

# 11 technology trends radically reshaping customer experience investment decisions

An McorpCX Thought Leadership Webinar: The top technology trends transforming CX, and dominating executive investments and boardroom discussions...

February 14, 2017



# Your Hosts:



**Michael Hinshaw**

Founder and President,  
McorpCX

- Customer experience and digital innovation leader
- Former CEO, \$300 Million B2B Ecommerce company
- CMO.com columnist and best-selling author (*Smart Customers, Stupid Companies*)
- Richard H. Holton Teaching Fellow at U.C. Berkeley's Haas Business School



**Graham Clark**

Director  
McorpCX

- Former global head of Digital, Digital Experience and Multichannel CX at Isobar, NIIT & Mphasis
- Creator of Digital Customer Company and Digital E3 (Emotional/Empathetic/Experiences) frameworks for Digital Operating Models (DOM)
- Fortune 50 leadership to startup entrepreneur, founding 5 digital companies

# Engaging globally, across industries with leading brands





# Why companies call us...



# What we do for them when they call...

## The services we provide...

|  |   |
|--|---|
| Deep and Wide Customer Experience Expertise  | Customer insights                               |
| Vendor Evaluation, Implementation Assistance | CX Capabilities Development and Skills Transfer |

## And what we promise...

|                       |               |
|-----------------------|---------------|
| Flexibility           | No Surprises  |
| The 'EYSAWYG' Promise | ROI-Driven    |
| Here to Support You   | A Team Player |

# Driving significant, measurable ROI as a result:

16% decrease in operating costs

Boost employee loyalty by over 200%

Overall Customer Satisfaction up ~400% (from 21% to 79%)

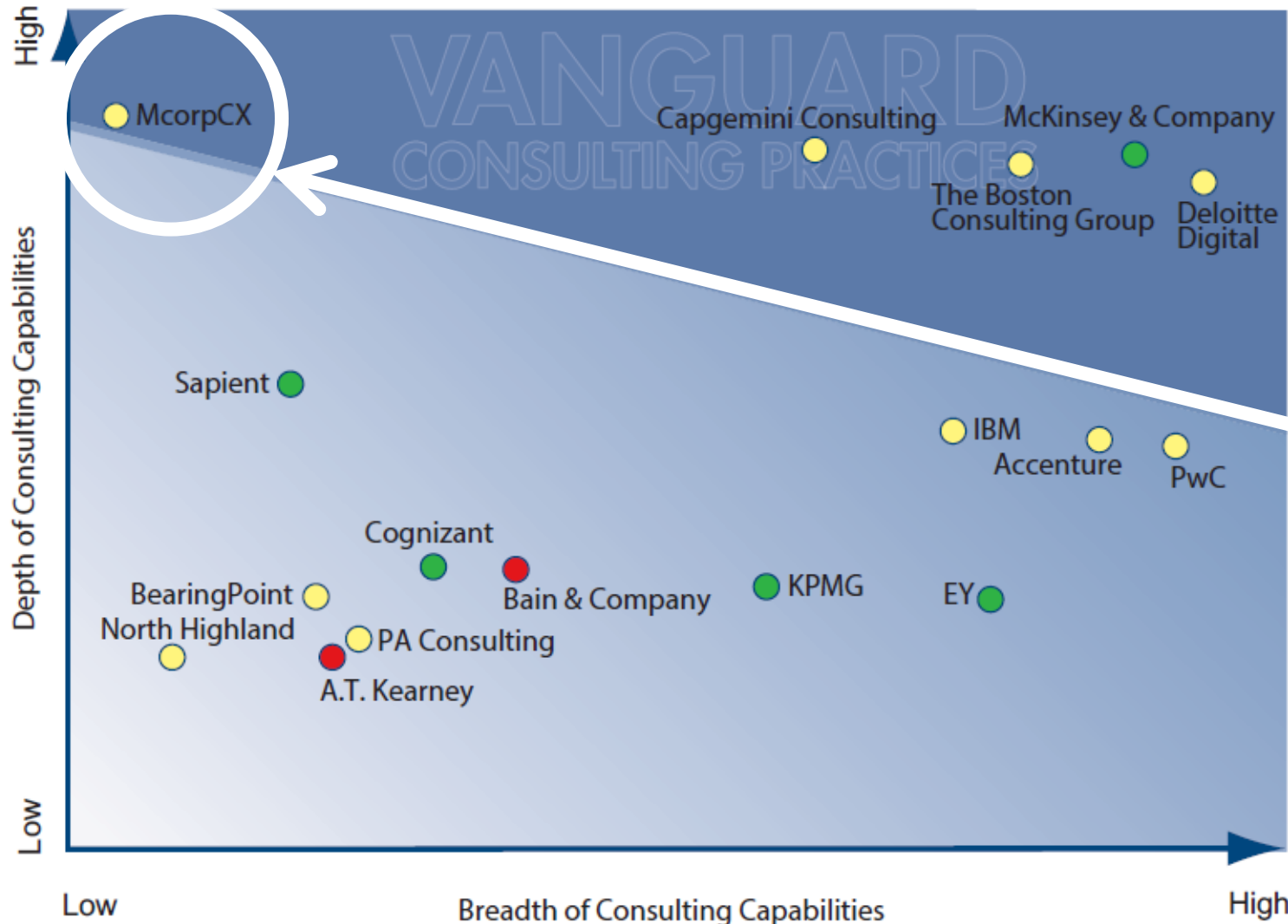
Greater top-line revenue of ~\$25.8 million/10% annually

150% better CX in target journey stages (+44% for the entire journey)

Reduce time-to-market for new services from 90 days to 7



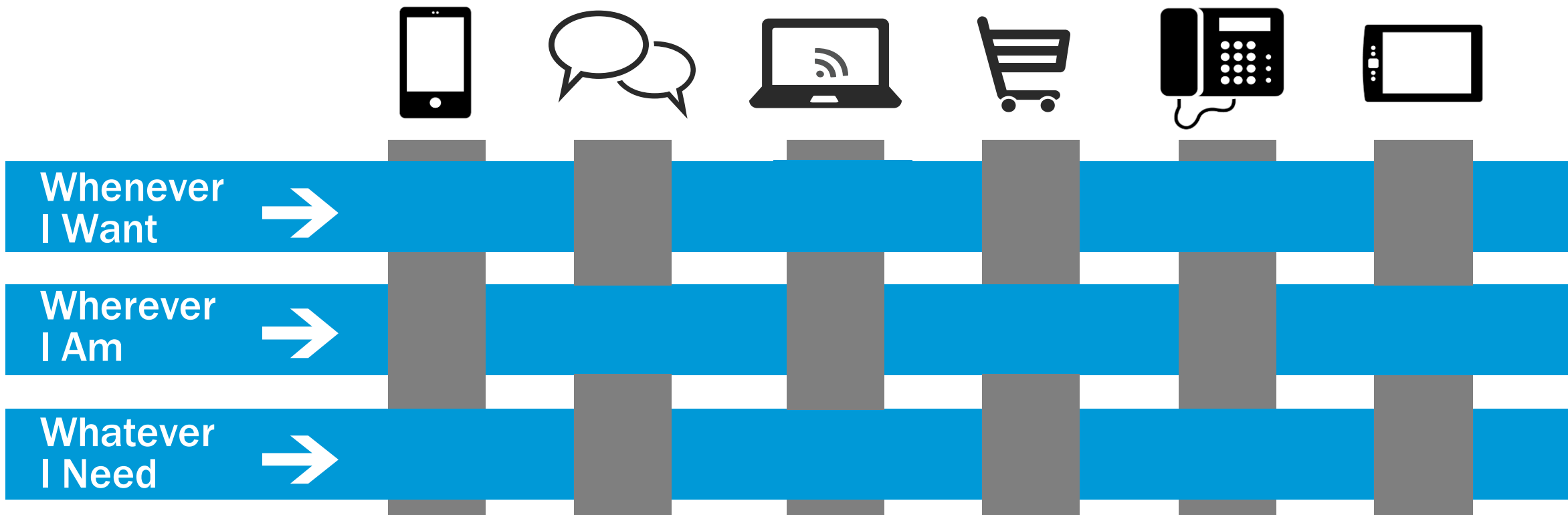
# One reason why McorpCX stacks up against the best...



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

-- ALM Intelligence:  
The Kennedy Vanguard

We see that nearly every experience has a digital component to it today – and rapidly accelerating...



Across industries, digital technology is in the drivers seat

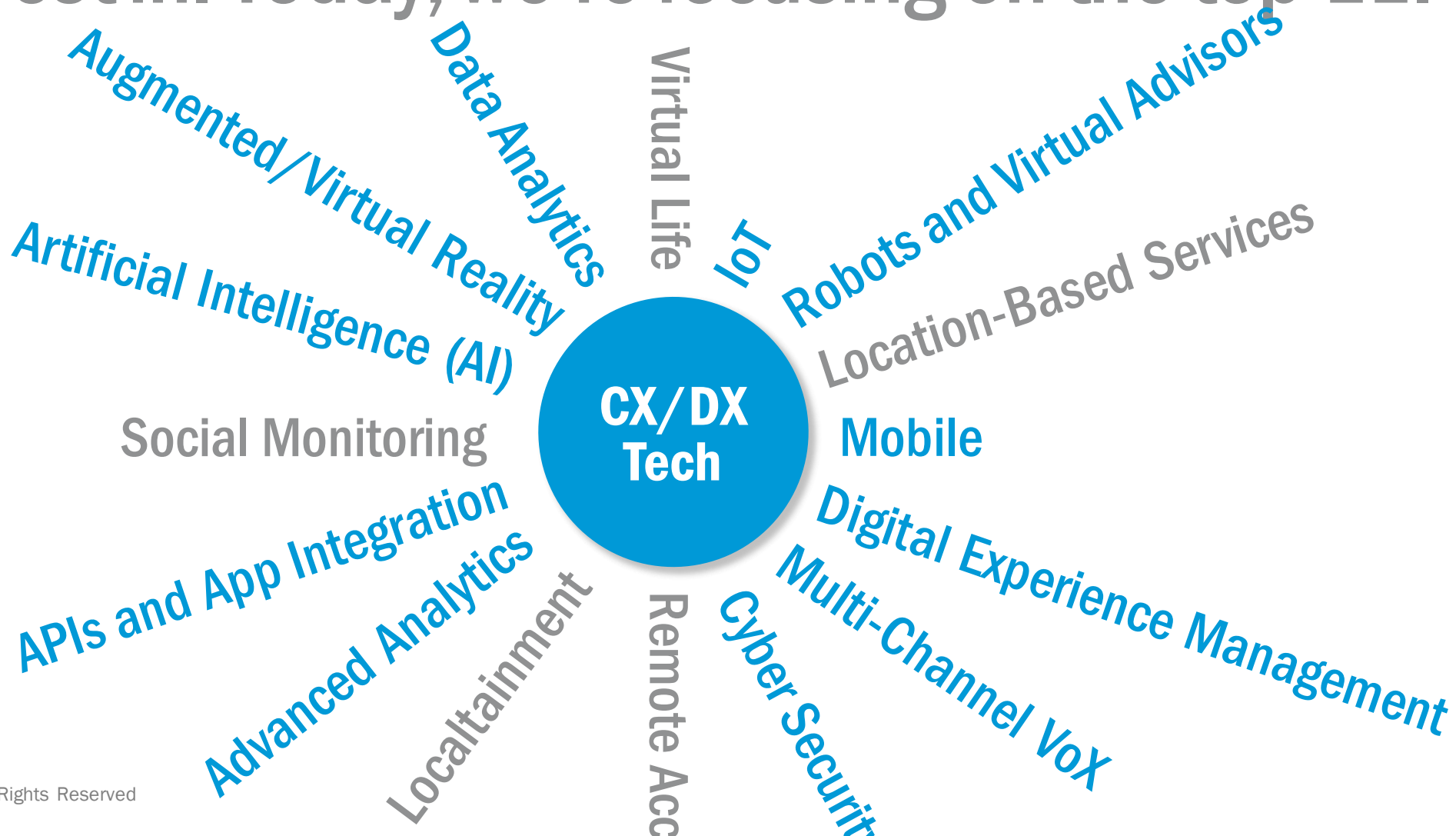




**This affects every business, and all customers.  
From digital-boomers to Gen-Z (who have never known a  
world without a smart phone), and everyone in between.**

Today, we're going to:  
Discuss the 11 top tech trends  
driving CX investment decisions;  
Look at some ways to help prioritize  
your CX tech investments; Answer  
some of your questions.

There are 100's of CX-related technology topics you can invest in. Today, we're focusing on the top 11.





# 11. Cybersecurity Now Impacts Customer Loyalty (Not to Mention Your Electability...)

## \$81 Million Hack



## No Comment.



## 1 Billion (!) Accounts



## TJX: 11 Million Data Cards



## Apple: Ditched QuickTime



QuickTime

## 355,000 Credit Cards

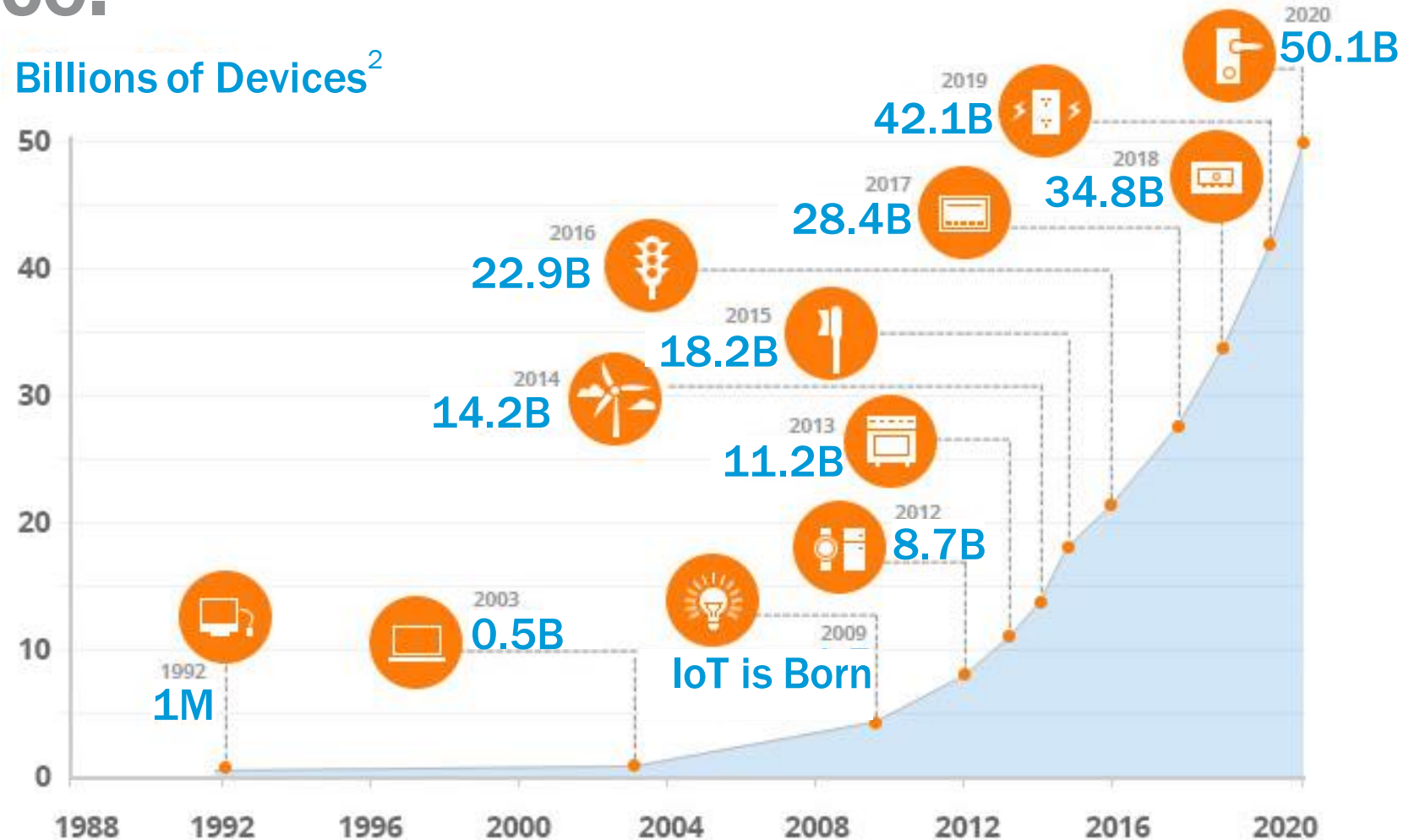




# 10. It's time to (really) understand the impact of IoT on customer experience.

By 2020<sup>1</sup>:

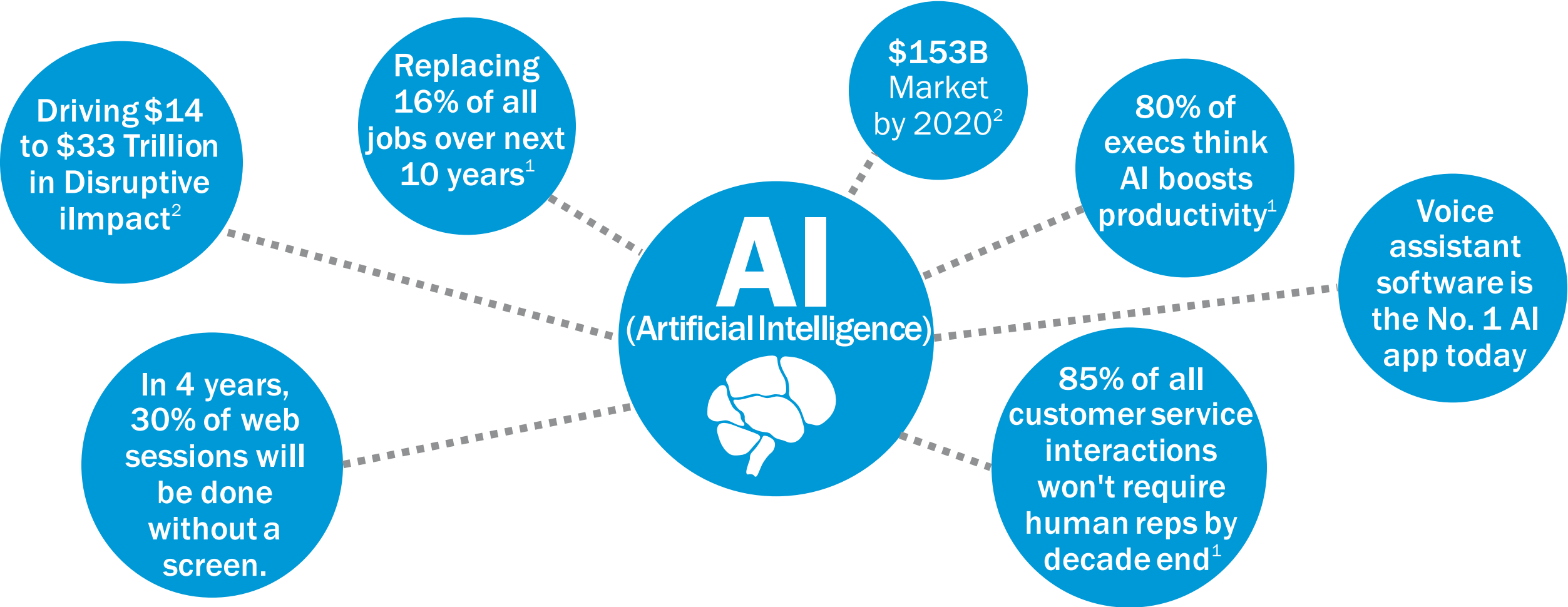
- 4 Billion Connected People
- U.S. \$300 Billion Industry
- 25 Million Apps
- 50 Trillion GBs of Data



# 9. The robots are coming, and they're here to help.



# 8. Artificial Intelligence or “AI” is already more intelligent (and less artificial) than you may think

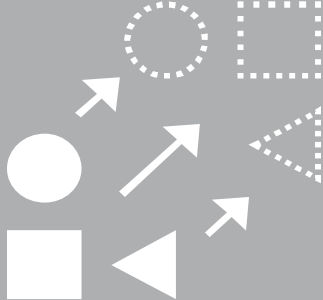


# 7. Why you must understand – and embrace – “the API economy...”


Digital Operating Model (DOM) is ‘Plug and Play’



An API enabled process can be spun out across your industry



Example: Uber | Hilton Integration

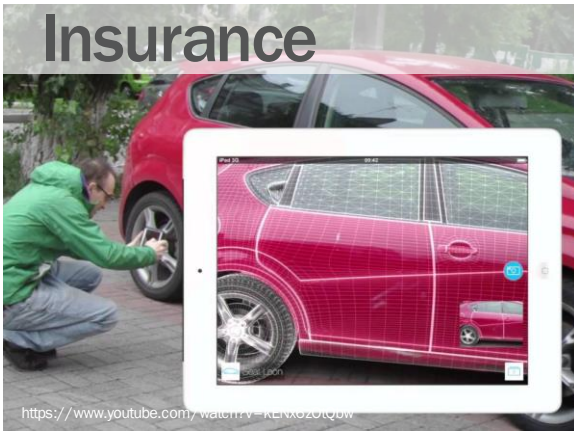
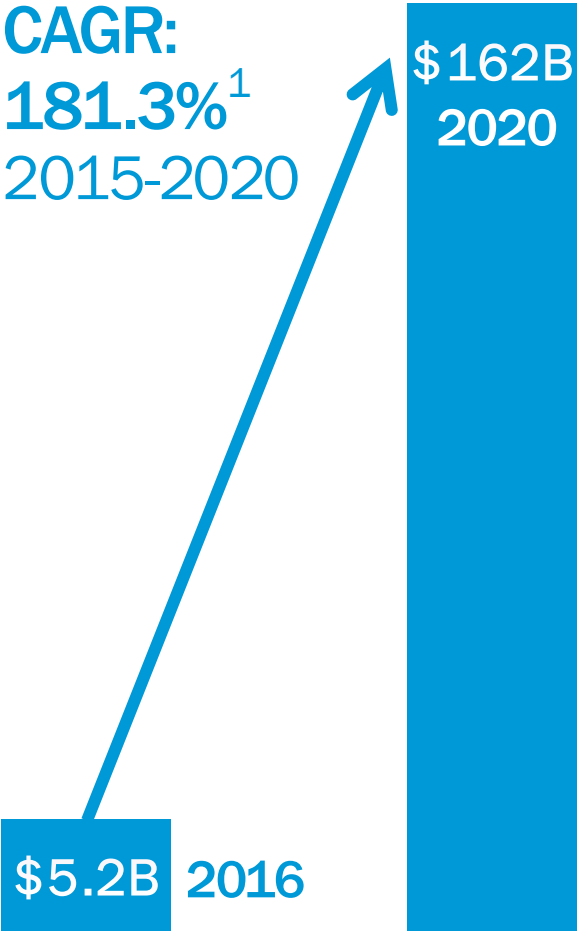
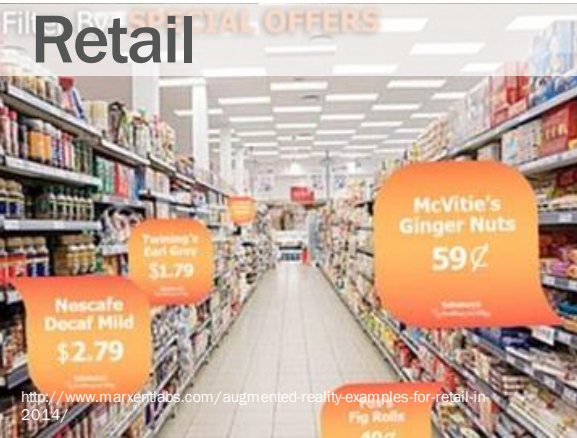


Example: London Markets TOM





# 6. Customer-centric virtual and augmented reality add (another) channel – and transformative CX opportunities

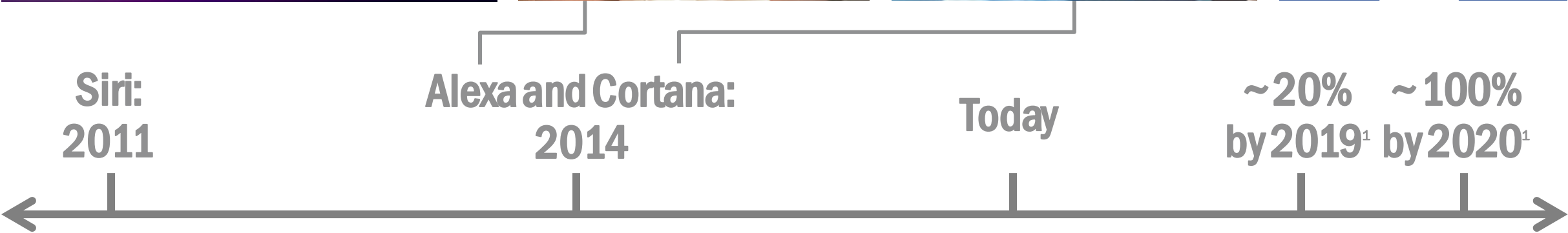
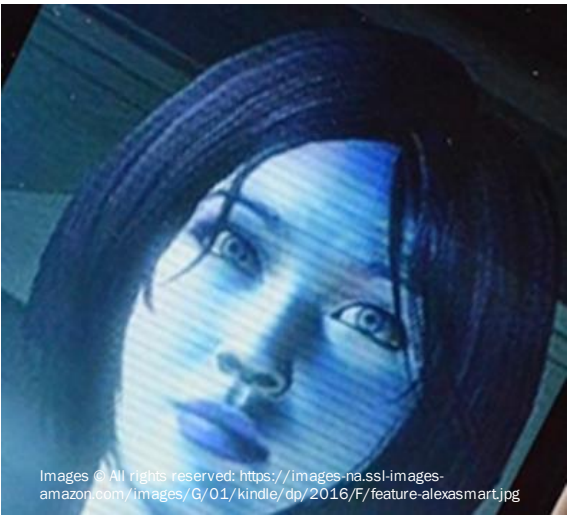


# 5. Descriptive, predictive, and prescriptive analytics drive better customer experience design and delivery



10:47:23 Accessed remote app from Decatur, IN  
10:48:31 Moving NE on E 650 N towards VanWert  
10:48:59 Checked status of shipment #498727567  
10:49:07 Confirmed delivery on-time for 21:37 12/4/12  
10:54:12 Initiated phone call to Forestalle Mfg. Co  
10:54:42 Proceeded NE on E 650 N  
10:55:12 Terminated phone call to Forestalle Mfg. Co  
10:57:13 Randall Iverson, Forestall VP logs onto extranet  
10:57:18 Checked status of shipment #498727567  
10:57:45 Initiate auto text notice to Randall Iverson  
11:02:42 Text: Shipment #498727567 on time for delivery  
11:02:49 Exchange logged, file updated  
11:03:32 Confirm auto-check and auto-confirm ship 12/3/12  
11:18:29 Shipment #237689 arrives VanWert Die Company  
11:18:57 14 Packages offloaded at location, confirm now in stock

# 4. It's time for your company to learn to talk - and listen. (Zero touch by 2020? Thank you, Alexa...)





# 3. Mobile has become the primary channel for customer engagement



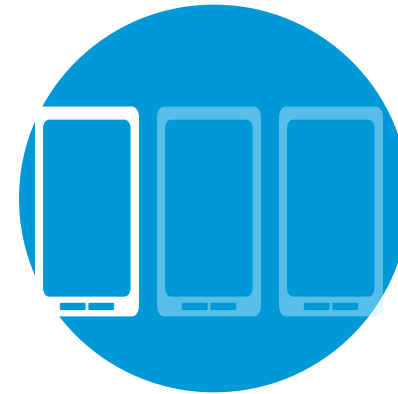
**92% say  
Smartphone  
is their  
Primary  
Device<sup>1</sup>**



**Smartphones  
to reach 60%  
of e-commerce  
traffic by end  
of 2017<sup>2</sup>**



**People pick up  
their mobile  
devices 150 to  
200 times a  
day<sup>3</sup>**



**1 in 3 smartphone  
users purchased  
from a different  
brand than they  
intended to<sup>4</sup>**



**82% of  
smartphone  
users consult  
their phone  
while in a store<sup>4</sup>**



# 2. Good-bye content management (CMS) platforms: Hello Digital Experience Management (DXM) Platforms



Supporting digital first (but not digital only) multichannel customer experiences

# 1. Say hello to multi-channel, multi-party, continuous improvement “Voice-of-X” programs (DMAIC)



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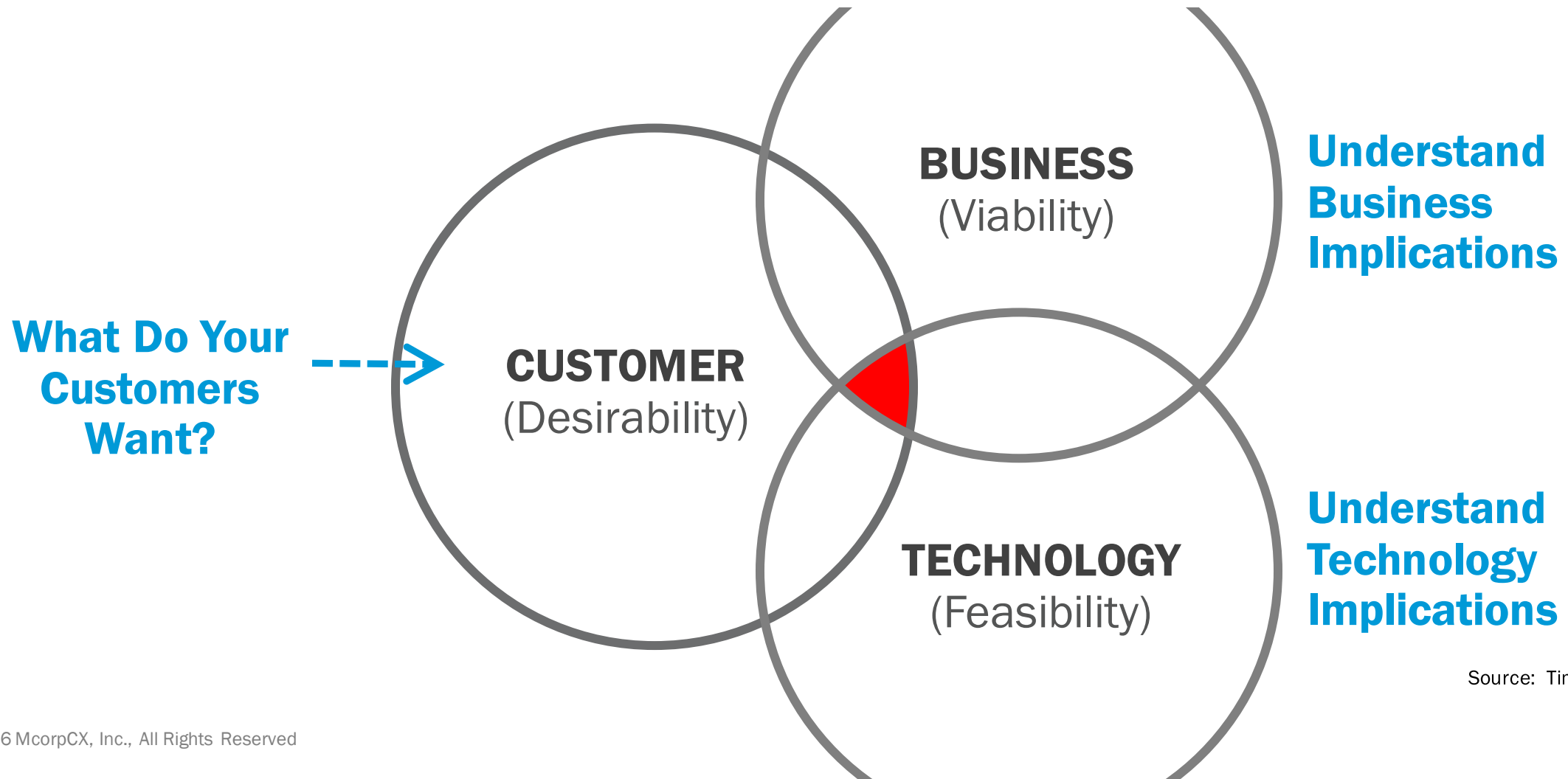


**You'll see many platform vendors. Don't confuse them with those who know how to drive ROI from those platforms (Buyer beware...)**

**"Yeah, I got your disruptive DX Technology here. Good stuff!"**

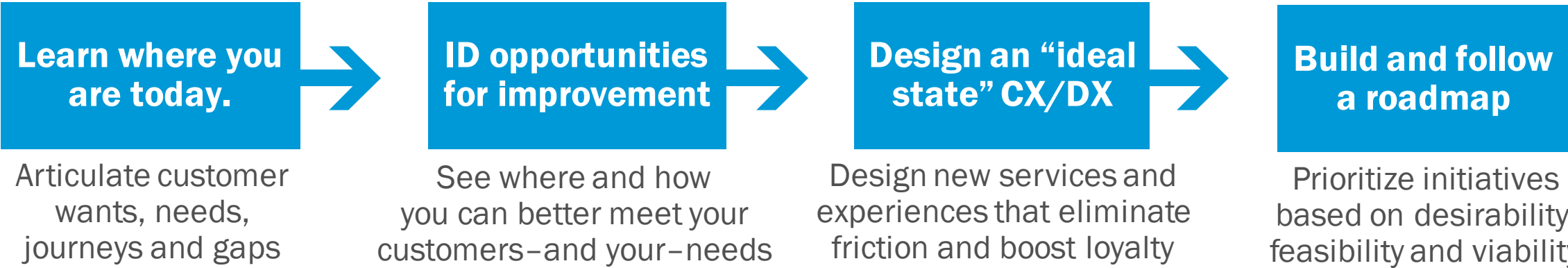


# Remember: Tech investments start with your customers (but are prioritized based on feasibility, impact and cost)



Source: Tim Brown, IDEO

# Know where you are, and where you’re going. Define the ‘ideal’ state, and chart a prioritized path to get there.

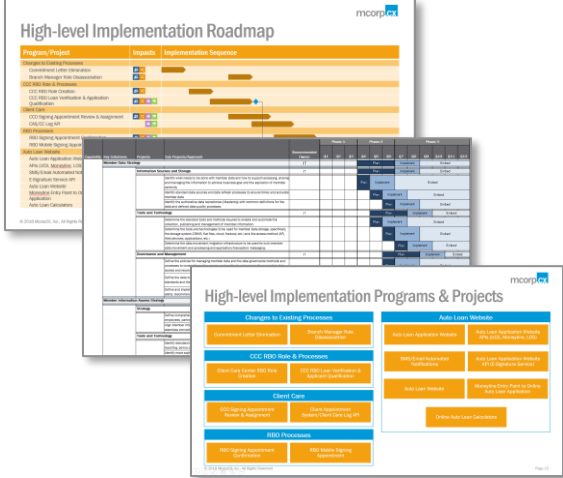


Articulate customer wants, needs, journeys and gaps

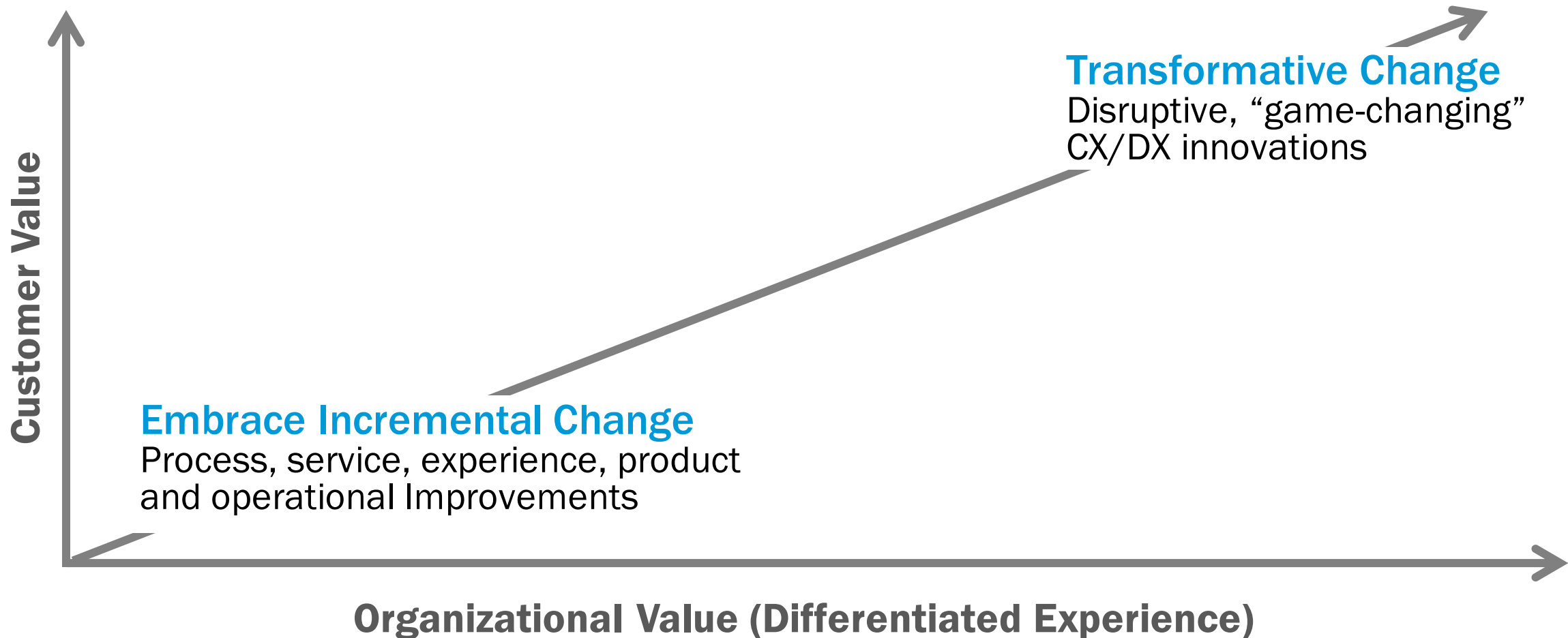
See where and how you can better meet your customers—and your—needs

Design new services and experiences that eliminate friction and boost loyalty

Prioritize initiatives based on desirability, feasibility and viability



# Focus on incremental improvements first, but keep an eye on potential “transformative” opportunities.



Stating the obvious: Technology can be VERY expensive  
So model ROI first. [No, this isn't old fashioned]

## Acquire Customers

How will this help us get more of the right customers, more quickly?

## Reduce Costs

Will we be able to reduce spend and increase efficiencies?

## Keep Customers

Can we keep more of our customers, for longer (boosting CLV)?

## Boost Wallet Share

Can this better drive more business from current customers?



# And look (selectively, of course) to outside expertise

All companies  
(89%<sup>1</sup> of which  
state they will  
compete on CX)



100%

20%




Only 20% of  
companies  
considered  
CX Leaders<sup>2</sup>

76%



Of these  
CX Leaders,  
76% looked  
to outside  
help to get  
there<sup>3</sup>

A low-angle, close-up shot of a person's legs from the knees down, walking on a concrete surface. The person is wearing dark navy blue trousers and brown leather boots. The right leg is in mid-stride, with the foot lifted and the heel about to strike the ground. The left leg is planted firmly on the ground. The background is a blurred concrete wall or ledge, suggesting an outdoor setting. The lighting is soft and even.

**“If you don’t like  
change, you’re  
going to like  
irrelevance  
even less.”**

General Eric Shinseki,  
Retired Chief of Staff,  
U.S. Army



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