EXECUTIVE GUIDE

Enhance your digital platform to deliver a personalized customer experience that creates loyalty and immediate value for your users.
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3. The first step to create delightful customer experiences that are used, shared and valued: Strategic and focused digital platform mapping
Customers want digital services that adapt, learn and become ever more useful.

Companies delivering an excellent digital offering outperform competitors.* They leverage data and new technology to provide the most appropriate service at the right time to make us more efficient, productive and happy (a pretty significant and appealing value proposition).

A superior customer experience is achieved through intense focus on the user need and boldly prioritizing efforts to build the right digital platform in a dynamic and complex technology landscape. And it must continue to change, evolve and mature along with the users.

* In 2015 the ROI study showed that the stock prices for the portfolio of CX leaders (the top 10) outperformed the portfolio of CX laggards (the bottom 10) and the S&P 500 from 2007 to 2014. CX leaders had a cumulative total return of 107.5%, while the S&P 500 had a cumulative total return of 72.3%. Watermark Consulting’s Annual Customer Experience ROI Study.
Digital innovation has delivered increased processing power, ubiquitous high speed connectivity, commoditized mobile computing and unleashed the ‘Internet of Things’.

This fusion of new technologies, touchpoints, and channels has created a powerful, smart connected network.

New business models and services must now reach beyond the delivery channel (within this network). They must enhance the quality of the end-to-end service whether it be digital or analog, online or offline, or a combination of them all.

**Customer experience across touchpoints**

A customer’s journey is now frequently self-directed and can be initiated or completed from many points no matter the device or channel.
How technology has enabled smart Digital Services

The integration and advancement of a number of technologies synchronously has supercharged reliance on technology.

**Network connectivity**
The data network infrastructure is delivering larger bandwidth and increased speeds, connecting all the technologies required to enable how we live.

**Connected devices**
Connected devices provide data via sensors that bring to life the digital potential of our environment. Digital experiences can be invisible, as well as smart.

**The cloud**
The cloud enables organizations to better manage scale, storage, costs and analysis of the data that is produced from the growing touchpoints with customers and users.

**Mobility**
The smartphone has been commoditized, bringing computing power that allows connection with others, information on demand, and control via connected devices.

**Data analytics**
Advanced analysis of the data produced by the growing number of touchpoints with customers enables more relevant, targeted and useful experiences and services.

**Artificial intelligence**
Artificial intelligence automates some decision making and enables targeted personalization that delivers faster, more responsive digital services at a lower cost. This means digital services can now prove a more realistic, cost-effective business proposition and a more engaging experience.

**Connected sensors**
Sensors can now deliver or record information that can be analyzed and acted upon, using parameters from movement to moisture levels. Commoditization of these sensors means they can be embedded into day-to-day life.
Checks in on her American Airlines app.

Travel
Confirming work travel
Before leaving work, Selina needs to finalize her early AM travel to Boston. She uses the Concur website and app to update her hotel arrangements.

6:00 AM
Home
Smart home wake-up call
The next morning, the connected alarm, lighting and heating turn on and wake Selina up while keeping her warm.

8:30 AM
Purchasing
Efficient ordering
Selina orders a coffee from her Starbucks app en route, and it is ready for her when she gets to the airport.

3:30 PM
Health
Staying fit and healthy
Selina goes to the hotel gym to workout. She has been tracking steps all day, and now her Apple Health is connected to the gym equipment tracking her exercise. Spotify plays music that is personalized to her taste and her exercise pace.

6:35 PM
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9:00 PM
Finances
Managing money
Selina transfers some money via venmo to her friend for last weekend’s brunch. She uses Wealthfront to check her stock positions and alters them according to the advice of the robo-advisor.

10:00 PM
Self Improvement
Learn on-the-go
While travelling, Selina uses Lynda to learn about digital marketing to support recruiting programs after receiving a recommendation based on her LinkedIn experience.
Each digital step in Selina’s journey uses multiple sources of correlated, complex data and an array of new technologies to deliver an excellent customer experience. Although each new channel and associated devices can be a challenge to fund and integrate, they offer growth opportunities for organizations that invest in digital platforms.

Digital customers don’t have patience and seek immediate results. The design of the experience should encourage intuitive, seamless interactions that establish trust and comfort between the user and the brand they engage.

Digital services with the ability to predict and adapt to the customer journey - delivering the service effectively and efficiently with an experience that feels tailored - are those that will generate loyalty and advocacy from their customers.
Digital innovation has delivered increased processing power, constant high speed connectivity, commoditized mobile computing and unleashed the ‘Internet of Things’. This integration of new technologies touchpoints and channels has created a powerful and ubiquitous smart connected network.

This digital ubiquity demands new business models and services which look beyond the delivery channel to the quality of the end-to-end service whether it be digital or analogue, online or offline.

Excellent customer experiences use digital platforms that deliver **tailored service:**

- **Journey automation across and between channels**
- **Personalized services and offers**
- **Providing contextual interactions. The right service at the right time.**

**For example:**

- Amazon customer support knows the details of your incident and calls you from the support website after you click ‘call me’.
- LinkedIn sends personalized recommendations on what might be useful in your career.
- British Airways provides you a check-in button at the moment you need it.
To personalize a customer experience at scale, you need to **collect and connect data from multiple sources**

The digital services that Selina encountered leveraged connected datasets in order to deliver the personalized, targeted and contextualized customer experiences.

Organization of teams and information to put data at the center of day-to-day business will enable you to:

- **Target** your service to key segments
- **Personalize** the content and inventory
- **Optimize** key moments in customer journeys
- **Enable** event-triggered marketing
- **Promote** sharing and advocacy
Customer data is fragmented and requires organization. It takes a methodical approach to blend different data and find the insights that create delightful experiences.

- Marketing analytics
- CRM profiles
- Customer service software
- Financial profile

- Geo-location
- Sensors
- Live clickstream
- Mobile usage

First-Party Data

Real-Time Data

Third-Party Data

- Data providers
- Market research
- Social media

For example, StitchFix is an online clothes retailer that sends Selina clothing choices based on her preferences, behavioral data, available inventory, trends and its own style curation algorithm. Selina values the recommendations and service because they are personal to her, but also seem spontaneous, delighting her.
Choose and integrate with the right marketing technology and data solutions to provide a clear picture of your customers and their journey across your channels

Access and analyze the data that will enable you to differentiate and improve your customer experience. There are a plethora of marketing technologies available, and navigating these choices and integrating them will be a challenge. The data patterns they reveal should provide a clear picture of your customer. From tracking customers’ journeys across channels, to consolidating your existing data and finding the right data strategy, this complex effort will pay off quickly.

A complex marketing technology universe

<table>
<thead>
<tr>
<th>What you need to do</th>
<th>Example technology options</th>
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<tbody>
<tr>
<td>Unify profiles across different data and tags</td>
<td>Tealium, Ensighten</td>
</tr>
<tr>
<td>Manage customer profiles</td>
<td>Pega, Salesforce</td>
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<tr>
<td>Gather and analyze marketing data across channels</td>
<td>Marketo, Oracle Marketing Cloud</td>
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<tr>
<td>Enable auto-segmentation, research and planning</td>
<td>Lucy by IBM Watson</td>
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<td>Track and analyze interactions across touchpoints</td>
<td>Tapad, ENGAGEcx</td>
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<td>Deliver personalized content dynamically</td>
<td>Evergage</td>
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<td>Normalize and consolidate existing disparate data</td>
<td>Informatica, Datorama</td>
</tr>
<tr>
<td>Access third party data and graph identities across multiple browsers and devices</td>
<td>Acxiom, Experian marketing system</td>
</tr>
</tbody>
</table>
The first step in creating delightful customer experiences that are used, shared and valued:

**Strategic and focused digital platform mapping**
In order to meet the customer experience challenge, you need to create a digital platform perspective that looks at the customer, their journey, the business strategy, the available data, the channels, and the execution plan.

In a complex and evolving business and technology landscape with a finite budget, you will need to prioritize efforts when building a digital platform.

‘Digital Platform Mapping’ enables you to create a digital platform perspective that empowers you to make bold decisions on investment strategy focused on delivering the most value to your customer: where you need to move quickly to compete, perhaps using software or cloud platform extensions, and where you need to make longer-term investments as a part of a multi-year digital experience roadmap.
Digital Platform Mapping: **What you need to do**

- **Align to Business Strategy**
  - Develop a new understanding of your business and the competitive pressures in context of the Digital Economy.

- **Understand Customers**
  - Better understand the behavior of your customers’ journeys across channels to create new product opportunities.

- **Conduct Assessment**
  - Map existing technology against requirements for new digital capabilities necessary to support your business strategy.

- **Map the Digital Platform**
  - Assess and organize your data to reveal business and platform opportunities.

- **Prioritize Efforts**
  - Prioritize efforts, balancing customer benefit and business value.

- **Develop Execution Model**
  - Create an execution model leveraging data, multiple channels, and future system flexibility.
Focus on Customer Experience

Understand the customer journey. Prototype and user test in order to create a user-centered digital service that enables personalized and contextual interactions.

Enhance Your Digital Platform

Build a flexible, modular platform roadmap that leverages the cloud and technology ecosystem to adapt and scale for new and emerging channels and technologies.

Empower the Business with Data

Challenge the data you have to reveal what you need. Organize and link data and analytics to reveal actionable insights that guide investment in more personalized services.
About Ness Digital Engineering

Ness Digital Engineering designs and builds digital platforms and software that help organizations engage customers, differentiate their brands, and drive revenue growth. Our customer experience designers, software engineers and data experts partner with clients to develop roadmaps that identify ongoing opportunities to increase the value of their digital products and services. Through agile development of minimum viable products (MVPs), our clients can test new ideas in the market and continually adapt to changing business conditions—giving our clients the leverage to lead market disruption in their industries and compete more effectively to drive revenue growth.  

For more information, visit www.ness.com