Customer experience in the Digital Age
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QUALTRICS
An Experience Economy enabled by Digital
A shift in consumer behavior

Based on the work of Joseph Pine and James Gilmore in "The Experience Economy"
Loyal no more

61% of people say ‘brand relationships’ are no longer key factors to their purchase decisions

Qualtrics Retail Research Report, 2018
It’s complicated in an omnichannel world...
Jumping effortlessly between channels

SOCIAL MEDIA

MOBILE

VOICE-ACTIVATED DEVICES

IoT
The impact & influence of digital: Challenges
The impact and influence of digital: Challenges

MULTIPLE CHANNELS, ENDLESS CUSTOMER JOURNEYS

56% of offline purchases are impacted by digital interactions that happen long before a customer even enters a store (Deloitte)

66% of consumers prefer to choose their own journey through a brand's channels to complete a task (Deloitte)
The impact and influence of digital: Challenges

NEW CHANNELS, NEW EXPECTATIONS
Today’s digitally savvy consumer demands simplicity, real-time engagement and speed
The impact and influence of digital: Challenges

COMPETITORS ARE JUST A CLICK AWAY
Think “Okay, Google” or pop open your Amazon app
The impact and influence of digital: Challenges

You probably don’t even know all your competitors

+ Technology has moved (or at least reduced) barriers to entry
+ AWS, eBay, Amazon, Jet.com
+ Direct to consumer advertising via YouTube and Facebook
+ $22bn – the amount of customer spend transferred from big consumer brands to small start-ups since 2016 (Financial Times)
The impact and influence of digital: Challenges

WORD OF MOUTH, AMPLIFIED

90% of people say that online reviews have impacted their decision to buy a product (Constant Contact, 2019)

77% of millennials have been prompted to make a purchase after seeing a product on Facebook (Lyfe Marketing, 2018)
The impact & influence of digital: Opportunities
The impact and influence of digital: Opportunities

NEW OPPORTUNITIES

- Consumer Electronics
- Media
- Computing
- Smart Meters
- Smart Energy
- Networking
- Mobile Devices
- Wearables
- Wireless Infrastructure
- Automotive
- Medical
- Machine-to-Machine
- Aerospace and Defense
- Industrial

Forrester, 2018
The impact and influence of digital: Opportunities

UNDERSTAND THE WHY BEHIND YOUR METRICS

+ We have an abundance of operational metrics, bounce rate, time spent on site, conversions, page views, etc.
+ The "what", “where” and “when” still leaves us with a lot of guesswork.
+ It’s the “why”, the human factors that drive behavior, that ultimately create those numbers.
+ Focus on the "why" and there is a real opportunity to drive meaningful and serious impact.
+ It is here that we can meet and strive to exceed our customer’s expectations.
The impact and influence of digital: Opportunities

UNDERSTAND CUSTOMERS BETTER THAN EVER BEFORE

+ With all of this data now at our fingertips, we can build detailed customer segments and target customers better than ever
+ This will enable a meaningful and personalized experience
The impact and influence of digital: Opportunities

TURN CUSTOMERS INTO ADVOCATES

While social media and online reviews can pose a challenge, they can also turn customers into powerful brand advocates.
The impact and influence of digital: Opportunities

ENGAGE CUSTOMERS ON THEIR OWN TERMS

- Enable natural conversation by providing listening posts in relevant channels – text, WhatsApp, Facebook, etc.
- Understand the unique intricacies of your customer’s experience in each channel
The impact and influence of digital: Opportunities

CLOSE EXPERIENCE GAPS FASTER

+ Lean into innovation
+ Chatbots and AI can help brands navigate the complex digital landscape and close gaps faster
The impact and influence of digital: Opportunities

FIND EVERY MOMENT THAT MATTERS

+ Countless touchpoints, some owned by the brand and others on third party platforms
+ Bring together solicited and unsolicited experience data
+ Understand what resonates – what really matters to customers across multiple channels
Taking action ...
Closing the experience gap – connecting X+O

eXperience
Why things are happening
Insights into how well you are delivering on your brand promise to customers

Operational
What’s happening
Insights into your day-to-day operations and how you run your business.
Consider the Journey

- **Awareness**: Read reviews on smartphone
- **Search/Discover**: Visit website
- **Evaluate**: Schedule Delivery/Pickup on App
- **Purchase**: Provide Feedback
- **Experience**: Social Media
- **Support**: Chat bot online

**Touchpoints**
A prescriptive approach

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

Program Scope

Overall Site/App Experience
- Persistent Feedback

Track & Diagnose
- Journey Deep Dive
- Cart / Buy
- Support / Get Help
- Manage Account
- Learn
- Enjoy / Experiential
- Connect with Others / Company
- Provide Content / Feedback

Journey Deep Dive
- Targeted Messages/Promotions
- Actions & Alerts
- O-Data Integrations
- Dashboards

Activate & Transform
Q&A