Designing a World-Class Digital CX Program
Agenda

Qualtrics Digital CX POV

+ Prescriptive Approach/Maturity Model

+ 3 CX pillars
  ○ Personal
  ○ Predictive
  ○ Embedded

+ Demo

+ Customer stories
Creating a best-in-class digital experience by connecting the right data to the right people
Digital will become the loyalty backbone. As more customers interact with companies more frequently over digital channels, these interactions will become the foundation of their relationships with these firms. If organizations are unable to make an emotional connection online, then they risk diminishing customer loyalty.

- TEMKIN, 2017
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>72%</td>
<td>During Q4 2015, 72% of US mobile shoppers used a smartphone to research an item before making a purchase. (Nielsen)</td>
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<td>42%</td>
<td>Digital interactions accounted for over 42% of all interactions taking place inside the contact center in the beginning of 2017. (Dimensional Research)</td>
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<td>53%</td>
<td>Of firms that are improving customer experience, 53% are improving online experiences. (Forbes.com)</td>
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<td>56%</td>
<td>56% of every in-store purchase is influenced by a digital device. (Deloitte)</td>
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<td>84%</td>
<td>84% of retailers say creating a consistent customer experience across channels is very important. (Emarketer)</td>
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Diagnostic data from the on-going evaluation program inform what journeys need a deep dive.
**Purpose**

1. To understand overall site experience as it relates to:
   a. Goal attainment
   b. Likelihood to Return
   c. CSAT and/or NPS
   d. Key drivers
   e. Key pain points

**Methodology**

1. Overall site experience
   a. Entry/Exit
   b. Exit Intent
   c. Engagement (mobile)

2. Persistent feedback

**KEY INSIGHTS**

- Understand what journeys are common and problematic
- Understand what key drivers are impacting your overall site experience
1. To gain actionable insight into how you can fix problematic journeys.

2. To keep a pulse on positive journeys to ensure they stay successful.

Methodology

1. Omni-channel measurement

2. “Active” targeted in-journey intercepts

3. Prevent repeated display

4. Escalate from discrete to prominent
   a. Repeated display rules
   b. Sample rate
   c. Creative selection

5. Be precise (3-5 questions)

5. Engage with your relevant audience in the moments that matter.

5. Be sure that every interaction reflects your brand
Digital CX Maturity Model

Diagnostic data from the on-going evaluation program inform what journeys need a deep dive.

- Track & Diagnose
  - Overall Site Experience
  - Persistent Feedback
  - Provide Content / Feedback
  - Track & Diagnose

- Journey Deep Dive
  - Ticket Management
  - Targeted Messages / Promotions
  - Clickstream Integration
  - Real-Time Reporting
  - Targeted Help Interactions
  - Alerts
  - Journey Deep Dive

- Closed-Loop Management
  - Ticket Management
  - Targeted Messages / Promotions
  - Clickstream Integration
  - Real-Time Reporting
  - Targeted Help Interactions
  - Alerts
engage customers **ON THEIR OWN TERMS**

**BE PERSONAL**
remove roadblocks TO INSIGHTS

BE PREDICTIVE
activate your ORGANIZATION

BE EMBEDDED
How healthcare.gov closed the experience gap

**USE HOLISTIC MEASUREMENT**
Qualtrics was used to analyze and optimize every aspect of the site’s user experience, from registration to selection of plans.

**LEVERAGE TARGETED EXPERIENCES**
Qualtrics collected website feedback from 130 million individuals using site-specific targeted surveys to make changes in real-time and dramatically improve site conversion.

**DEMOCRATIZE THE INSIGHTS**
Improved ease of navigation and quality of messaging by making insights accessible and easily digestible for the teams who use them to build the design and user experience.

40% Faster response times  
30% Increase in conversion rates  
10% Increase in engagement rates

10 Million Registrations Made Fast and Easy by Qualtrics
Want to learn more?

- Visit [www.qualtrics.com/digital](http://www.qualtrics.com/digital) for additional whitepapers and customer success stories
- Stay tuned for our upcoming webinar on Digital Experience Measurement for Mobile Apps
- Send an email to sales@qualtrics.com to setup a demo or speak with an expert
questions?