

# How to Enhance Customer Experience ROI with Innovative CX Tech in 2020

An McorpCX Thought Leadership Webinar: Exploring CX technology trends with leaders from 3 of the most interesting CX tech companies we've encountered

November 14, 2019

mcorpCX



# Your McorpCX Hosts, and Distinguished Panel:



**Michael Hinshaw**  
Founder and  
President, McorpCX

CX industry pioneer and thought leader, Michael is on multiple “Global CX Thought Leaders to Watch” lists and best-selling author (*Smart Customers, Stupid Companies*).

Mentor and Richard H. Holton Teaching Fellow at U.C. Berkeley’s Haas Business School



**Graham Clark**  
Director CX Tech,  
McorpCX

Former global head of Digital, Digital Experience and Multichannel CX at Isobar, NIIT & Mphasis  
Creator of Digital Digital E3 frameworks for Digital and Care Operating Models.  
Fortune 50 leadership to startup entrepreneur and company founder



**Michel Feaster**  
Founder, Usermind  
(Andreessen Horowitz)

[www.usermind.com](http://www.usermind.com)  
Leading the emergence of Journey Orchestration.  
Michel brings more than 20 years of experience in enterprise software helping organizations grow through product strategy, marketing and technology business management.



**Kevin O'Dell**  
Chief Technology  
Officer at Stratifyd

[www.stratifyd.com](http://www.stratifyd.com)  
A multichannel CX analytics leader, driving Machine Learning-enabled actions.  
Kevin co-authored the O'Reilly Publication “Architecting HBase Applications” and brings extensive experience in architecting and driving impactful products.



**Tim Lavin**  
President & CEO  
Zacoustic

[www.zacoustic.com](http://www.zacoustic.com)  
Combines employee and customer perspectives to deliver powerful actioning and improvement.  
Tim is an experienced executive leader and entrepreneur with deep experience in domestic and international contact center operations and SaaS CX technologies

# 17-year market leader in experience design & activation

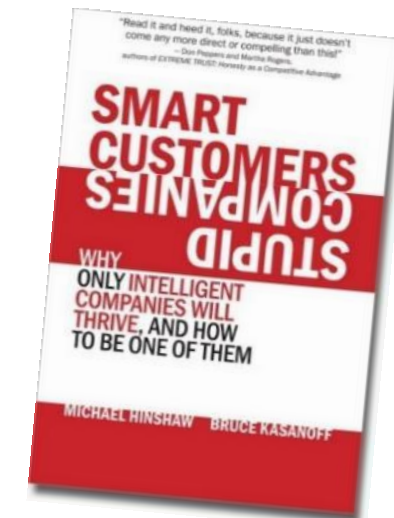
Media recognition for our thought leadership



Analyst Recognition as a Top 20 global Customer Experience expert



Best-selling book on Customer Experience Innovation



“One of the most exciting business books I’ve ever read.”

- Don Peppers  
Founder, Peppers & Rogers

# Helping our clients capture measurable value and ROI

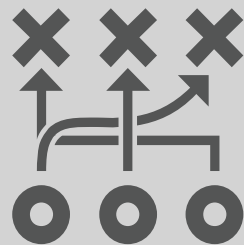
**Greater  
top-line  
revenue**

~\$25.8 million/  
10% annually



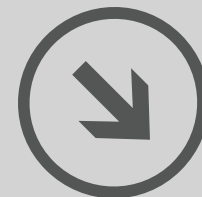
**Faster time  
to market**

From 90 days  
to under 7



**Decreased  
operating  
costs**

Saving millions of  
dollars annually



**Greater  
customer  
satisfaction**

200%+



**Proven across multiple markets and industry verticals**

Today, we're going to: Discuss the growing importance of CX ROI and CX Technology; Explore 5 CX tech trends driving CX ROI today; Have an insightful conversation with our panel of CX Tech leaders

# ROI on customer experience is no longer in doubt...

CX leaders enjoy results like...



Up to 2 times greater customer and employee loyalty<sup>1</sup>

Up to 2.4 times annual revenue increase, per-customer<sup>1</sup>

Reducing the cost to serve customers (For Sprint, 33%)<sup>1</sup>

Typical growth over double that of their competitors<sup>2</sup>

# What we hear: 9 challenges organizations must meet to maximize Customer Experience ROI today

**Speed**

**Quality**

**Reach and Scale**

**Predictable and Measurable**

**Repeatable and Improvable**

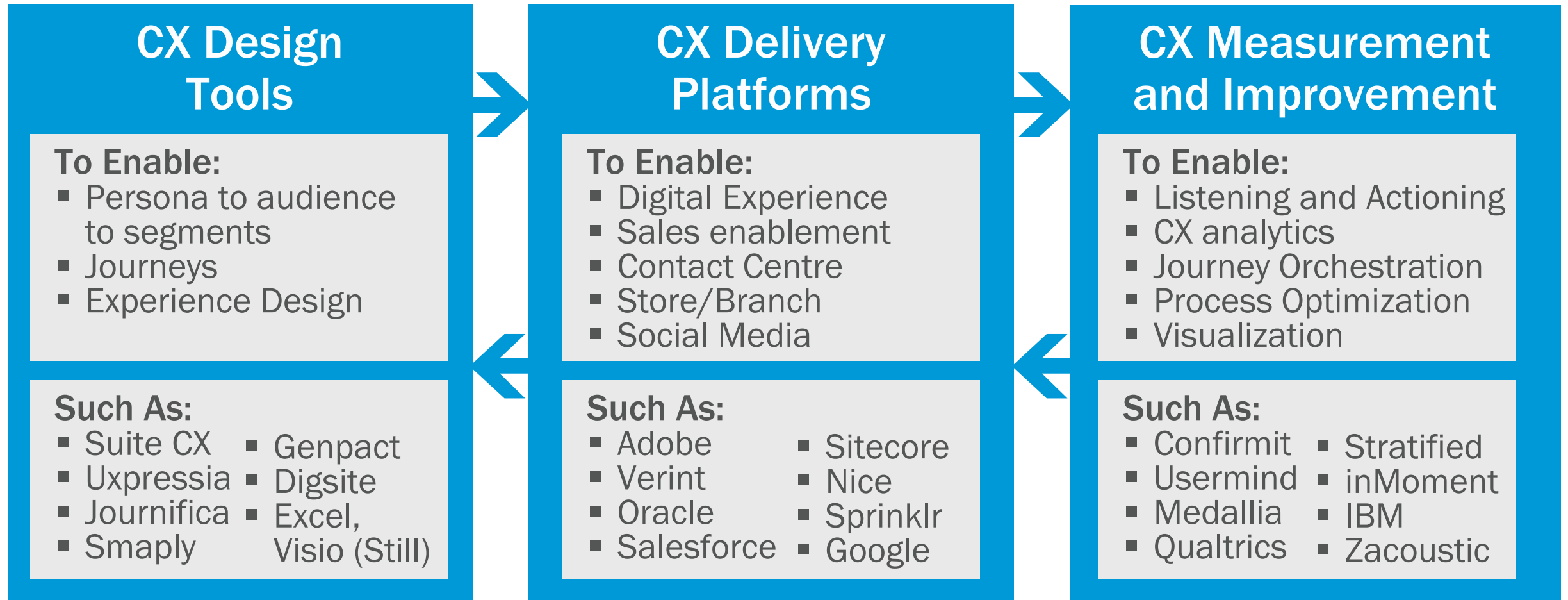
**Personalized and Contextualized**

**Complexity**

**Business Case**

**Innovation**

# Impossible today without a CX Tech Stack : “Over 1000 tech companies with a CX message” (Q4 2018)



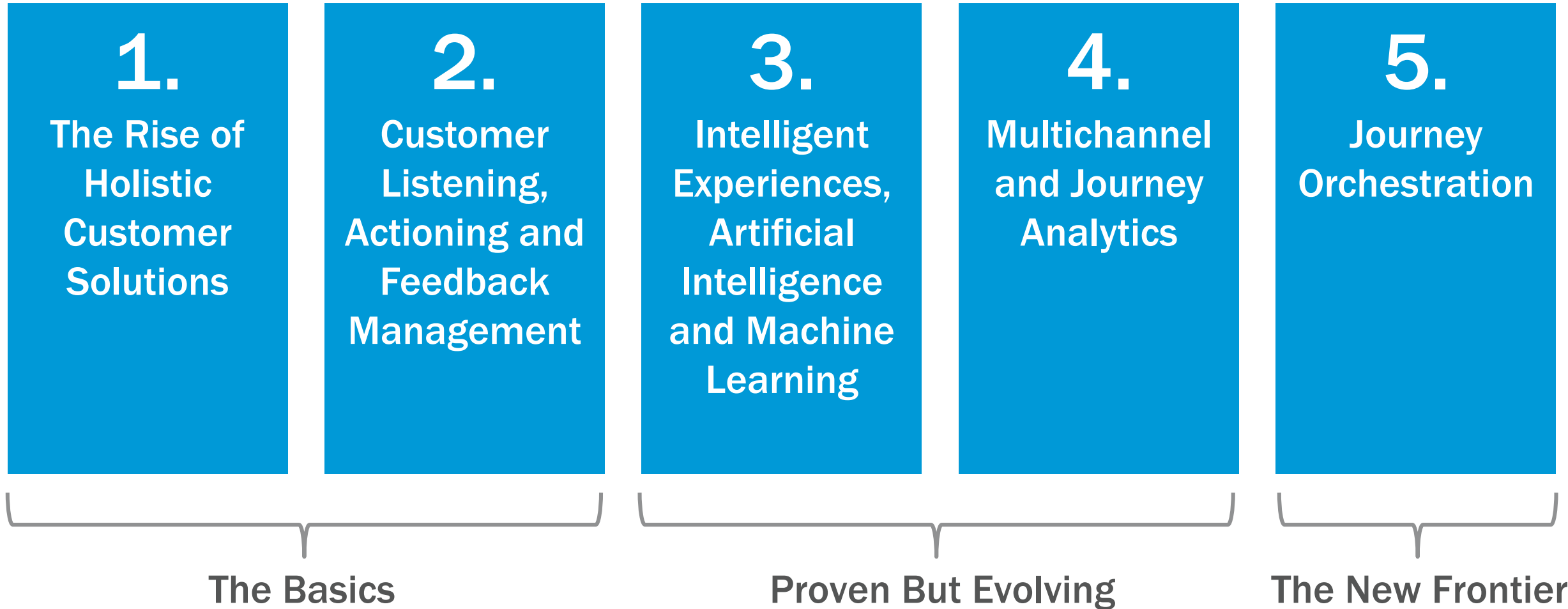


# With what's right for you determined through a proven approach to selecting, and implementing CX Tech

<b>Case For Change</b>	<b>Requirements and Objectives</b>	<b>Market Solutions Review</b>	<b>Solution Selection</b>	<b>Activation and Value Realization</b>
<ul style="list-style-type: none"><li>▪ Revenue and Margin</li><li>▪ Competitive Forces</li><li>▪ Customer Expectations Shift</li><li>▪ CX Improvement</li><li>▪ Technology Redundancy</li></ul>	<ul style="list-style-type: none"><li>▪ Architecture Compliance</li><li>▪ Experience Business Functions</li><li>▪ Cost</li><li>▪ Talent: Self sufficiency vs. sourcing</li><li>▪ Financial Model</li></ul>	<ul style="list-style-type: none"><li>▪ Architecture Compliance</li><li>▪ Leaders, Core &amp; Innovators</li><li>▪ RFI vs RFP</li><li>▪ Platform and Services</li><li>▪ Financial Model &amp; Guarantees</li></ul>	<ul style="list-style-type: none"><li>▪ Platform, Implementation and Management</li><li>▪ Negotiation and Contracting</li><li>▪ Selection</li><li>▪ Communication</li><li>▪ Resources</li><li>▪ Financial Commitment</li></ul>	<ul style="list-style-type: none"><li>▪ Kickoff</li><li>▪ Agile</li><li>▪ Onboarding</li><li>▪ Integration</li><li>▪ Customization and Configuration</li><li>▪ Business Case and BVR (Value Realization) Tracking</li></ul>

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# 5 Key CX Technology Trends driving CX ROI today



# 5 Key CX Technology Trends: The basics

## Rise of Holistic Customer Solutions



Standard tech architecture platforms and vendor commitments may reduce costs, increase benefits and enhanced access.

## Customer Listening, Actioning and EFM



Understanding what your customers want and actioning responses and improvements including VoC and Voice of Analytics (VoA) solutions

# 5 Key CX Technology Trends: Proven but evolving

## Intelligent Experiences, AI & ML



AI enabled experiences elevating self service are here. And Machine Learning can improve experiences.

## Multichannel and Journey Analytics



Extracting meaning from emails, chats, social media and qualitative comments plus analyzing data to define and improve and action journeys

# 5 Key CX Technology Trends: The new frontier

## Journey Orchestration



usermind



Cross channel and cross systems experience management (including notifications) plus dynamic management of experience journeys.

## Your Favorite Here



API ecosystems, AR/VR Augmented & Virtual Reality, 3D printing ...  
Where do you think we are going next.

Today, we're going to: Discuss the growing importance of CX ROI and CX Technology; Learn the 5 CX tech trends driving CX ROI today; Have an insightful conversation with our panel of CX Tech leaders

Michel Feaster,  
Founder  
Introducing:



**Usermind's Journey  
Orchestration Hub** allows  
enterprises to orchestrate  
customer journeys across  
channels, systems and  
teams.



### **Listen**

Monitor customer signals,  
touchpoints and journeys in real-time



### **Decide**

Process signals and data using  
business rules and logic



### **Act**

Automate relevant actions using  
underlying systems and channels



Kevin O'Dell  
Chief Technology Officer,  
Introducing:



**End-to-end customer  
analytics powered by AI  
analyzing, categorizing,  
visualizing and actioning  
omni-channel customer  
feedback in real time.**



## Ingest

- Point & Click Execution
- Pre-Built Data Connectors
- Security
- Pluggable Redaction Engine
- Data Fusion
- Voice-To-Text
- Translation
- Data Normalization



## Analyze

- Dynamic Topic Modeling
- Natural Language Processing
- User Intent Extraction
- Data Fusion
- Schema Unification
- Taxonomy
- Sentiment Analysis
- Geospatial Analysis



## Visualize

- Business Templates
- Interactive Dashboard
- Comparative Analysis
- Dynamic Content Sharing
- B.I. Reporting
- Notifications/Alerts
- Intuitive Visualization Editor
- User Feedback Interface

Tim Lavin  
President & CEO,  
Introducing:

# Zacoustic

**The Crossroads of  
Customer Experience  
and Employee  
Engagement.**

## Zacoustic Insights



Improve Customer  
Experience with  
Calibrated Insights

## QA Vision



Automate and  
Optimize Quality  
Assurance

## Employee Portal



Connect Agents to  
Organizational  
Strategy

## Frontline



Supercharge Coaching  
and Employee  
Engagement

# Let's talk! Your CX technology questions, answered....



**Graham Clark**  
Director CX Tech,  
McorpCX



**Your Moderator**



**Michel Feaster**  
Founder, Usermind  
(Andreessen Horowitz)



**Kevin O'Dell**  
Chief Technology  
Officer at Stratifyd



**Tim Lavin**  
President & CEO  
Zacoustic



**Our Panel**



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