



*A visionary view on digital customer service
From now to the end of the decade*

How To Give Distinctive Customer Service When Every Major Trend Goes Into The Blender

A close-up photograph of a hand holding a piece of light-colored, textured paper. The word "Customer" is printed in a bold, black, sans-serif font on the paper. The background is a blurred mix of green and orange colors.

Customer

Expecting ~~The Earth~~ Heaven

Over the course of the past two years online shopping via smart mobile devices has grown from less than 1% to 20% of all UK online sales

Retailers typically report that the iPad is responsible for over 90% of such sales



James Roper



"It's not just the convenience that is driving consumer's migration to mobile, it brings a whole new mind-set in which everything is always immediately available"

Now!



**WHAT YOU WANT.
WHEN YOU WANT IT.**

Shop at your favourite online stores and Shutl will deliver in minutes or at a convenient time of your choice.

SO WHAT ARE YOU WAITING FOR?


FASTEST DELIVERY

14 MINS **58** SECS

Anywhere



WiFi, location tracking and real-time couponing

A close-up photograph of a hand holding a piece of light-colored, textured paper. The word "Mobility" is printed in a bold, black, sans-serif font on the paper. The background is a blurred, colorful bokeh of green, yellow, and orange.

Mobility

A young man with dark hair, wearing a dark, ribbed hoodie, is looking intently at a smartphone held in his hands. The background is bright and slightly out of focus, suggesting an indoor setting near a window. The overall mood is one of focus and connection.

CONNECTION IS SURVIVAL

71% OF YOUTH WOULD RATHER SPEND THEIR LAST \$10
ON TOPPING UP THEIR PHONE THAN ON FOOD

Screen Hopping

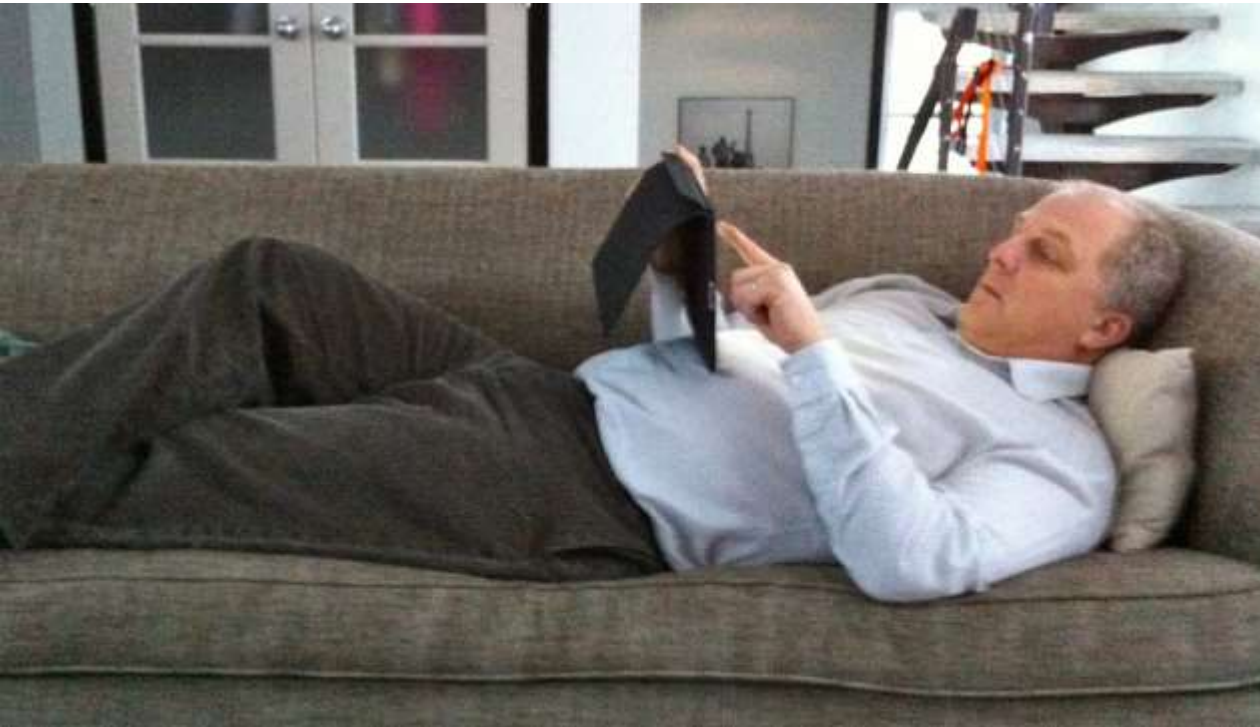
MOBILE



research product **browse** options **purchase** item

Screen Hopping

TABLET



research product **browse options** purchase item

Screen Hopping

LAPTOP



research product **browse** options **purchase** item

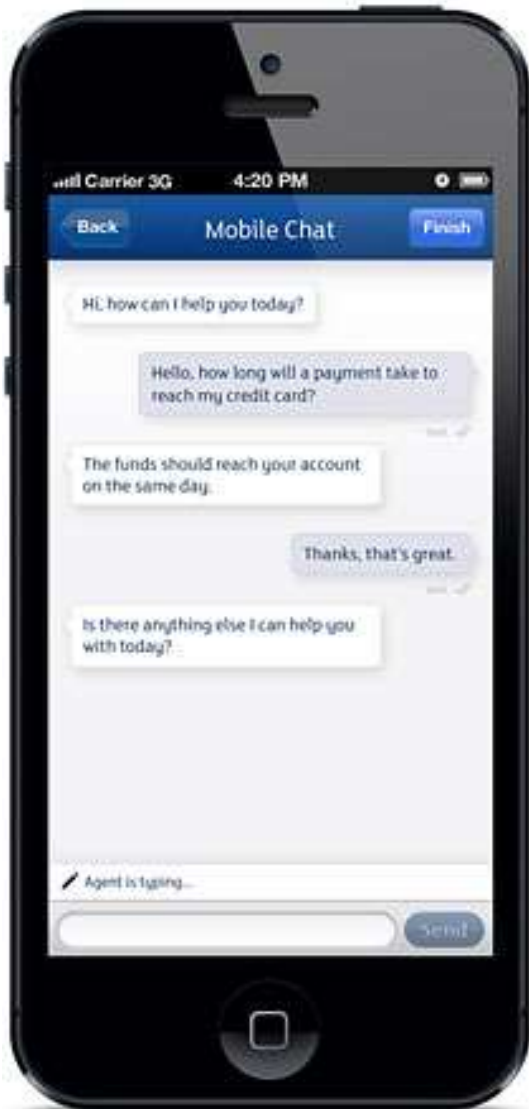
Mobile + Social Synergy

UK 80% access Twitter via mobile




Global 60% access Facebook via mobile/tablet

Mobile Support



April 2013

NatWest and RBS become the first in Europe to offer in-app, real-time customer service

A close-up photograph of a hand holding a piece of light-colored, textured paper. The word "social" is written on the paper in a bold, black, sans-serif font. The background is a blurred mix of green and orange colors.

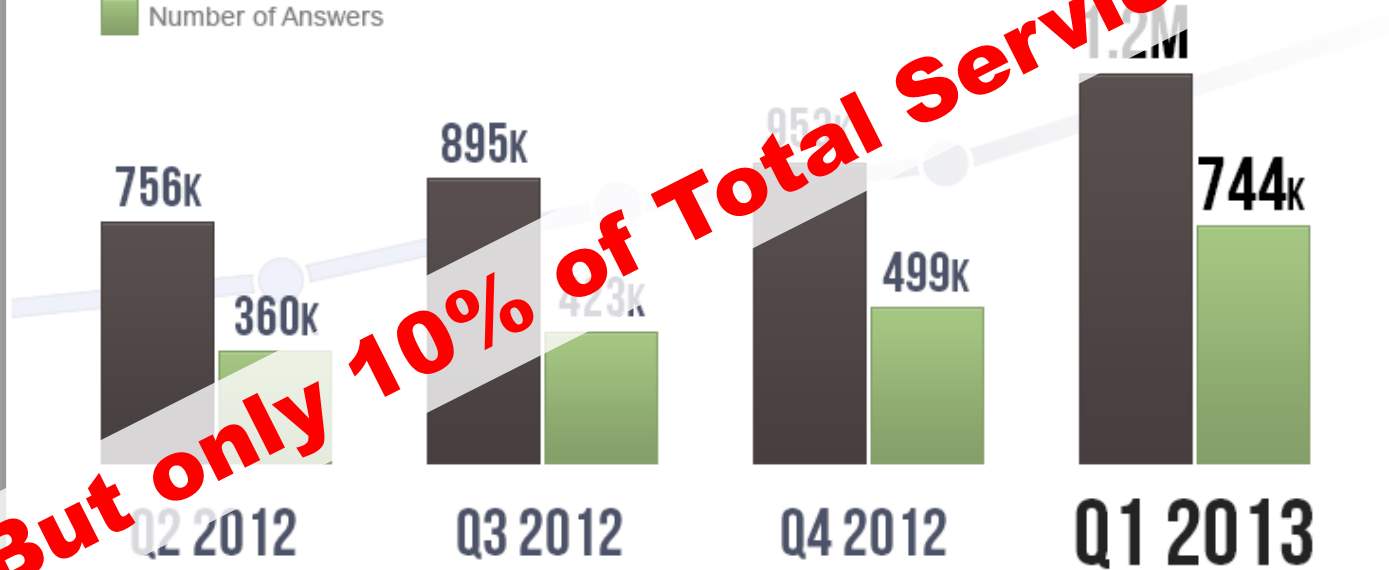
social

Adoption Trend



THE VOLUME OF QUESTIONS ASKED BY BRANDS' FANS DURING Q1 HAS INCREASED BY 30%*

■ Number of Questions
■ Number of Answers



* An increase from Q4 2012

Stakes Are Now Raised



**CUSTOMER SERVICE
IS NOW
A
SPECTATOR SPORT!**

75

759

29

89

0



Towards Consumer Activism

 @HVSVN Follow

Checkout [@British_Airways](#) state-of-the-art baggage handling system
pic.twitter.com/6kft4NTcBo

Reply Retweet Favorite Buffer More



Tweets

 @HVSVN 4h
I got what I wanted. I win.
Expand

 @HVSVN 10h
Final Spend pic.twitter.com/jgTHLGzikk
Hide photo Reply Retweet Favorite

76.8K IMPRESSIONS	14.6K ENGAGEMENTS	\$1,000 CAMPAIGN SPEND	\$0.07 ECPE
----------------------	----------------------	---------------------------	----------------

powered by Photobucket Flag this media

19 RETWEETS 19 FAVORITES 

11:46 PM - 3 Sep 13 - Details

Tweets: Businessman Syed revealed his final figures



Upsides & Downsides

Service Topic

Consumers Who
Haven't Used
Social Customer Service

Consumers Who
Have Used
Social Customer Service

**Additional amount consumers
are willing to spend for
excellent service**

11% more

21% more

**Have not completed an intended
purchase because of a poor
customer service experience
in past 12 months**

49%

83%

**Number of people consumers
will tell about good
customer service experiences**

9 people

42 people

**Number of people consumers
will tell about bad
customer service experiences**

17 people

53 people

Source: Amex's Global Customer Service Barometer 2012

Voice Enters #social custserv

56 Martin Hill-Wilson @martinhw 20 Jul
Twelephone Is A Telephone That Connects To Your Twitter Feed And Your Customers. Seamless for Social custserv bit.ly/12UV9xY
[View photo](#)

65 Chris Matthieu @chrismatthieu 20 Jul
Hacking on @Twelephone. Next feature will be a WebRTC-to-SIP call forwarding feature for enterprise contact centers!
Retweeted by Martin Hill-Wilson
Expand

Home Calls Experts Settings Developers Help Blog

Search Twitter Username

Unfollow Mute End Call

more

hello 4 months ago

cool 3 months ago

test 30 days ago

testing days ago

test days ago

hello days ago

Audio call from b17a2420-888a-4838-adb0-ad3cb6a19ae3@i-8f17cae0.phono.com

Audio Session requested by
b17a2420-888a-4838-adb0-ad3cb6a19ae3@i-8f17cae0.phono.com
To chrismatthieu@sip2sip.info

Using Built-in Microphone and Output

Reject Busy Here Voicemail Accept

A close-up photograph of a hand holding a piece of light-colored, textured paper. The word "Digital" is printed in a bold, black, sans-serif font on the paper. The background is a blurred mix of green and orange colors.

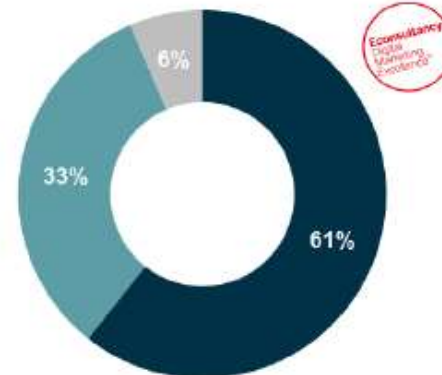
Digital

Setting Expectations

Personalisation in digital channels sets expectations for all channels

...this includes contact centres

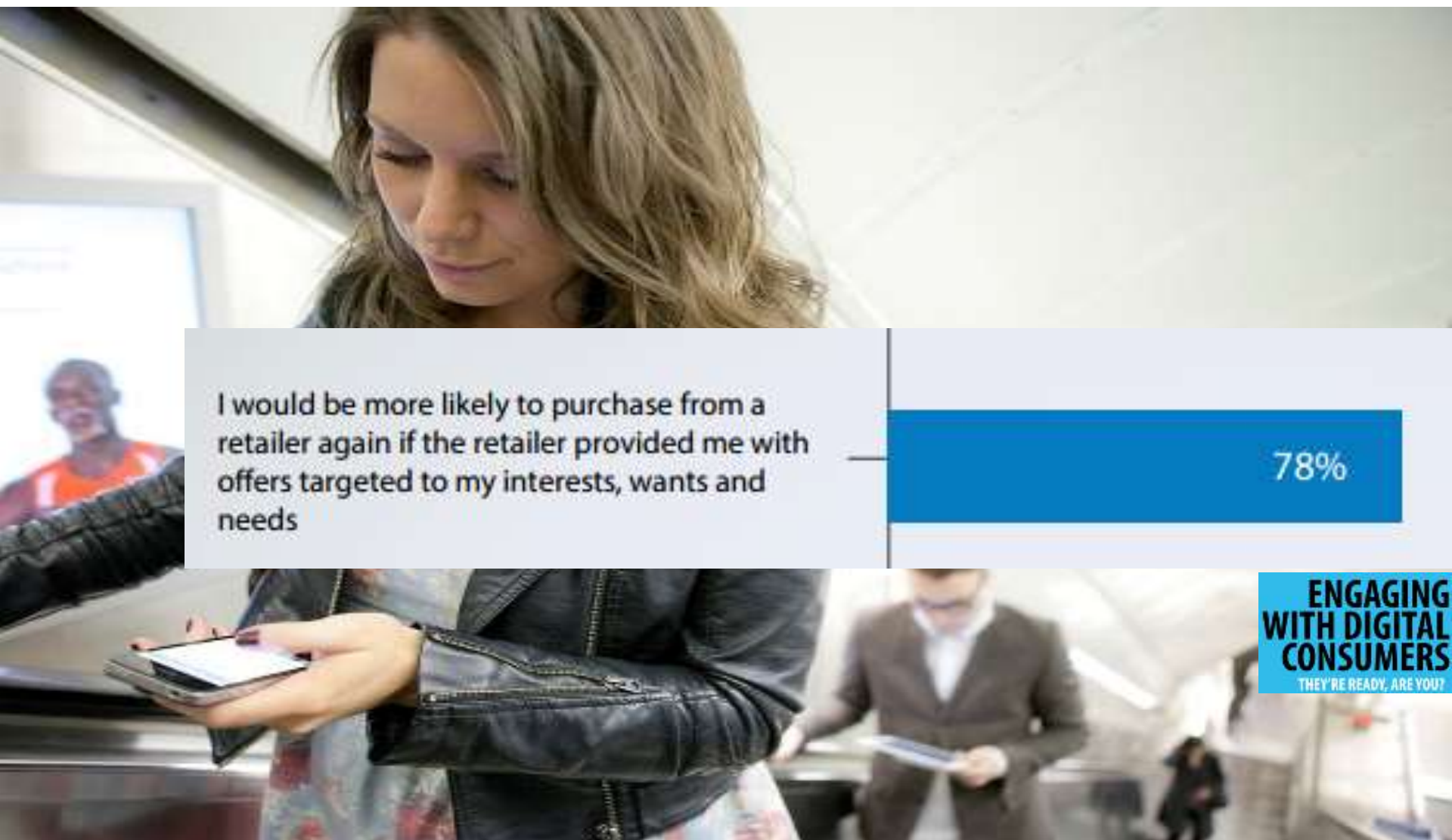
94% of companies agree that personalisation 'is critical to current and future success.'



■ Yes, definitely ■ Yes, somewhat ■ No



Commercial Impact



I would be more likely to purchase from a retailer again if the retailer provided me with offers targeted to my interests, wants and needs

78%









**ENGAGING
WITH DIGITAL
CONSUMERS**
THEY'RE READY, ARE YOU?

Mining Individual Needs

For returning visitors in California, whose income is in the 80th percentile, who have previously viewed Patagonia products, and where the forecasted wind speed exceeds 15mph.

who

Select a Type of Target

-  Landing
-  Location
-  Travel
-  US demographics
-  Technographics
-  **Behavior**
-  Weather
-  Named segments

Who · Add Target · Behavior

Behavior

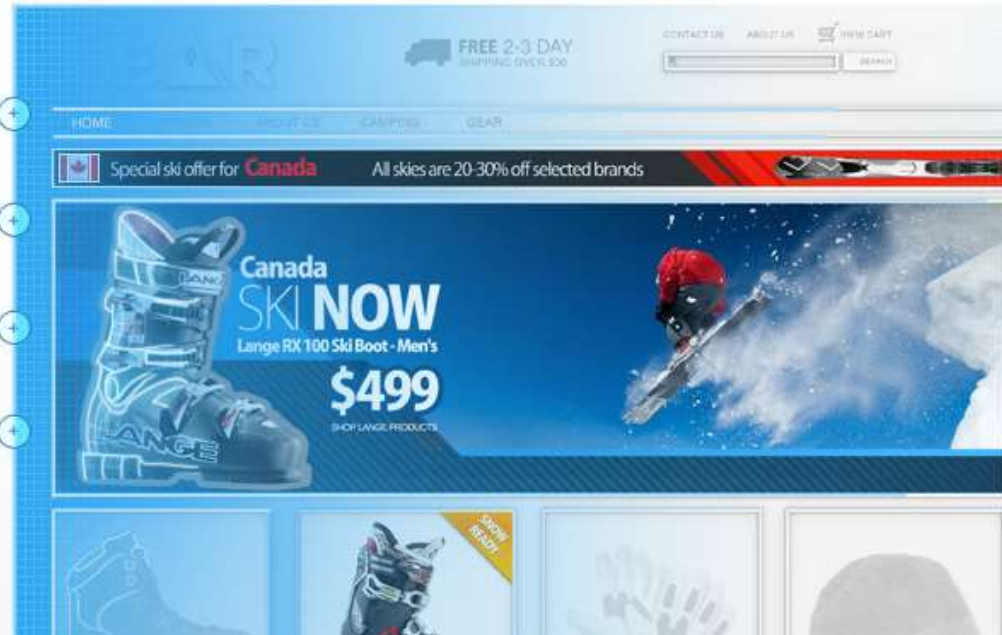
- | | | |
|--|---|---|
| Abandoned cart | Category purchased | Product purchased |
| Amount in abandoned cart | Category viewed | Product viewed |
| Amount in cart | Category viewed last visit | Product viewed last visit |
| Average order size | Category viewed this visit | Product viewed this visit |
| Brand in cart | Days since last purchase | Products purchased in past days |
| Brand last purchased | Days since last visit | Purchase frequency |
| Brand purchased | Exclude users who have set "do not track" | Purchased any product |
| Brand viewed | Last order size | Purchases in past days |
| Brand viewed last visit | Number of page views | Quantity in cart |
| Brand viewed this visit | Product in abandoned cart | Time on site |
| Category in cart | Product in cart | Viewed product out of stock |
| Category last purchased | Product last purchased | |



Real Time Personalisation

Personalization

Make every customer experience a relevant one.



Personalised Self Help

Try out the latest beauty looks online

UPLOAD PHOTO

For best results, select a high resolution photo that is:

- straight on, facing the camera, bright and evenly lit
- At least 200 x 200 pixels in JPG, GIF, or PNG format

UPLOAD >

The screenshot shows a mobile application interface for selecting beauty products. At the top, there are tabs for 'foundation', 'concealer', 'blush', and 'bronzer'. Below this, there's a section for 'Shop By Base Coverage:' with three color swatches labeled 'Sheer', 'Medium', and 'Full'. A 'Select All' link is also present. Below the swatches are two dropdown menus: 'Shop By Brand' and 'Shop by Price'. A circular color wheel is visible, with segments labeled 'ALL', 'FAIR', 'MEDIUM', and 'DARK'. At the bottom left, there's an 'Adjust Amount' slider. On the right side of the interface, a large photo of a woman's face is displayed. At the bottom of the photo, there are several icons: a magnifying glass for 'Zoom In', a magnifying glass with a minus sign for 'Zoom Out', a cross for 'Clear Look', two people icons for 'Before & After', and a floppy disk for 'Save'.

SELECT A MODEL



Personalised Service



Personalised Fun

Personalize Your M&M'S®

The advertisement features a central image of a box of pink M&M's candies. Several candies are personalized with a woman's face and the text "Tiff is 16". A yellow candy has the text "Born to Party!". To the left is a Polaroid photo of the woman. Below the candies is a color wheel, a laptop showing the woman's photo, and a pink candy with the text "Tiff Rocks!".

PICK YOUR COLORS + **UPLOAD A PHOTO** + **ADD A MESSAGE** = **WOW!**

Create Now

Now you can eat your face.

Impact On Customer Service

Shifting from reactive to proactive customer service that sells

Proactive Social Customer Service Is Now Expected

February 19, 2013 By Jeannie Walters • 2 Comments

MILA D'ANTONIO | FEBRUARY 18, 2013

Proactive Deception Versus Proactive Customer Service

6 Tips to Shift from Reactive to Proactive Customer Service

May 16, 2013

Step 4 of a Proactive Service® Culture – A Clear Opportunity Process

Posted on July 9, 2013 by Jim – No Comments ↓



24x7 Home Screen Assistance



24x7 Home Screen Assistance



An Amazon service representative responding to a Kindle Fire HDX user's Mayday request.
(Credit: CNET)

An Amazon Service Representative Responding To A Kindle Fire HDX User's Mayday Request

24x7 Home Screen Assistance



Amazon's tech experts can now take control of your device's screen and draw on it to guide customers through troubleshooting situations.

(Credit: CNET.)

Amazon's Tech Experts Can Now Take Control Of Your Device's Screen And Draw On It To Guide Customers Through Troubleshooting Situations

How To Do It



Customer Situation


The customer has bought something recently. Online, retail, call centre

Automated Messaging

"We noticed you recently purchased from our online catalogue, press 1 if you want to check on delivery status or press 2 if you want to change the order"

Personalisation Catalyst



A close-up photograph of a hand holding a piece of light-colored, textured paper. The paper is held between the thumb and index finger, with other fingers visible in the background. The paper has the words "Big Data" written on it in a bold, black, sans-serif font. The background is a blurred mix of green and orange colors.

Big Data

Big Data Mashup

**Demographic
Data**



**Transactional
Data**



**Interaction
Data**




30% Uplift In Accuracy Of Customer Churn Modelling

Know Me

Flickr Lenore-M

**Emphasis on lifetime value
& loyalty will reduce churn.**

**DON'T
BE ORDINARY**

A close-up photograph of a hand holding a piece of light-colored, textured paper. The word "C1oud" is printed in a bold, black, sans-serif font on the paper. The background is a blurred, colorful bokeh of green, yellow, and orange.

C1oud

Multi-Channel/Device

Journeys are increasingly the way customers interact with companies

56% of all customer interactions happen during a multi-event, multi-channel journey

38% of all customer journeys involve more than one

SOURCE: McKinsey & Co

CUSTOMER JOURNEY

OMNI

CHANNEL

INFLUENCE



SHOP
ECOMMERCE
MOBILE
SOCIAL MEDIA 1
TRADITIONAL MEDIA

DECISION MAKING



SHOP
ECOMMERCE
MOBILE 2
SOCIAL MEDIA
TRADITIONAL MEDIA

ORDER



SHOP
ECOMMERCE 3
MOBILE
SOCIAL MEDIA
TRADITIONAL MEDIA

DELIVERY

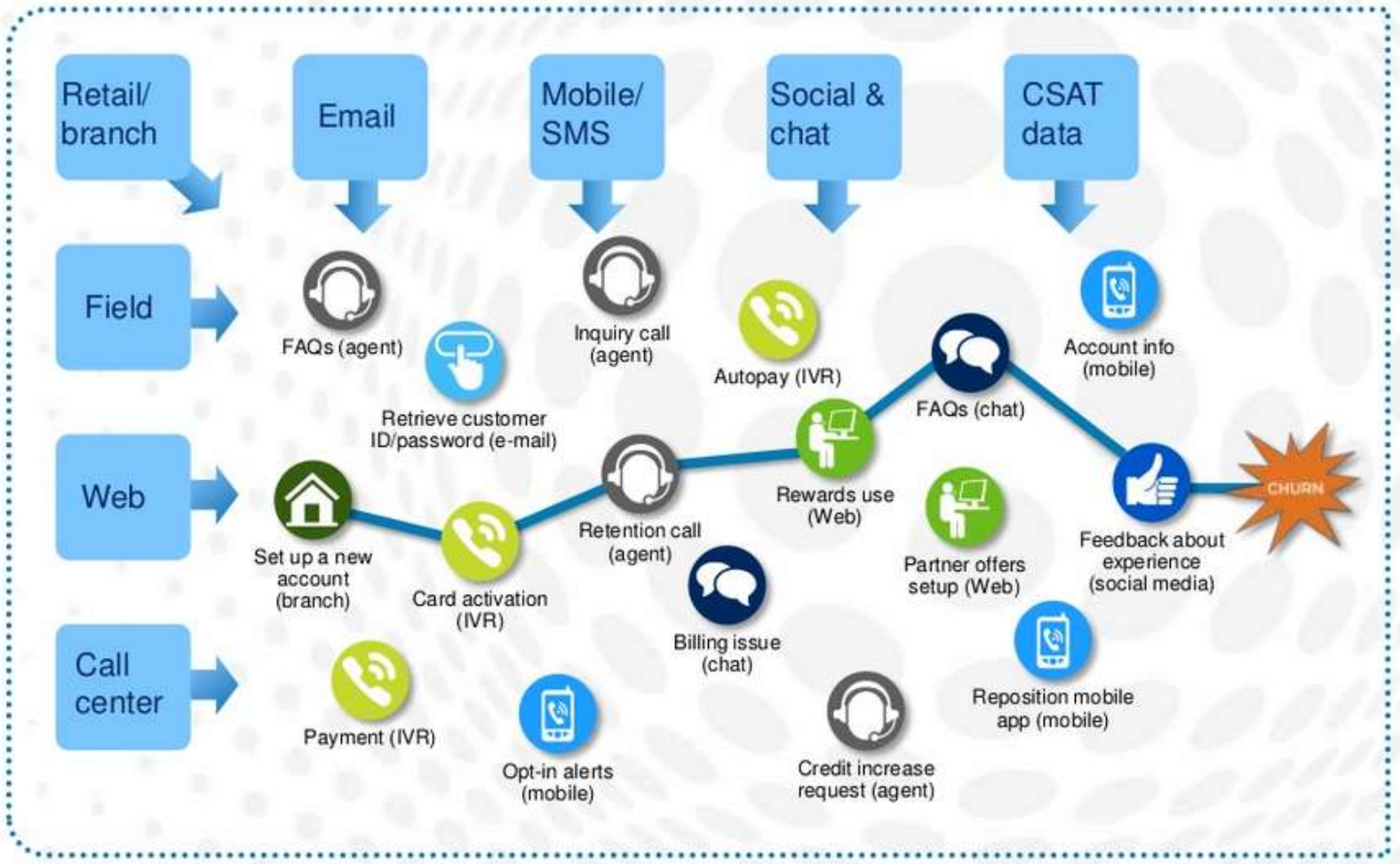


SHOP
HOME
DIGITAL

Cross Silo Customer Journey

Example card on-boarding journey

● Touchpoint
— Journey



The Need For Glue

The 'Lego' blocks have to be
simple to fit together
scalable
adaptable
reusable

e-commerce


ch/Store

Customer Service

Catalogue

Mobile

Social



**Customer Service
2020**

Part Of Customer Lifecycle

Customer Engagement



Sales



Marketing

Service

Upgraded Talent



Strategic Value

