16.25 – 16.40 : Marketing transformation
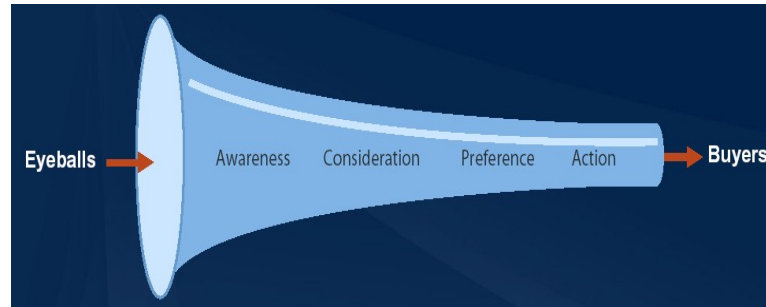
How Omni Channel Marketing will boost your Sales
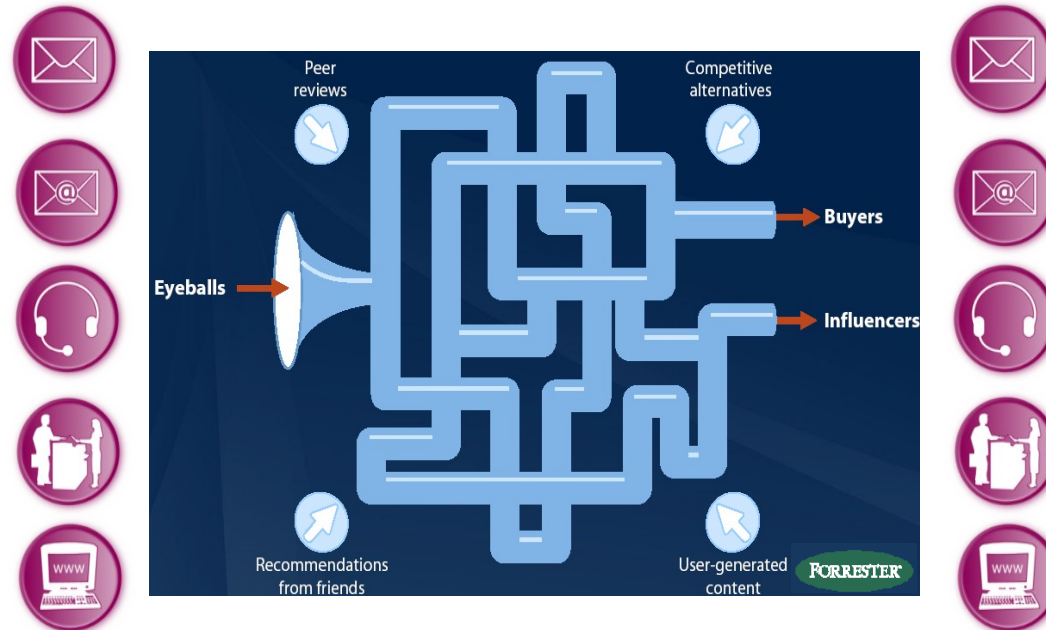
Ruben Bru, Marketing Solutions ,CEE

SmarterCommerce

From Product to Customer Centric…

From This…

To This…

DATA NEVER SLEEPS 2.0

How Much Data is Generated Every Minute?

Data is being created every minute of every day without us even noticing it. Given how much information is floating around these days, it's tempting to talk about big data only in terms of size. Big data describes the massive avalanche of digital activity pulsating through cables and airwaves, but it also describes all the things we were never able to measure before. With every status we share, every article we read or every photo we upload, we are creating a digital trail that tells a story. Below, we explore how much data is generated in one minute.

· EVERY ·
MINUTE
OF THE
DAY

PINTEREST USERS PIN **3,472** images.

VINE USERS SHARE 8,333 VIDEOS.

YOUTUBE USERS UPLOAD **72** HRS. OF NEW VIDEO.

EMAIL USERS SEND **204,000,000** MESSAGES.

Google RECEIVES OVER **4,000,000** SEARCH QUERIES.

FACEBOOK USERS SHARE **2,460,000** PIECES OF CONTENT.

SKYPE USERS CONNECT FOR **23,300** HOURS.

TINDER USERS SWIPE **416,667** TIMES.

YELP USERS POST **26,380** REVIEWS.

WHATSAPP — USERS SHARE — **347,222** PHOTOS.

APPLE USERS DOWNLOAD **48,000** apps.

PANDORA USERS LISTEN TO **61,141** HOURS OF music.

AMAZON MAKES **$83,000** IN ONLINE SALES.

INSTAGRAM USERS » POST **216,000** NEW PHOTOS.

TWITTER USERS **TWEET 277,000** TIMES.

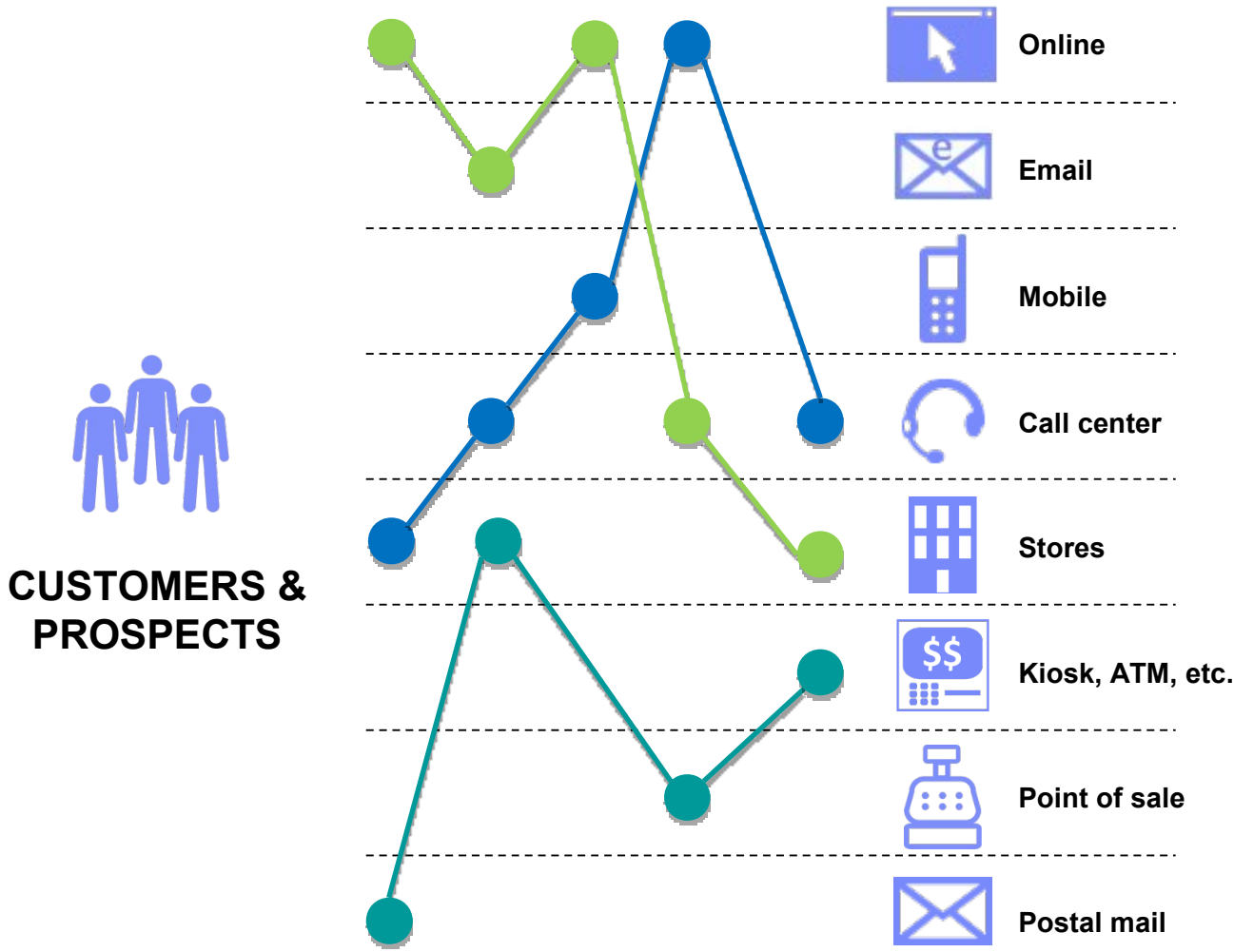THE GLOBAL INTERNET POPULATION GREW **14.3%** FROM 2011 – 2013 AND NOW REPRESENTS **2.4 BILLION PEOPLE.**

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. Learn more at www.domo.com.
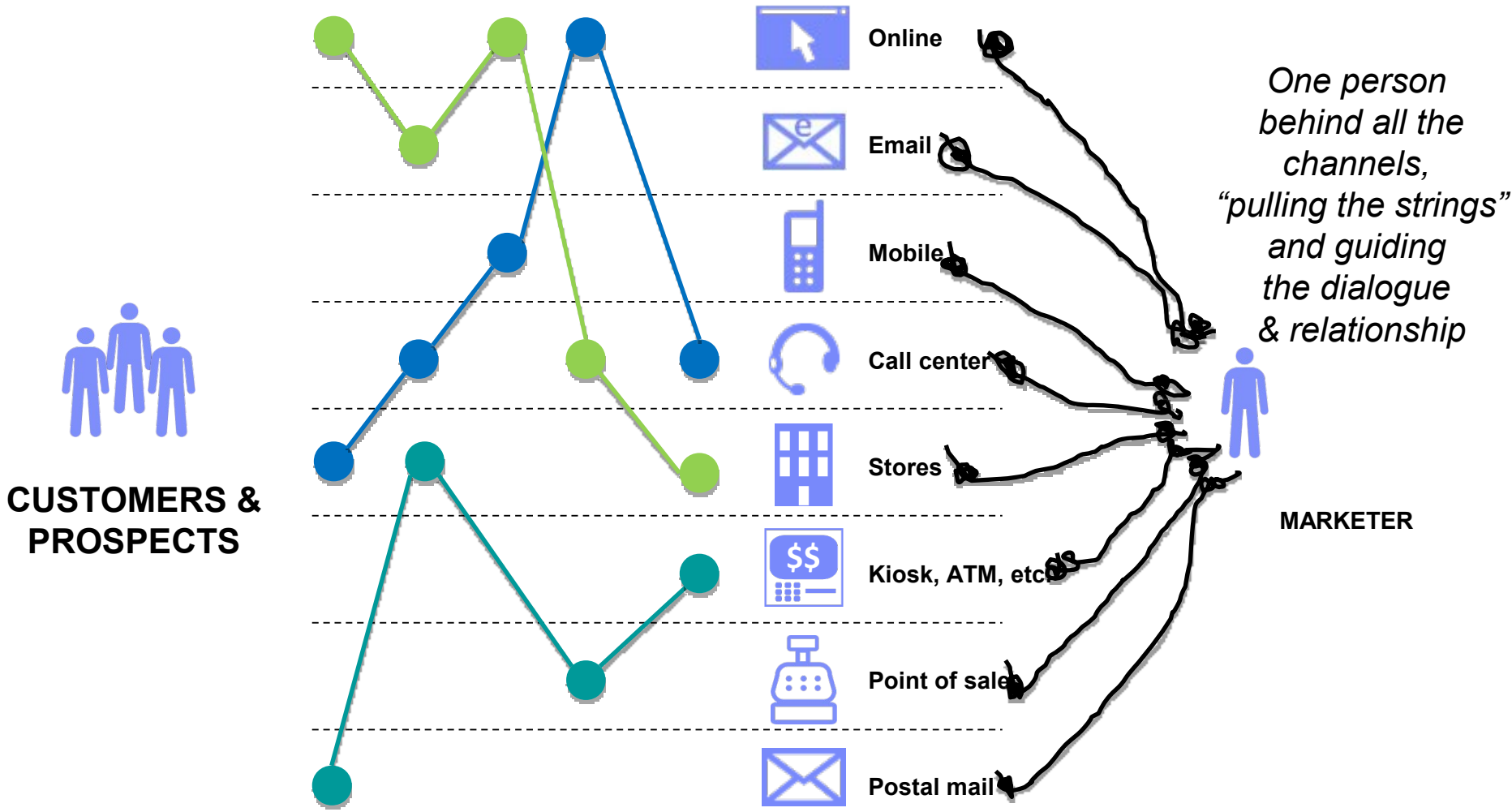
DOMO

SOURCES:
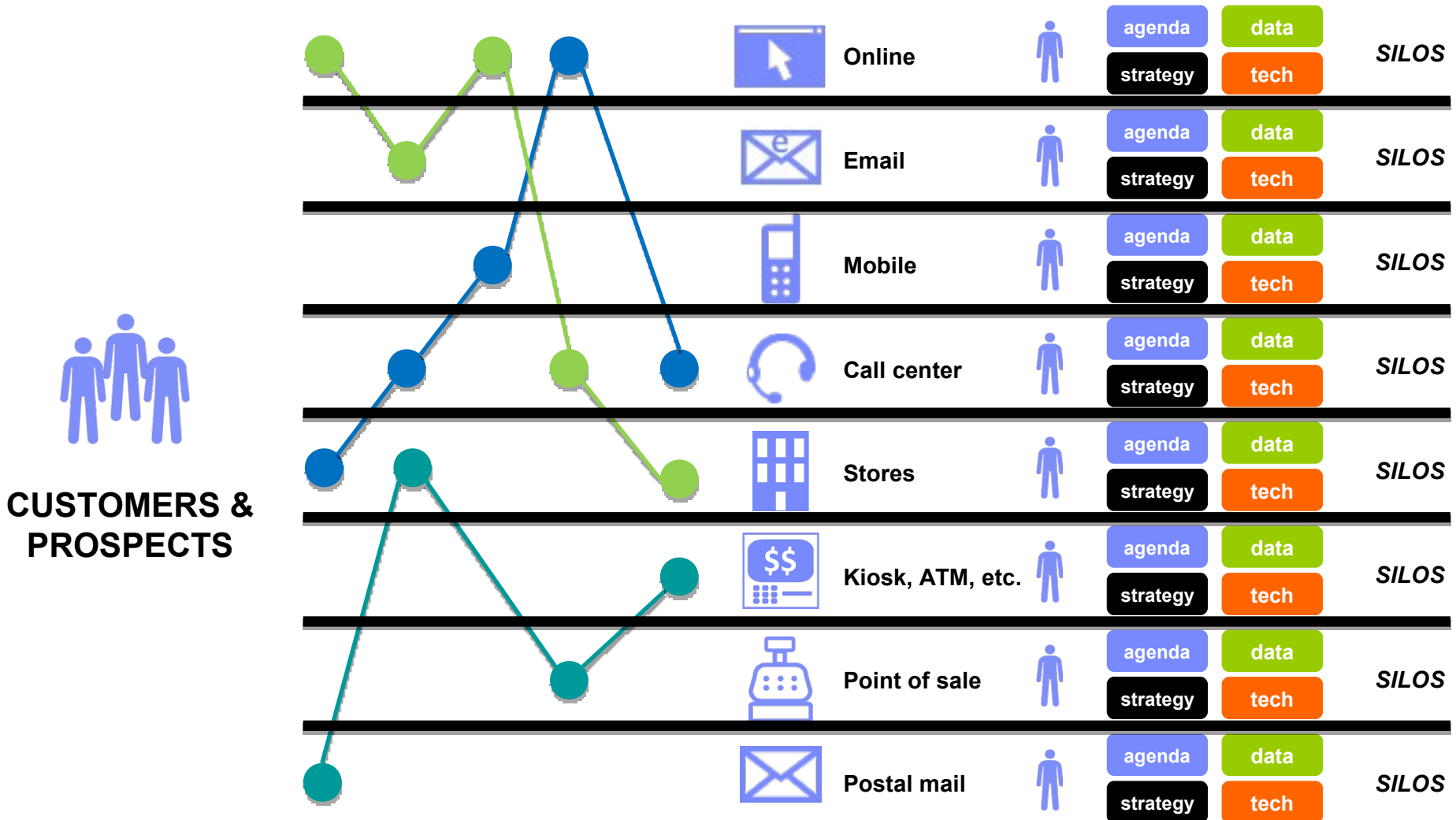BITS.BLOGS.NYTIMES.COM, INTEL.COM, APPLE.COM, TIME.COM, DAILYMAIL.CO.UK, SKYPE.COM, STATISTICBRAIN.COM

How your customers and prospects behave

CUSTOMERS & PROSPECTS

- Online
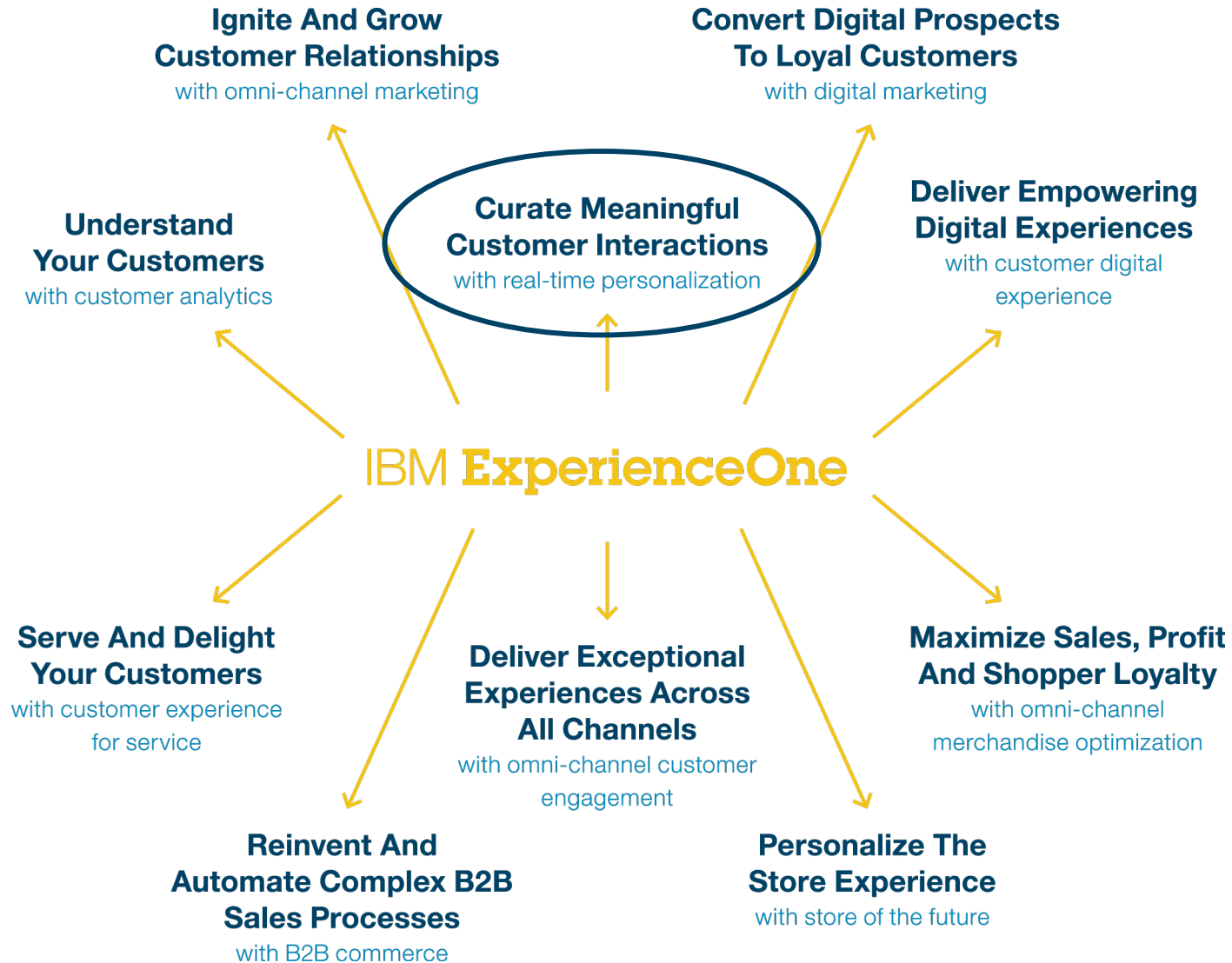- Email
- Mobile
- Call center
- Stores
- Kiosk, ATM, etc.
- Point of sale
- Postal mail

What your customers and prospects expect

CUSTOMERS & PROSPECTS

Online

Email

Mobile

Call center

Stores

Kiosk, ATM, etc

Point of sale

Postal mail

One person behind all the channels, "pulling the strings" and guiding the dialogue & relationship

MARKETER

What your customers and prospects actually experience

CUSTOMERS & PROSPECTS

Channel	agenda	data	strategy	tech	
Online	agenda	data	strategy	tech	*SILOS*
Email	agenda	data	strategy	tech	*SILOS*
Mobile	agenda	data	strategy	tech	*SILOS*
Call center	agenda	data	strategy	tech	*SILOS*
Stores	agenda	data	strategy	tech	*SILOS*
Kiosk, ATM, etc.	agenda	data	strategy	tech	*SILOS*
Point of sale	agenda	data	strategy	tech	*SILOS*
Postal mail	agenda	data	strategy	tech	*SILOS*

Ignite And Grow Customer Relationships
with omni-channel marketing

Convert Digital Prospects To Loyal Customers
with digital marketing

Understand Your Customers
with customer analytics

Curate Meaningful Customer Interactions
with real-time personalization

Deliver Empowering Digital Experiences
with customer digital experience

IBM ExperienceOne

Serve And Delight Your Customers
with customer experience for service

Deliver Exceptional Experiences Across All Channels
with omni-channel customer engagement

Maximize Sales, Profit And Shopper Loyalty
with omni-channel merchandise optimization

Reinvent And Automate Complex B2B Sales Processes
with B2B commerce

Personalize The Store Experience
with store of the future

Frequency of touch points

Mobile — **20-25 x per month**

Internet — **15-20 x per month**

ATM — **3-5 x per month**

Contact Center — **5-10 x per year**

Branch — **1-2 x per year**

Critical

Importance

Comfort & Security

Little

Budget

2/3
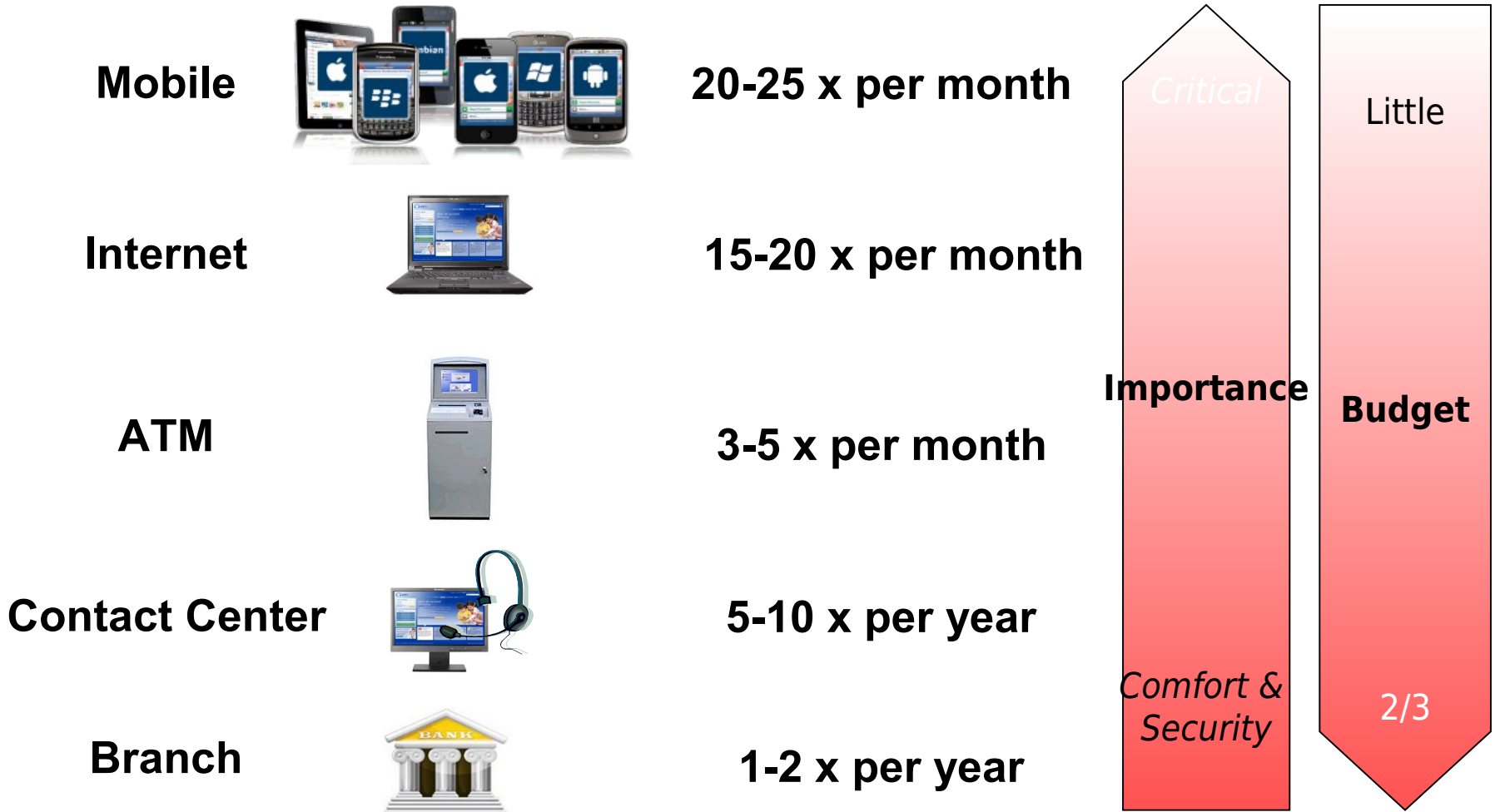
Szia, a nevem Csilla!

A customer journey @ ING

Customer browses ING webpages for a **savings product** …

… but **does not continue** the process

Digital Marketing: "Ad targeting"

Customer leaves the bank website and browses the newspaper pages.

An ING savings ad shows up, targeted at this *individual* customer.

The customer clicks on the advertisement

Impact: personalized banners have a **2x higher CTR**

Online Application

And returns to the ING webpages

The customer starts filling out the application form

… but then abandons the process

Abonded Shopping Cart: Remarketing
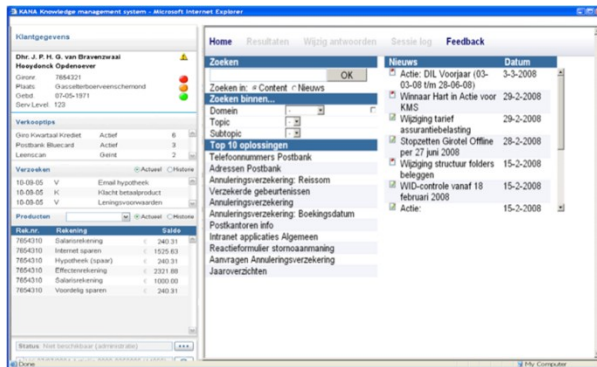
ING picks up – in real time – the browsing interruption, <u>replays the session</u> and launches immediate action on this event:

1) An alert goes to ING Web IT to check and maybe repair the usability of the website

2) A remarketing campaign to the 'lost' client, omni-channel:

➡ ING's customer care contacts the client to help to make the order

➡ An automatic email apologizing and offering help – via any available channel - to order the product.

tealeaf.

eMail Marketing

A few days later, the customer still hasn't transferred funds

The customer receives the monthly newsletter

The newsletter is *personalized* and starts with a topic on savings accounts …

… and a call to action to transfer funds

SILVERPOP

Next Best Offer

A few days later …

… the customer goes to his portal to check his balances

A personalized message is shown in the service box, urging the customer to transfer funds.
The customer decides to transfers funds and does this with a few clicks

Mobile Marketing

A month later, there has been no new transfers of funds.

The customer uses the mobile app to make a payment

A *personalized* offer pops – special bonus points for when the customer deposits more money.

Tailored messaging for all ING Bank app users

Broadcast
message all app users
based on user local time

Narrowcast
message some app users
based on rules & segments

1:1 Cast
message individual users
based on preferences & CRM data

Social Media Campaign

The customer has "liked" the ING page on facebook

ING posts a *personalized* offer for this customer: the 'bonus point' offer

© 2(unica

On Line Event Detection

A while later, the customer visits the ING website again and looks at the latest INGs interest % on the savings accounts.

Short after, the customer starts to withdraws funds from the savings account**.**

= Churn/Attrition!!

Next Best Offer

On the next day, the customer visits a branch.
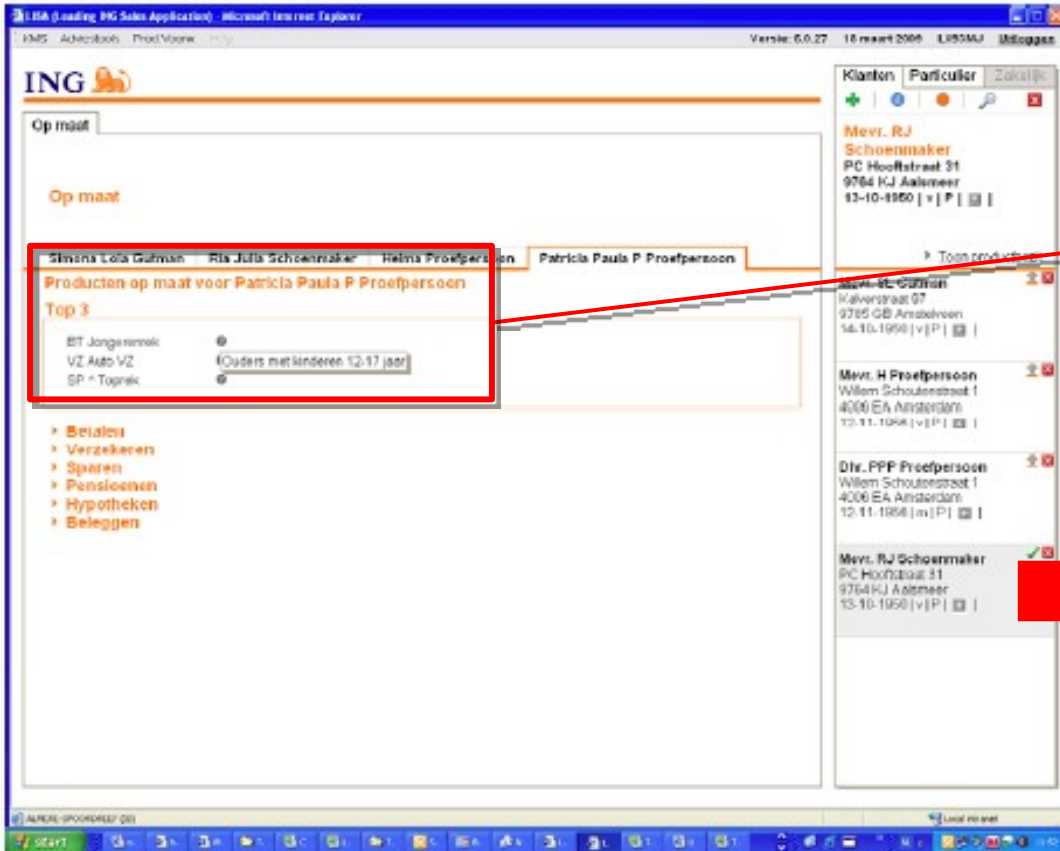
A **warning "churn" message** shows up on the screen of the branch agent.

–

Next, the agent offers a increased savings rate and secures the customer

Impact: offers that are triggered based on behavior of a customer have up to **10x higher response rates**

Dialog Across Customer Life Cycle

Notify customers about website for convenience thru call center

React to missed on-boarding activities

Use one-to-one dialogs to stimulate usage and gather feedback

Detect a pattern of reduced interest

Respond to competitive offers

Campaigns targeting anonymous visitors

Activities Per Day

Customer Life Cycle Over Time

…Web Activity…

…Transactions…
(Purchases, Usage)

…Other Activity…
(Calls, IVR, Affiliates)

Cross Industry Solutions

Financial	Telecom	Retail / Catalog	Travel / Hospitality	Healthcare & Insurance	B2B/High Tech

SmarterCommerce

Optimizing Customer Experience Requires combining Digital, Behavioral, Sentimental & Predictive Analytics, executed Omni Channel in Real Time.

Quantitative Insights

- Web site and mobile traffic data
- Customers in purchase funnel
- Completed transactions
- Conversion metrics

Qualitative Insights

- Surface Customer struggle
- Session replays to understand customer journey
- Identify impacted customers

Digital Analytics

Behavior Analytics

Omni Channel

Predictive Customer Intel.

Cross Channel

- In - and outbound
- Optimization of offers
- Real time personalisation

Anticipated Preference Insights

- Automated, optimized real-time decisions
- Next best offer
- Reduce churn, improve lifetime value

K@sz@n@m !

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SmarterCommerce