

VoC and VoB, Meet VoA: How Next Gen Voice-of-Analytics is Transforming Customer Insights, and CX ROI

An McorpCX Best Practices Webinar

August 2, 2017

mcorp.cx



Your Hosts:



Michael Hinshaw

Founder and President
McorpCX

- Founder and Managing Director, McorpCX – Independently ranked a Top 20 Digital Customer Experience and Strategy Leader
- Currently on 5 “2017 Global CX Thought Leader” lists, a CMO.com and Top 10 CustomerThink columnist
- Richard H. Holton Teaching Fellow and Innovation and Entrepreneurship Lecturer at UC Berkeley’s Haas Business School



Harry Maugans

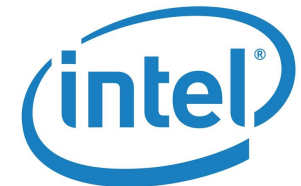
Founder and CEO
Clickagy

- Visionary behind Clickagy, an innovative audience data company experiencing explosive growth in enterprise markets
- In 2007, Founded and successfully exited a global people-based technology company
- Built a multimillion dollar quantitative finance initiative for a leading hedge fund
- University of Georgia, Terry College of Business & Computer Science

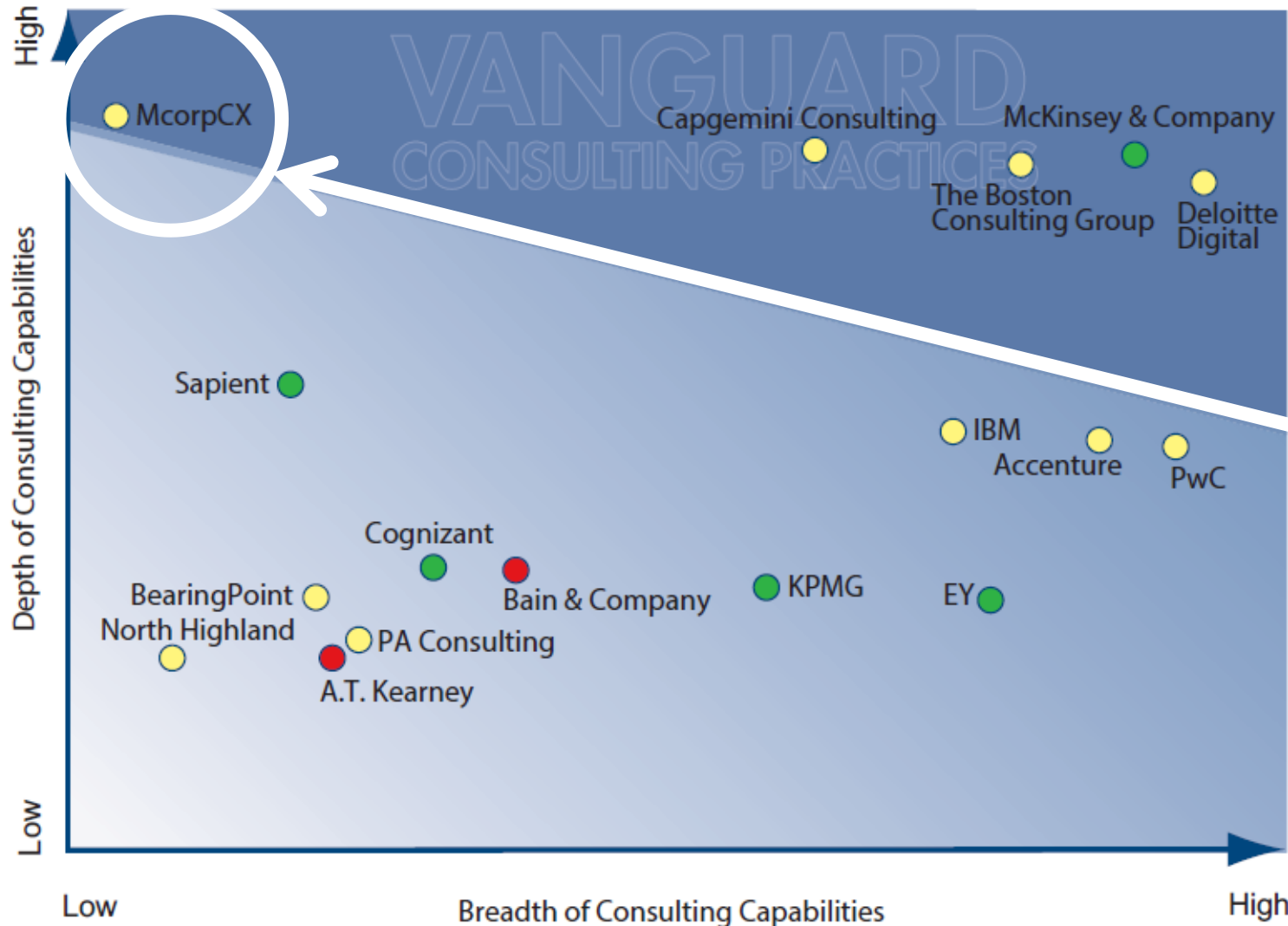
Introducing McorpCX: Driving better CX for leading brands



مجموعة البابطين
ALBABTAIN GROUP



One reason why McorpCX stacks up against the best...



“[Their] narrow but deep market position enables McorpCX to effectively serve both the SME market and the largest global corporations”¹

-- ALM Intelligence:
The Kennedy Vanguard

Today, we're going to:
Discuss the role of customer
insights in CX; Learn how listening
helps you understand your customer;
Introduce Clickagy, and examples
of next-gen VoA in action.

In a world of radically changing customer expectations, there is only one sustainable competitive advantage:



Deliver a better customer (and employee, and partner) experience, across all channels and interactions



Executives understand how important this is. But...

**89% of Companies
Think CX is Critical¹**

They plan to compete primarily on customer experience... now.

**Fully 95% Listen
to Their Customers²**

84% regularly ask customers for feedback, 11% do so occasionally²

**Yet 71% Don't Think
it Drives Actions³**

Only 29% think VoC is fully or mostly effective in driving action³

1) Gartner Group, September 2014 Gartner Survey Finds Importance of Customer Experience on the Rise 2) Forrester Research, Inc. March 2016: The State Of CX Management Maturity

3) June, 2014: The State Of Voice Of The Customer Programs, 2014

CX drives measurable value [and VoC drives CX]

CX leaders enjoy results like...



Up to 2.4 times annual revenue increase, per-customer¹

Reduces the cost to serve customers (For Sprint, 33%)¹

Typical growth over double that of their competitors²

Because customer experience leaders are customer listening, insights and understanding leaders...



“We respond to every single customer inquiry, whether it's via phone, email, live chat, Twitter, Zappos blog or Facebook.”



CEO Tim Cook reads—and sometimes responds to—up to a hundred customer emails every day.



Their entire Denim & Co. proprietary fashion line was built on suggestions and comments from customers.



CEO Jeff Bezos forwards emails from unsatisfied customers to his team and demands a fix within hours.

Customer insights inform all, enable most, and drive several best practice capabilities of CX leaders

Developing better customer experiences requires:

Customer Experience
Strategy

Customer
Understanding

Design and
Innovation

Delivering better customer experiences requires:

Governance

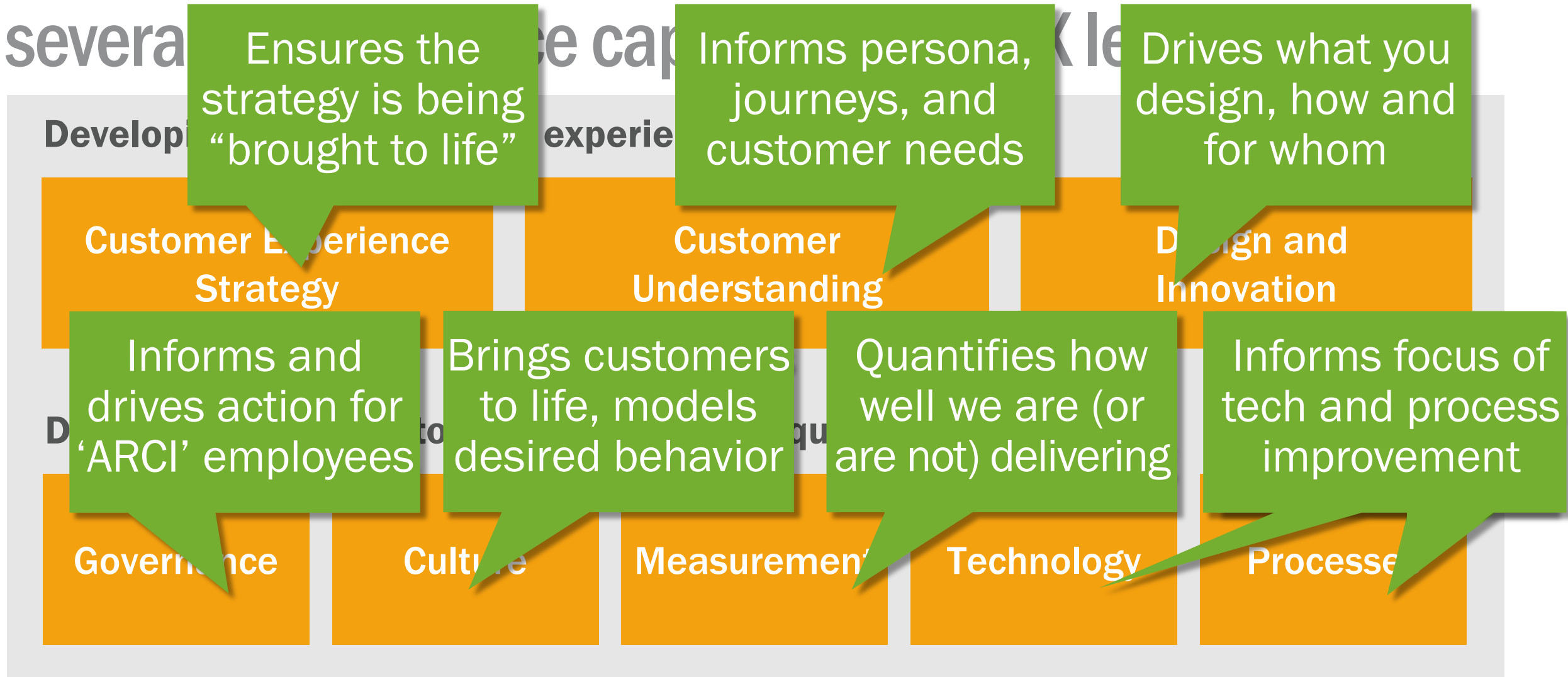
Culture

Measurement

Technology

Processes

Customer insights inform all, enable most, and drive several



Here's the thing: If customer experience is important to you, then so is customer understanding.

① ← Inside-Out
Outside-In → ②

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helps you understand your customer;

Introduce Clickagy, and examples

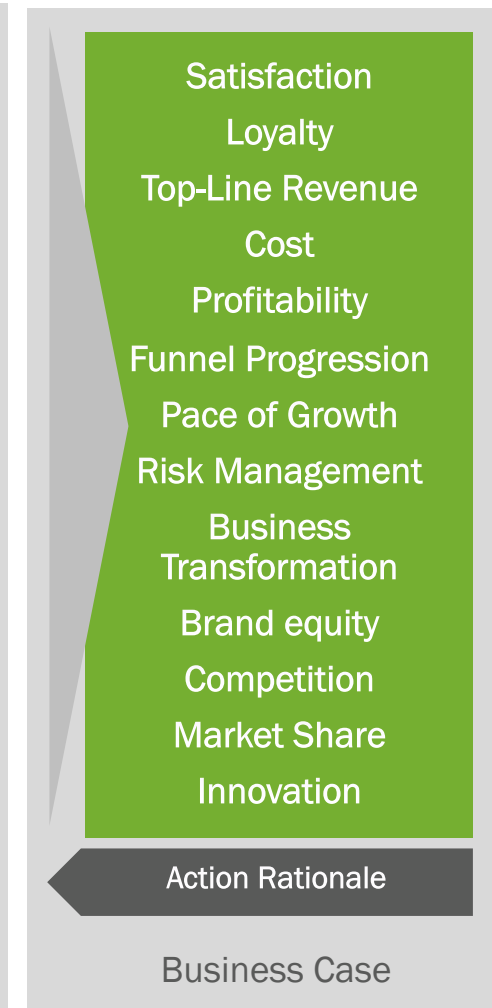
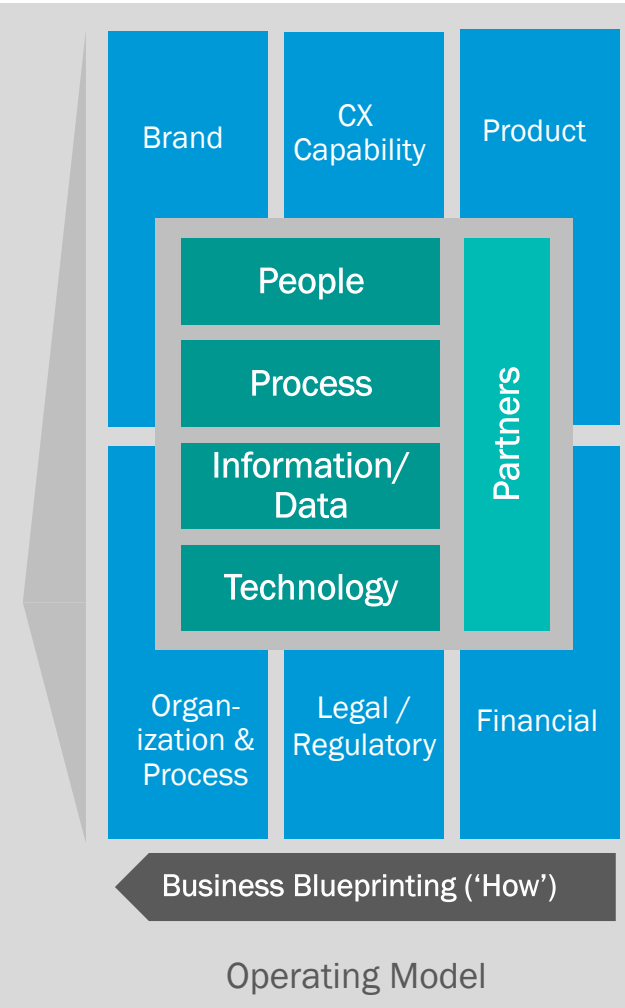
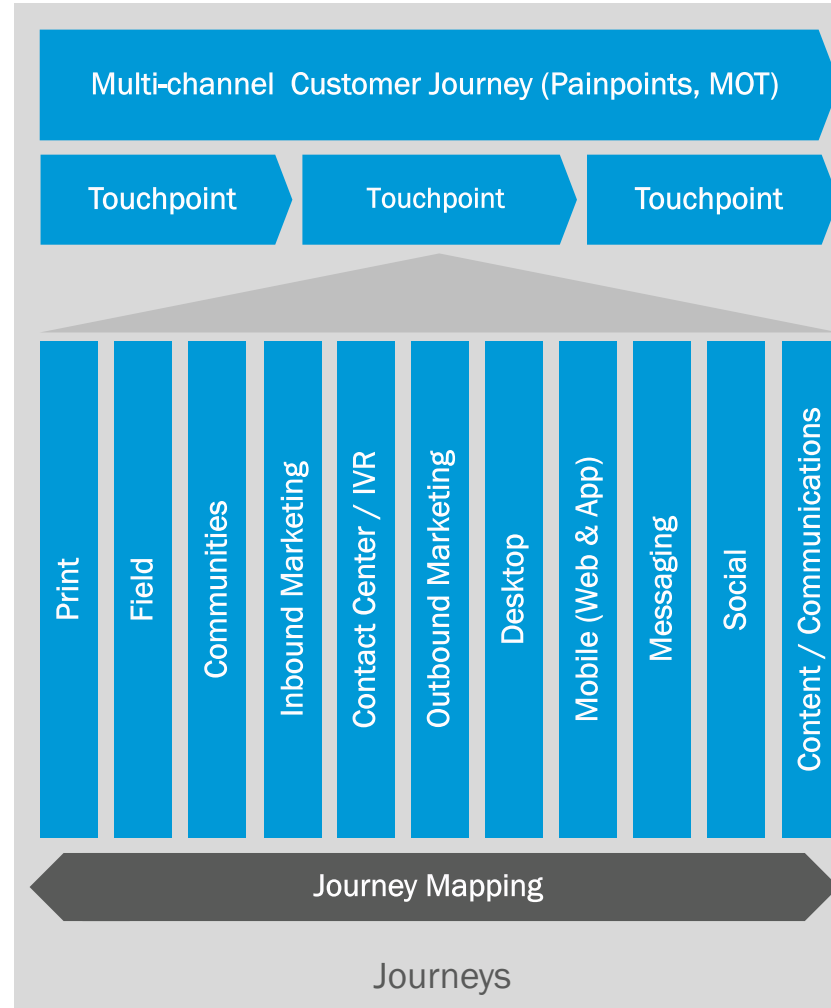
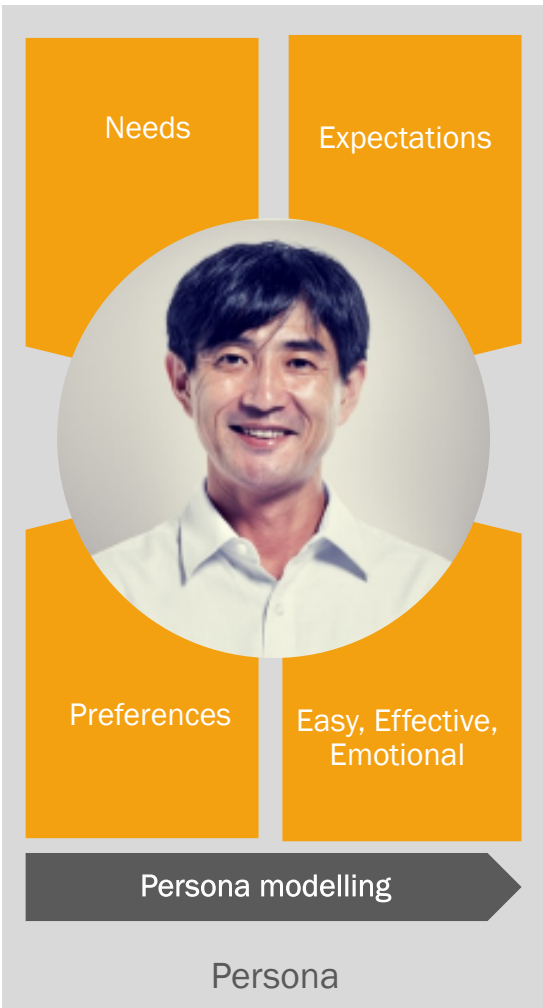
of next-gen VoA in action.

Question: What percentage of Fortune 1000 marketers depend on data for customer-related decisions?

11%



Customer-centric operating models (and the value they drive) rely on a deep understanding of your customers



Custo
drive)

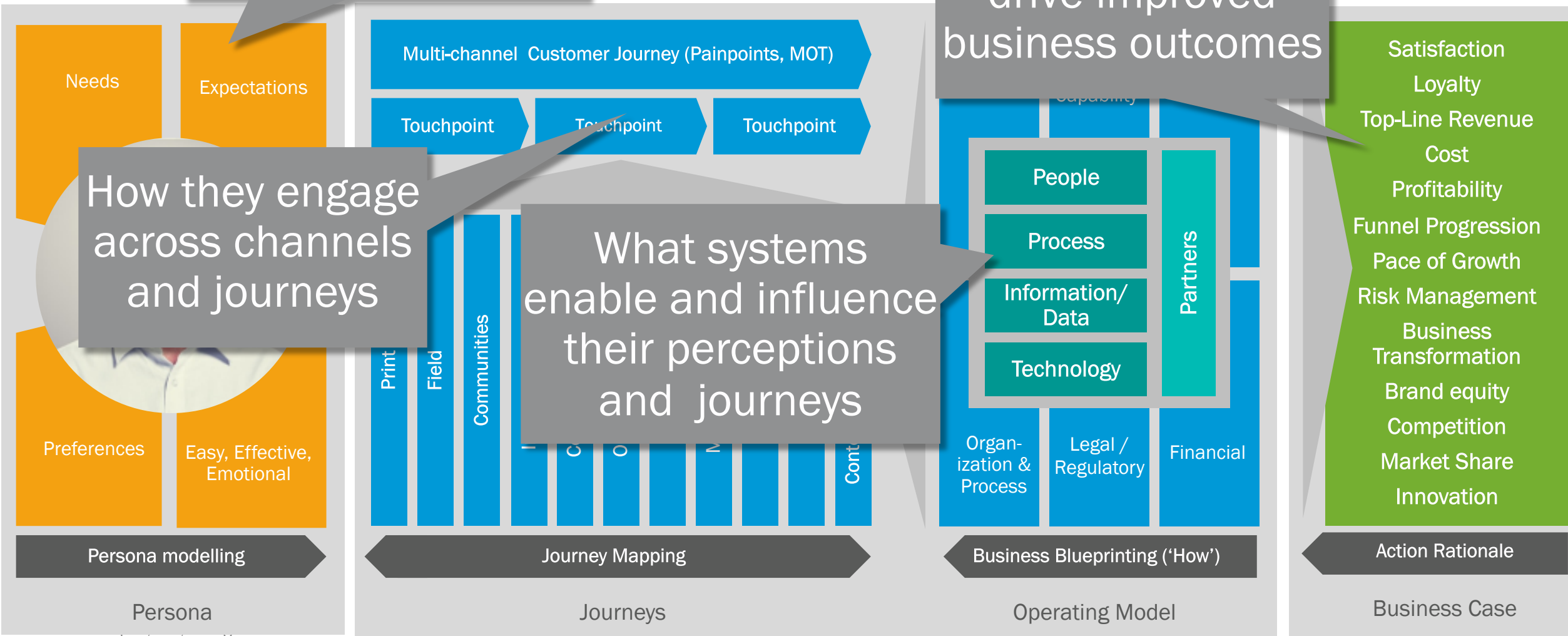
Understanding customer segments and personas

erating models (and the value they understandi
omers

And how these drive improved business outcomes

How they engage across channels and journeys

What systems enable and influence their perceptions and journeys



Persona

Journeys

Operating Model

Business Case

So you can see how and where to best, and how to most quickly, move your customers through the journey

Driving prospects closer

Leading to more buyers, more quickly

Driving loyalty, advocacy and value



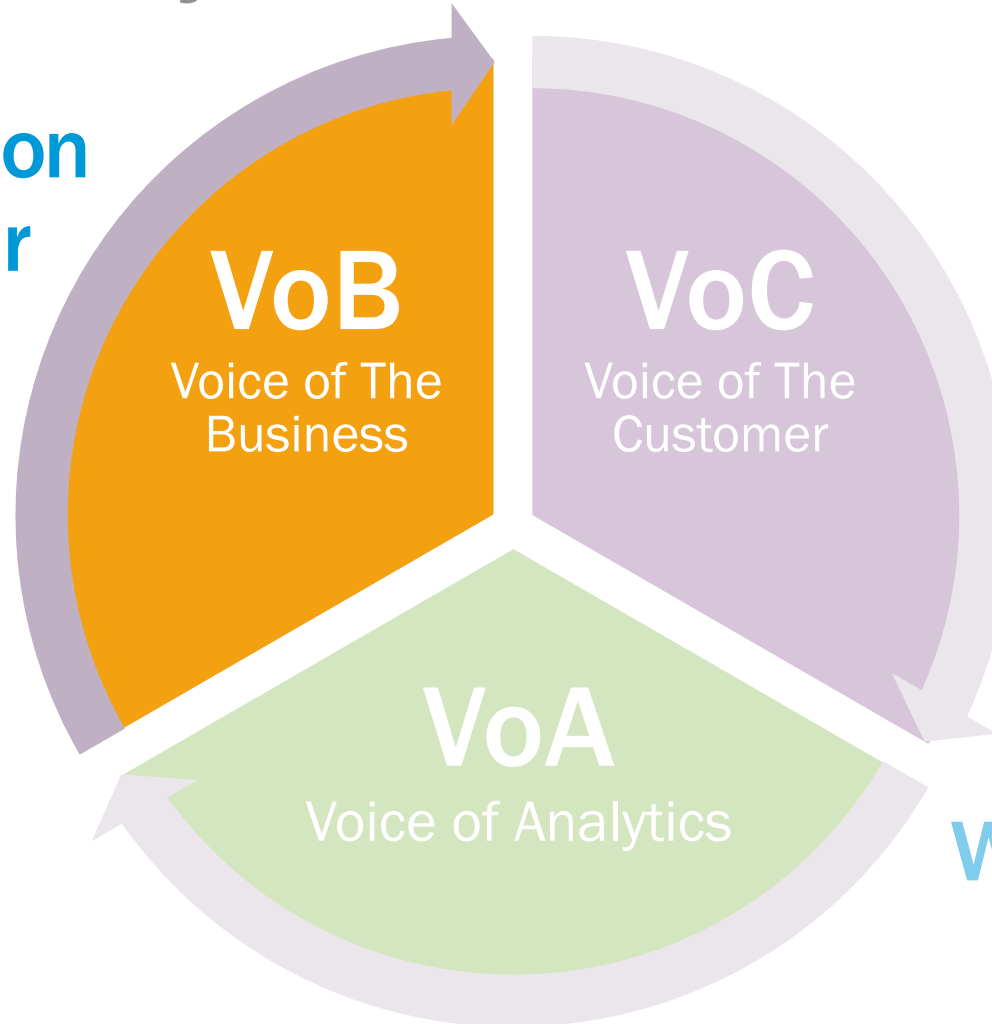
Which interactions most effectively drive discovery?

How do emotions influence purchase decisions?

How does what customers do (vs. what they say) drive engagement?

Leveraging 3-Dimensional insights (VoB, VoC and VoA) to truly understand your customer across their journeys

**What the organization
'knows' about your
customers**



**What customers
say they want, need
and do**

**What customers
actually do**

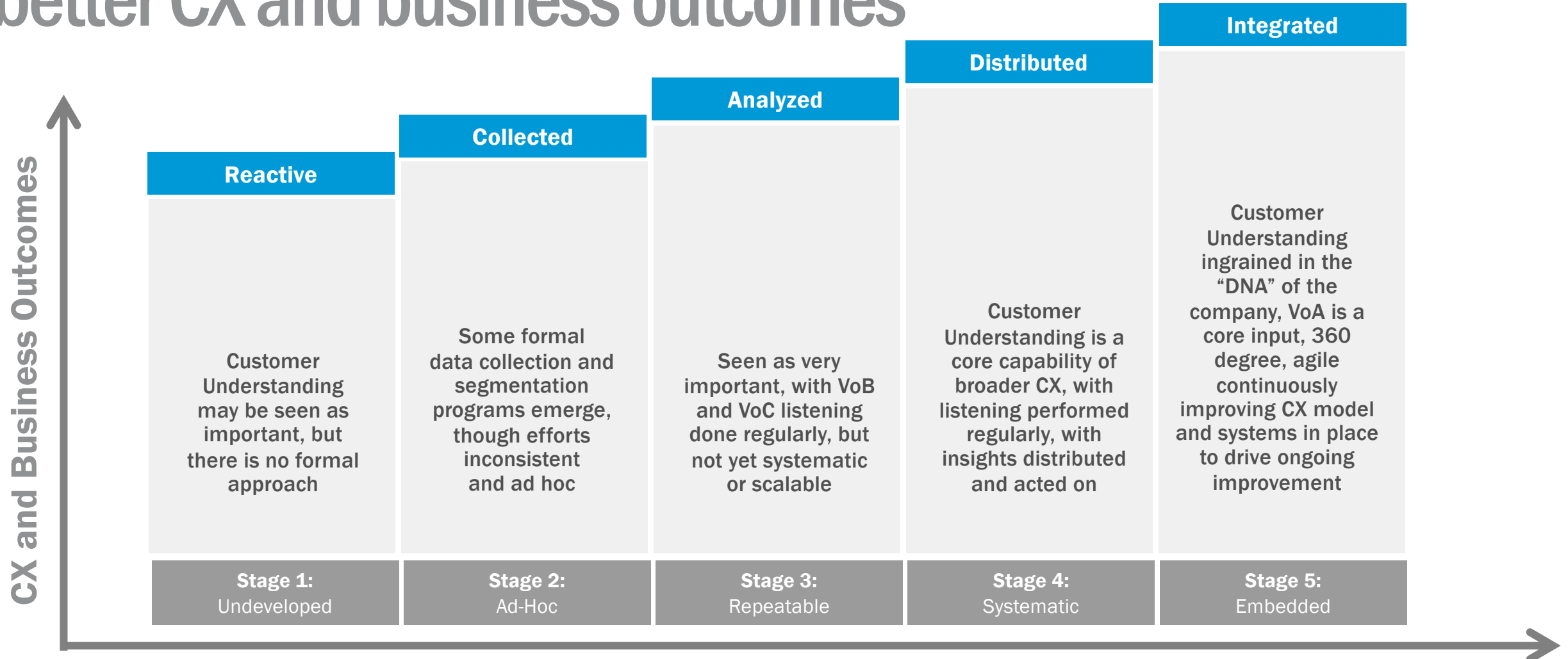
These 3D insights help you 'see' (and know) individual customers across broader segments or audiences

A traditional segment

3D Persona, in a segment

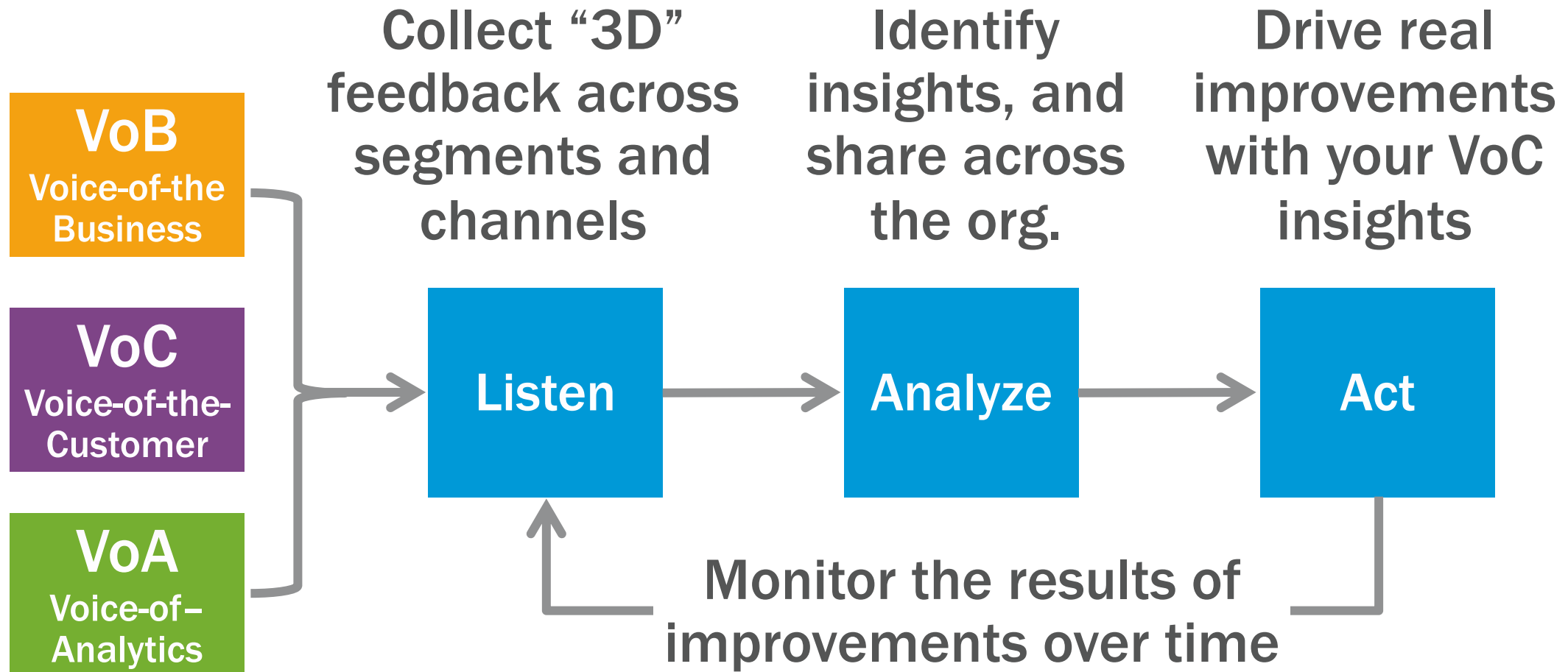


Increased maturity in Customer Understanding drives better CX and business outcomes



Organizational Adoption of Customer Understanding

Why best-in-class companies follow a proven framework to become better at Customer Understanding and insights



Leading directly to business value for those that move up the Customer Understanding “maturity curve”

Best-in-class companies enjoy...



55% greater customer retention rates¹

23% decrease in year-over-year customer service costs¹

292% greater employee engagement rate¹

Driven by an explosion of (coming) Customer Insight, VoA and Digital Experience tools

Let's introduce you to one of them...

Tools For Listening & Analyzing | Tools For Digital Experience Delivery



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Anonymous Data is the Next Wave of VoA

91% Clickagy collects behavioral data on 91% of internet-connected devices every month in the US

~1.5 billion unique cookies in the past 30 days

Clickagy Insights



Analytics Partnerships



Advertising Partnerships

Direct Publisher Relationships



Web Technologies



Other Proprietary Data Sources

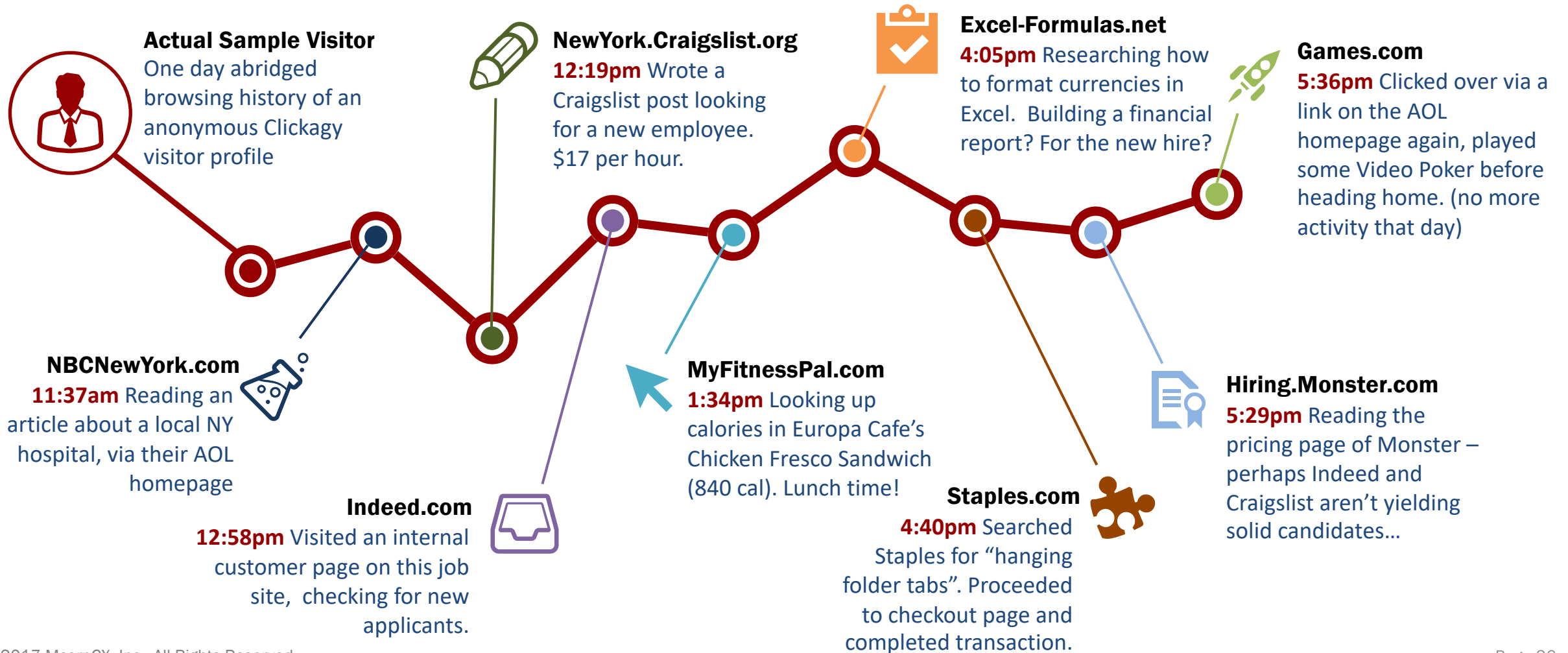


Fully Privacy Compliant

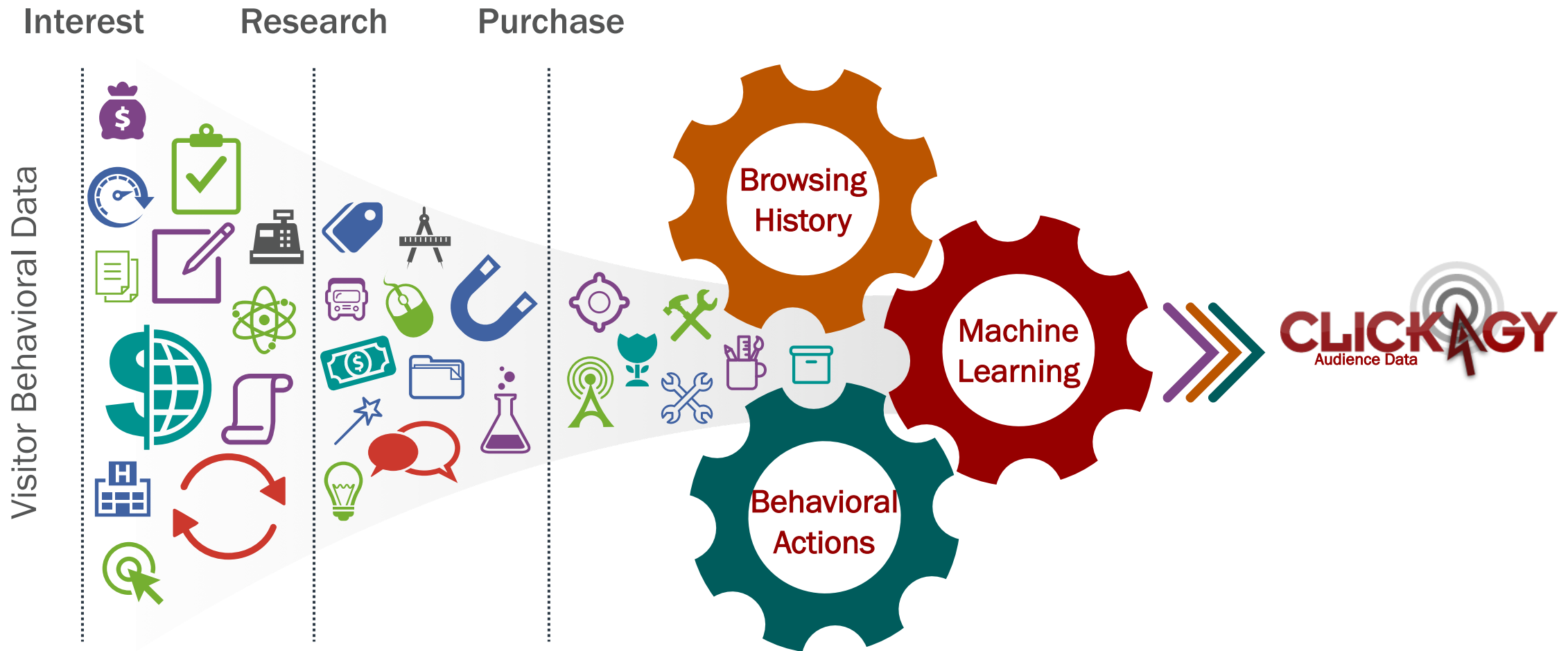
While we do collect a large quantity of data, we respect "Do Not Track" declarations and our collection methods are fully compliant with all US legislation protecting consumer privacy and PII

Comprehensive visitor browsing and behavioral data

Massive visibility: Abridged browsing history of an anonymous Clickagy profile



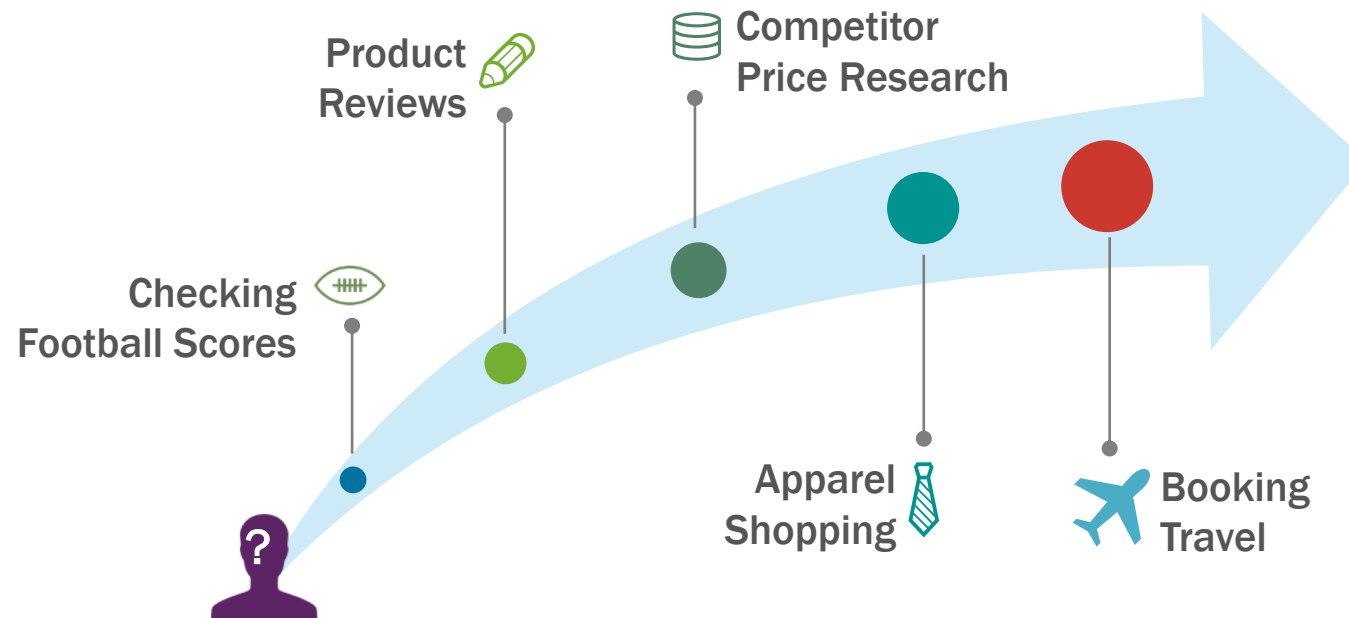
Clickagy gathers and analyzes this external anonymous data, to tell you what customers ACTUALLY do...



Progressive Customer Experience

Beyond the sale, a well defined CX flow will build brand loyalty.

Our key contact at Samsung got promoted shortly after bringing in Clickagy:
Anonymous, data-driven CX via VoA really works!



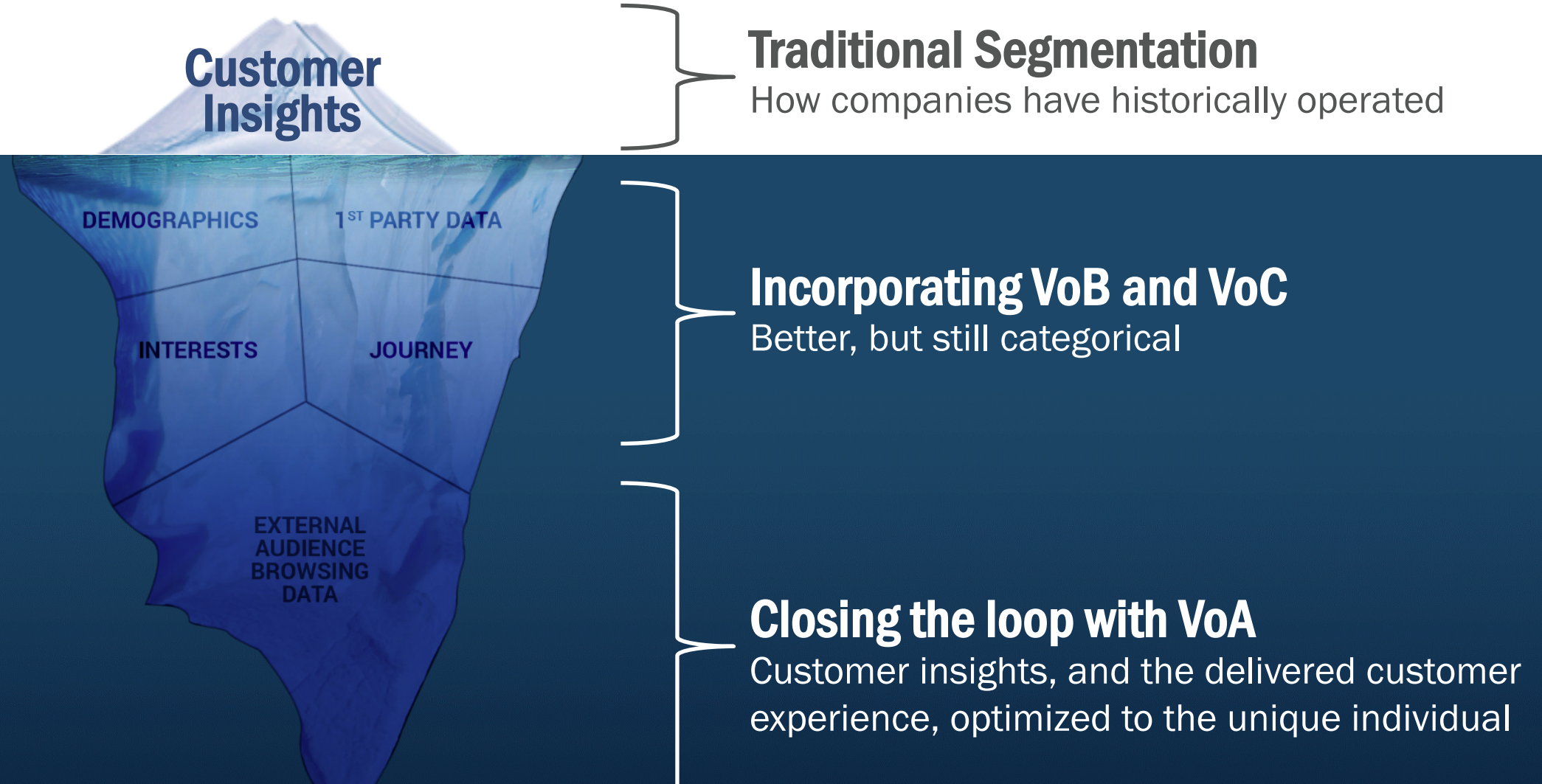
**Relevant Conversation
from Anonymous Data**

CX Lift from VoA

Creating data-driven experiences



Build 3-Dimensional customer insights and enhance CX by adding VoA (Voice-of-Analytics) to your tool box



Client Success (Major consumer electronics brand)

Objective

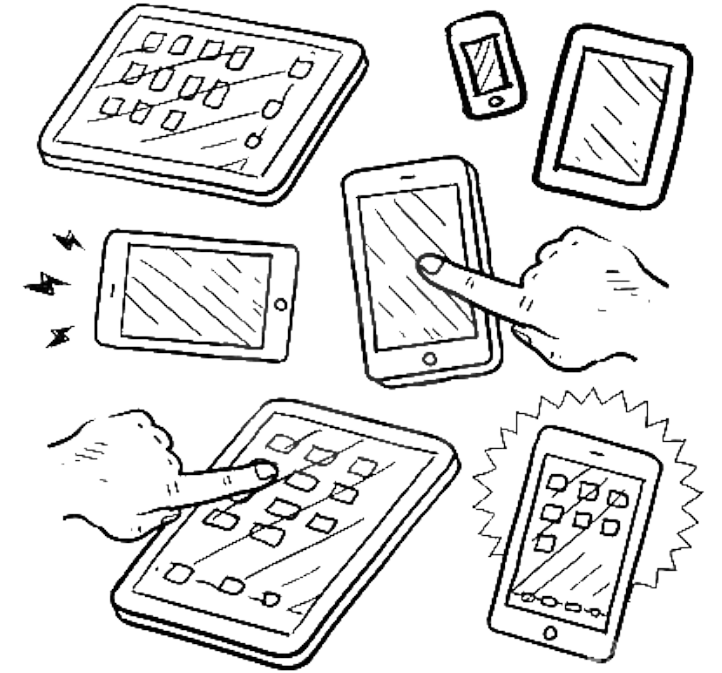
Work closely with the client's digital AOR to leverage Clickagy data and improve performance of a pre-existing, highly refined digital campaign.

Technology

Multiple major DSPs were leveraged to compete Clickagy data against their existing best-of-breed data deployment, in an apples-to-apples comparison to their baseline.

Result

Drove an 85% lift in engagement, and over a million dollars in incremental monthly revenue, above and beyond their existing campaign performance metrics.



+\$1,000,000

Incremental monthly ROAS (lift), driven by Clickagy data

Client Success (Automotive Agency)

Objective

Identify in-market car shoppers across hundreds of client dealerships, execute data-driven personalized marketing, and engage them to setup a test drive.

Technology

Clickagy DSP leverages Audience Lab in-market data to bid on programmatic media likely to convert, with auto-optimization and ad personalization.

Result

Outperformed any other automotive technology and illuminated buyer journey with eye-opening transparency. And with an increased spend with Clickagy almost every month for four years, resulting in a 1700% increase in monthly budget.



>1,700% Increase in monthly budget with Clickagy, over the past four years

Delivering data-driven CX, within your existing Digital Experience Delivery platforms (such as Adobe)

Clickagy has partnered with most major platforms for leveraging anonymous audience data

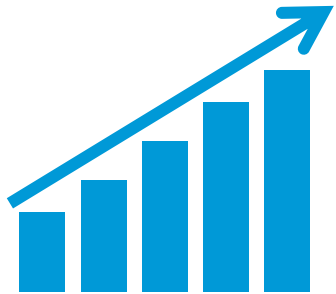


In Closing...

Key takeaways: Boost Customer Understanding Maturity for 3-Dimensional customer insights and smarter CX...

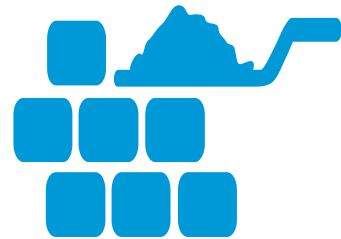
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Understand your company's Customer Understanding Maturity



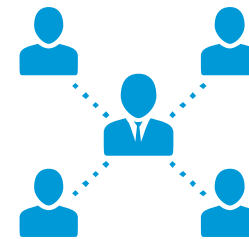
2.

Design a 3D Customer Listening Program, and plan rollout



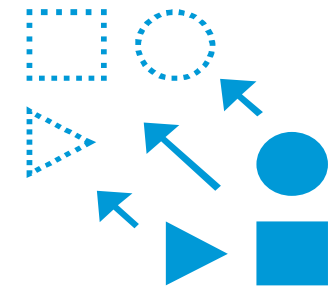
3.

Gather and analyze 3D data to drive a much deeper customer understanding



4.

Act on what you learn & monitor to ensure you have achieved desired results



Any questions? Let's talk...



