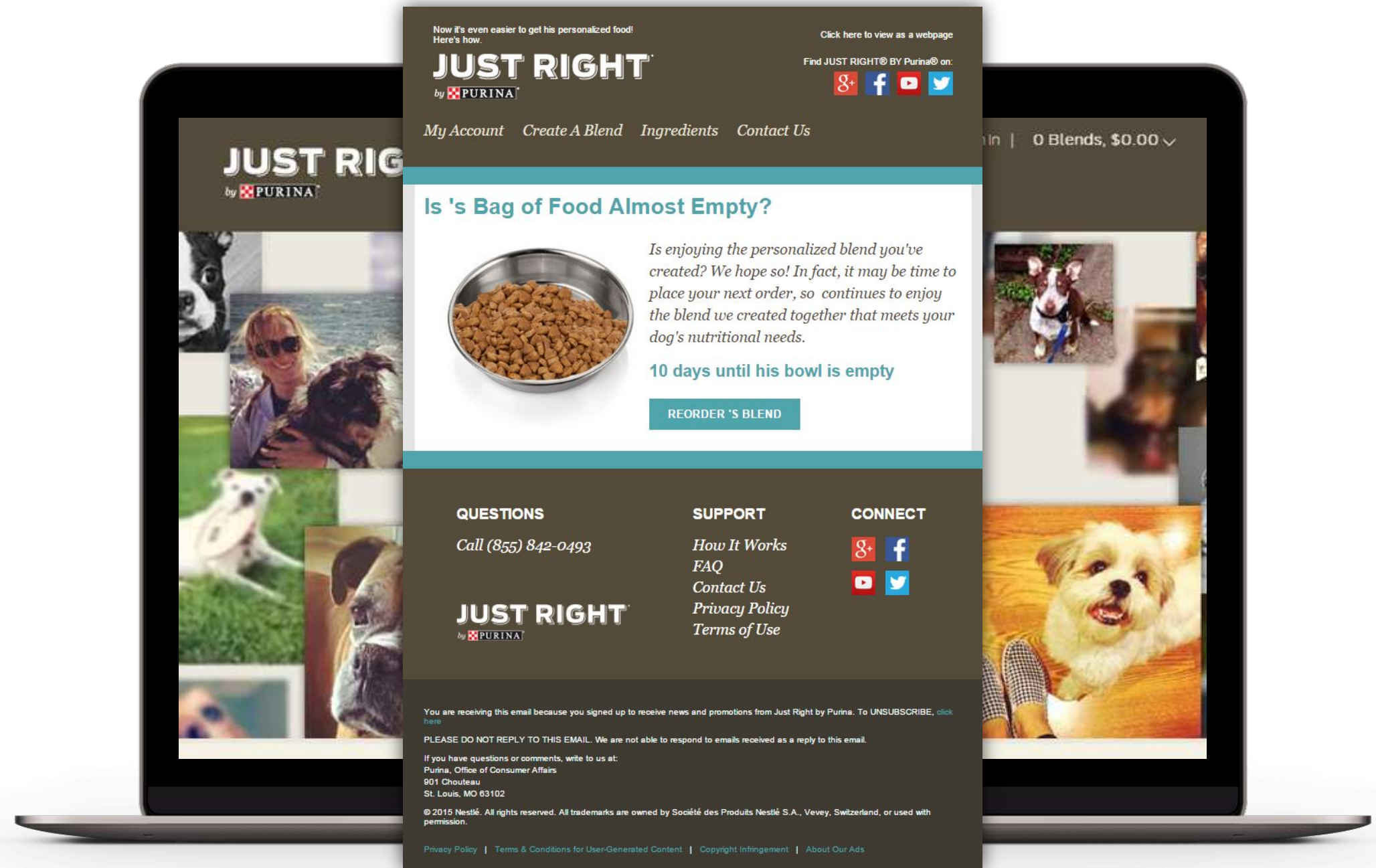
Potential applications:

- **Win-back messages**
- **Messages (e-mail, SMS, push notifications) sent automatically to the customer at a pre-planned scenario, e.g. abandoning the ordering process, abandoning a shopping cart, abandoned page (while browsing);**
- **A sequence of messages welcoming and introducing the customer (onboarding);**
- A sequence of messages reactivating or recovering the customer;
- Dedicated offer of the day/week sent automatically to customers.

Source: <http://www.preact.com/>, <https://rjmetrics.com/resources/reports/ecommerce-buyer-behavior/>

Potential applications:

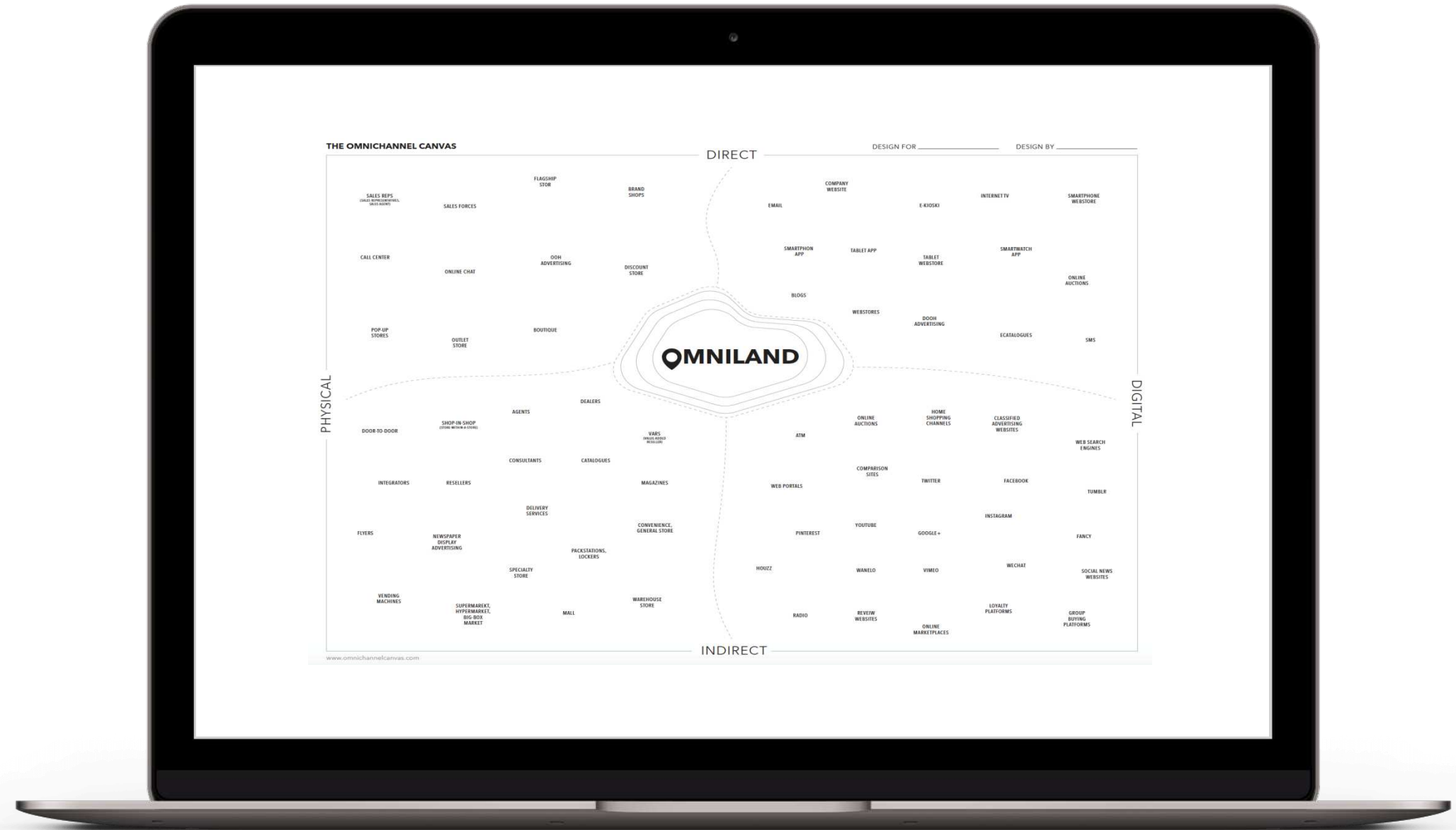
- Detecting the correlation between the next purchase and a specific service/product (purchase recurrence);
- **Developing customer segments that are willing to renew service;**
- Automatic preparation and/or sending e-mails convincing customers to repeat the purchase;
- Managing the described communication.



Source: <https://www.justrightpetfood.com/>

Potential applications:

- Detecting key points of contact with an offer (website, application, landing pages, marketing, off-line);
- **Modifying UX/marketing so that they lead customers** to the appropriate places on a website;
- Detecting and removing unwanted elements in UX/marketing.;
- **Detecting and calculating KPIs connected with touchpoints** e.g. call center, sales department, direct mails;
- Omnichannel funnel development.



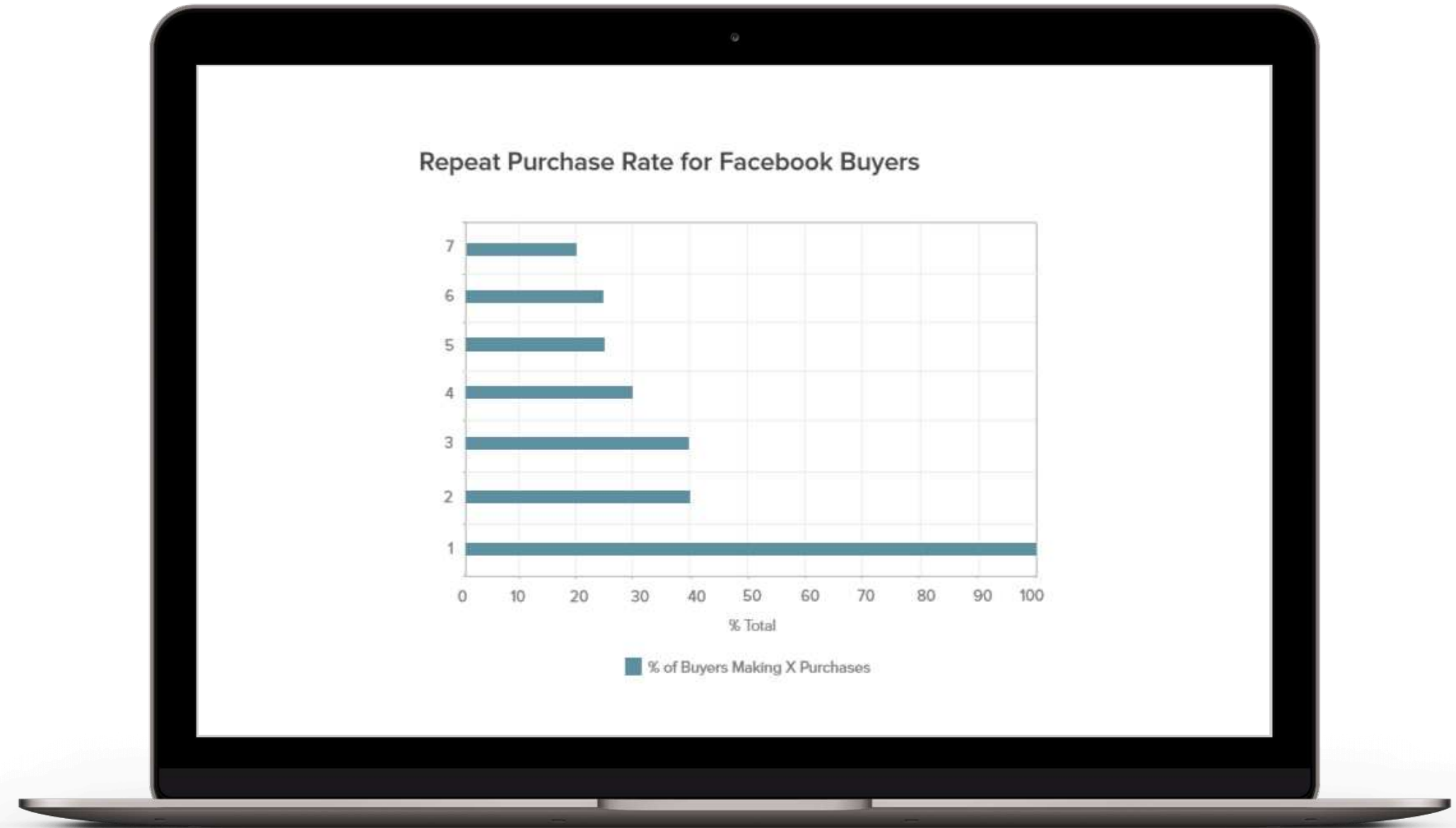
Potential applications:

- Construction and optimization of probability models;
- Detecting customers with the highest likelihood of purchase recurrence;
- Detecting customers most likely to be lost;
- Detecting breakthroughs in building customer loyalty, e.g. „Starting the purchase of product X significantly increases the chance of being loyal" or "after the fifth purchase the customer becomes loyal."



Potential applications:

- Analysis of marketing activities (traffic sources, media, campaigns, triggers/ discounts, season) for expected customer value in time, the likelihood of purchase recurrence and the likelihood of becoming a loyal customer;
- Detecting marketing components responsible for bringing the most valuable customers.



Potential applications:

- Detecting purchase sequence in the following aspects: product category, product brand, specific product or cart size;
- Detecting shopping preferences depending on the order of purchase.

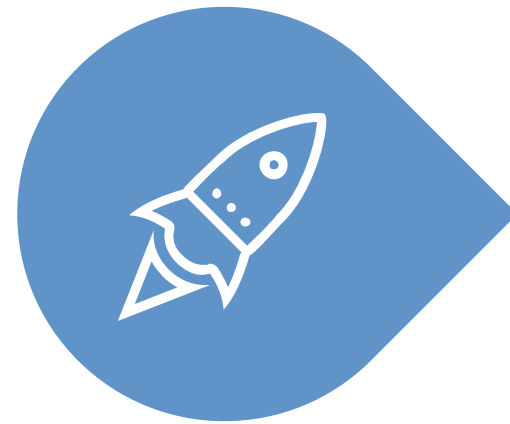


Potential applications:

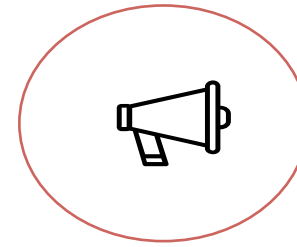
- Analysis and customer segmentation according to customer value in time detecting characteristics common to the most successful clients;
- Predicting customer lifetime value (using probability analysis);
- Detecting Pareto 20% (the best customers in terms of purchase value) and aspiring segments.

$$CLV = \sum_{t=0}^T m \frac{r^t}{(1+d)^t}$$

OUX ENGINE

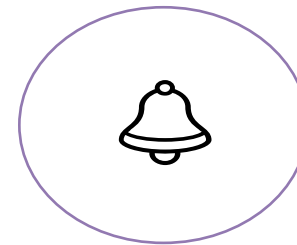


Cloudera



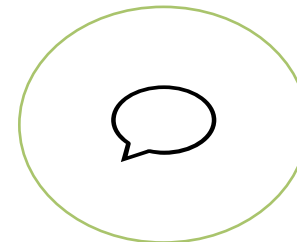
Personalized Communication

- E-mail marketing (lifecycle, segments)
- Remarketing
- Landing pages



Dynamic Content

- Pop-ups
- Auto UX
- Marketing automation



Sales Dashboard

- Alerts
- AutoReco
- Clients Monitoring



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<http://divante.co>