Mobiilin asiakaskokemuksen moottori

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mobiiliohjelmistoarkkitehti, IBM

How to come up with a killer app?

Options
1) Bright idea
2) Good luck
3) Hard work by right people with right tools

Let's focus on option 3 using a customer example...

The Mobile Advantage

- What if I told you about a mobile app, which caused a huge improvement in customer satisfaction, customer loyalty and revenue?

- Actually, the customers are happy to pay full price for their services now that they know what they're paying for

- And, in this case, happy customers translate into additional sales facilitated by a convenient mobile app

Mobile Application Design and Platform Selection Process

From Ideas to Platform in 19 Days

The Client – TBC Corporation

LARGE TIRE AND AUTOMOTIVE SERVICE COMPANY WITH MULTIPLE RETAIL BRANDS

![IBM]

Many retail brands but one clear objective

- Support cohesive Customer Journey by designing for continuity across touch-points

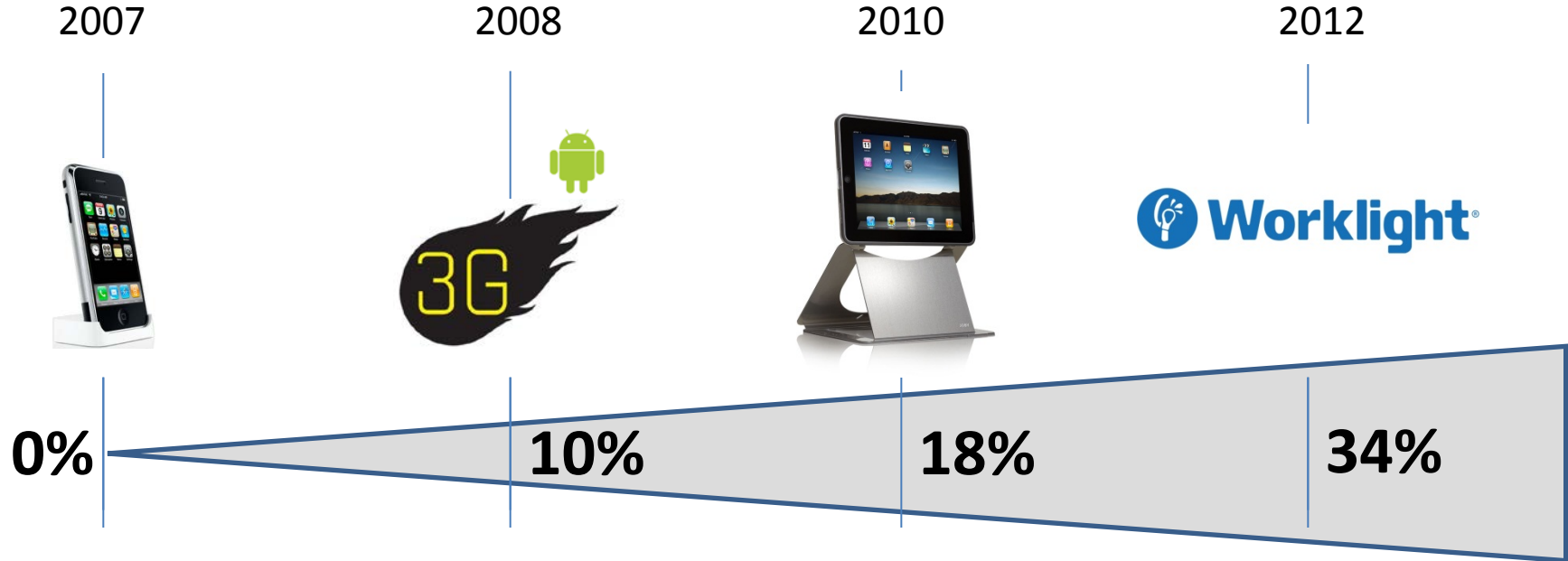| Customer Types | Computer Usage | Mobile Usage | Vehicle Usage | In-Store Experience | Front Desk Experience | Employees |

Web access trends tell a clear story of customer demand for mobile

2007   2008   2010   2012

0%   10%   18%   34%

% Traffic to Customer Retail Website on Mobile Devices

IBM Smarter Business 2013

Research and Planning

THE DESIGN RESEARCH TEAM

We liberated a cross-functional research team to execute a mobile research plan
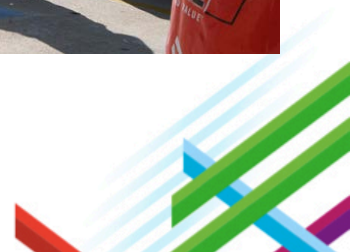
Designer

Marketing Pro

Technologist

We observed customer interactions in stores, parking lots, homes and offices

We looked outside our industry for additional insights

CVS
Minute Clinic allows patients to check-in on a kiosk showing you your position in line and estimated wait time.

ATT U-verse
Addressing the commoditization of cell phone service, U-verse is a service offering that connects your media across all devices.

Best Buy
Created a causal super-store feel through good store design, blue shirts. and personal expertese. Differentiated with products and services (some more complex than others). Pioneered the 'no-questions-aksed' return policy.

Dentist Offices
Small dentist practices treat people with attention and care and the information about teeth is often as forgiving to customers as auto services.
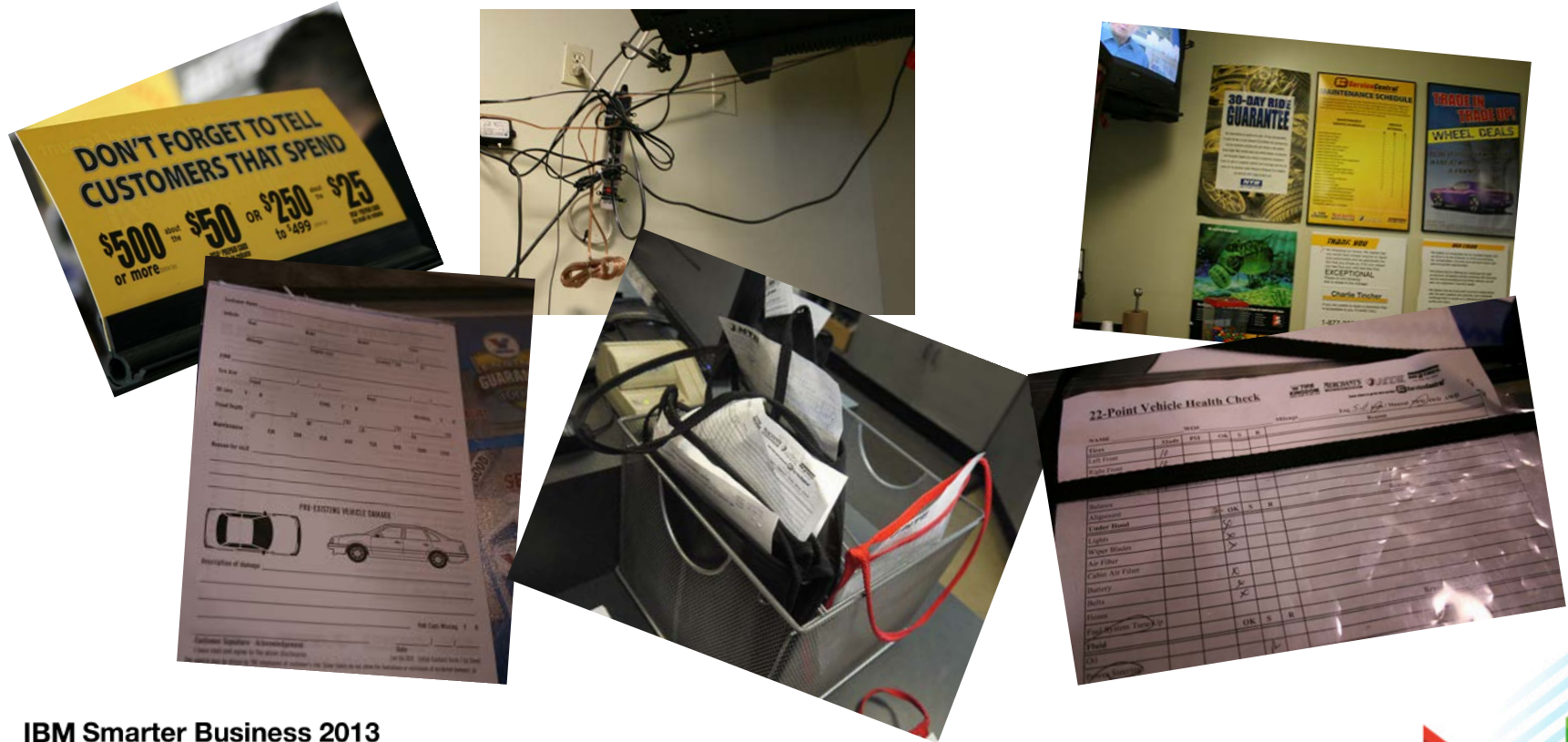
Foursquare
Was one of the first brands that began to train people to use geo-location technologies for a fun life-style experience.

GameStop
As online gaming continues to pose a threat to brick-and-mortar stores, GameStop has been piloting 'the-store-of-the-future" at 2-3 locations in Dallas.

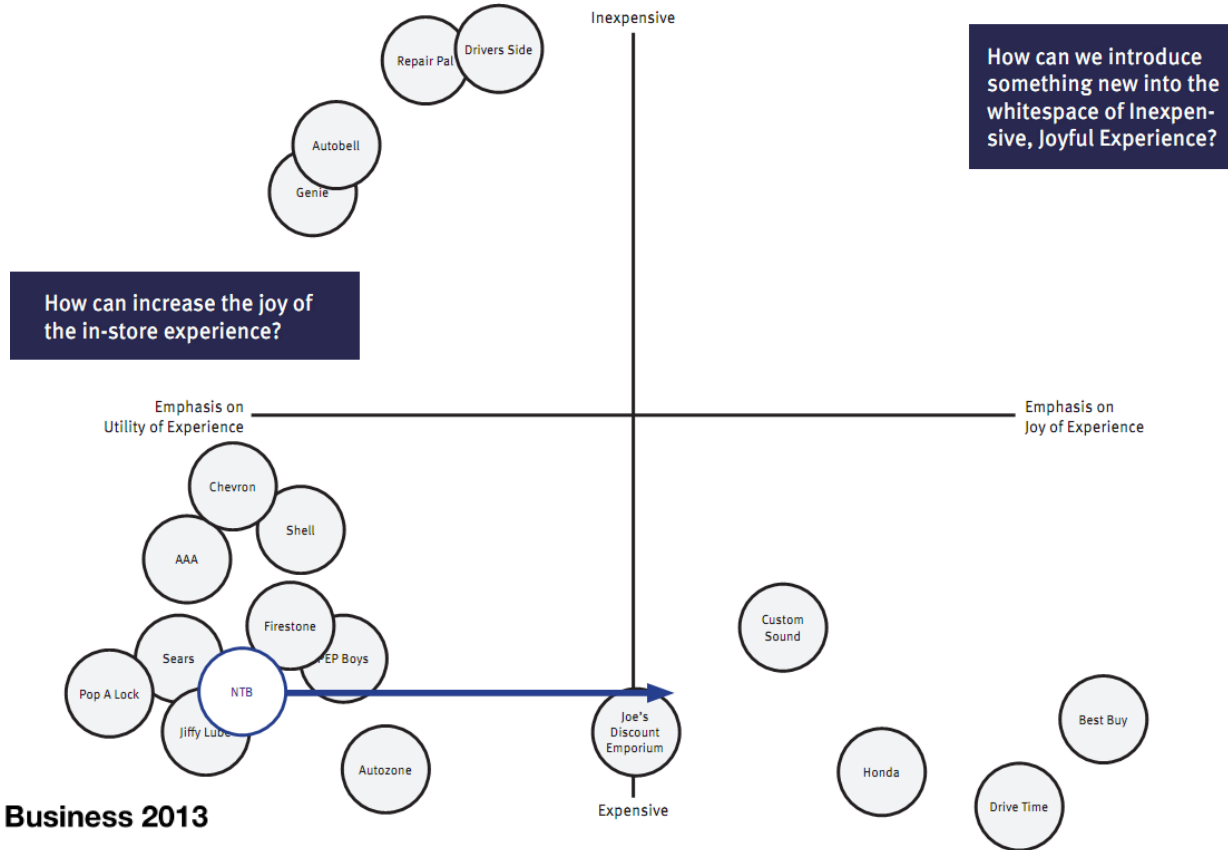# We documented the good, the bad, and the ugly

Research Synthesis

OPPORTUNITIES AND INSIGHTS

We mapped the landscape to identify opportunities

How can we introduce something new into the whitespace of Inexpensive, Joyful Experience?

How can increase the joy of the in-store experience?

Insights

- Many car owners do not understand car maintenance

- Most drivers do not remember services received or deferred

- Most of the benefits of maintenance are invisible (especially preventative)

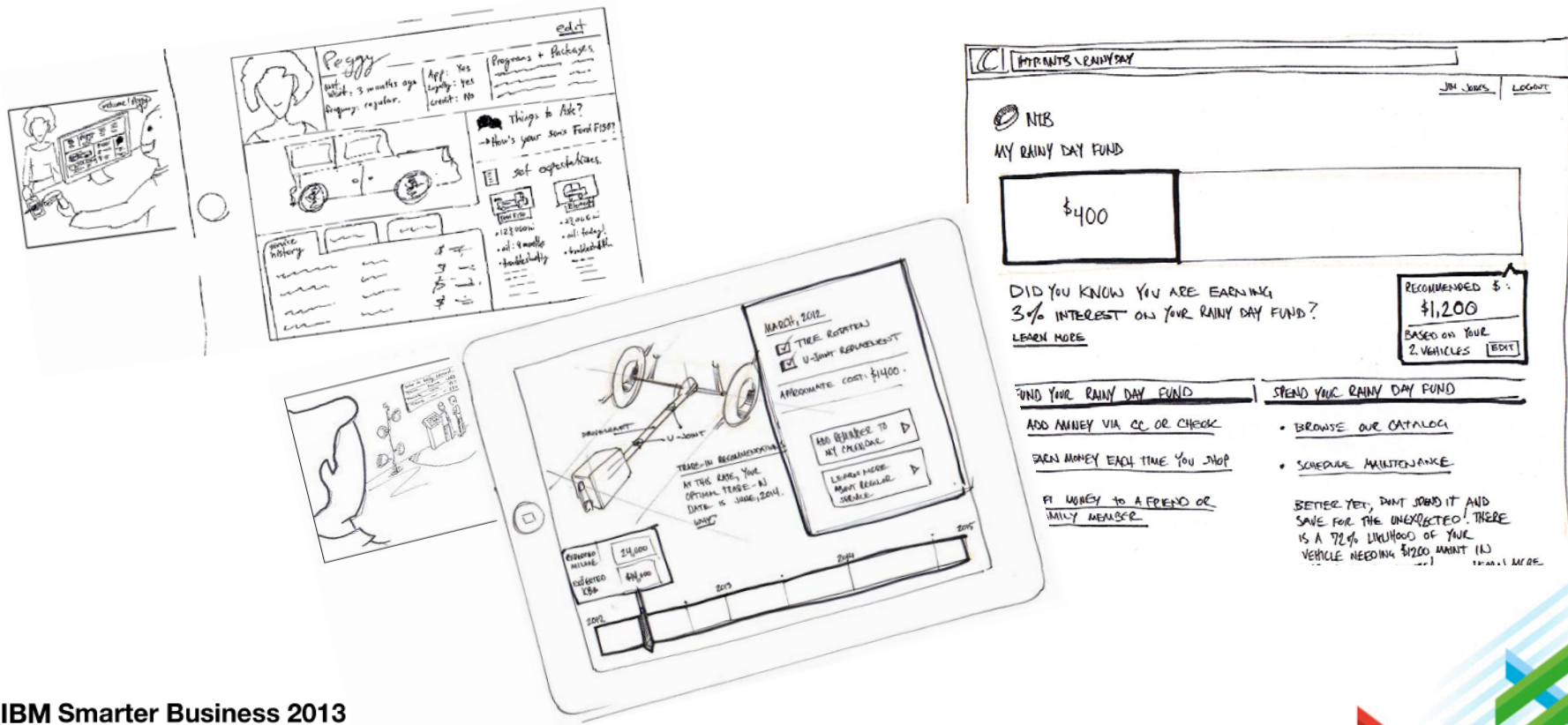- Most customers do not typically plan (or save) for car maintenance and repairs

Portfolio Realization

TRANSFORM INSIGHTS INTO APPLICATIONS

We sketched hundreds of ideas touching all aspects of the customer journey

We categorized and prioritized our target mobile portfolio

Provide Baseline Utility

Establish a presence and capability set by offering based, simple functionality.

Store Information
- Location/Directions
- Schedule an Appointment
- Real-Time Store Info.

Menu of Products & Services
- Products Menu
- Services Menu
- Innovative Pricing, Programs, Packages
- Price Comparisons

Educational Content
- Simplified Vernacular
- Static vs. Dynamic Interaction Models
- Visual & Illustration Media

My Vehicles
- Save Basic Info
- Service History, Receipts, Calendar & Reminders (manual vs. automatic)
- Family as "Fleet Management"
- Social/Sharing Integration

Offer Contextual, In-Store Usage

Utilize the power of mobility to enhance the in-store experience, relieve pain-points, and increase customer satisfaction.

Partner Shopping
- Interactive iPad kiosks allow sales associates to 'get from behind the counter' and shop WITH customers for parts and service.

Service Explorer
- Sales Associates can show rich media presentations on a variety of topics so that the customer can full understand their bill and what they are buying.

Smart CRM
- Since maintenance happens over a long, disconnected period of time - People often forget where they are in their car ownership lifecycle.

Ease the Wait
- Turning the wait into something tolerable and enjoyable let's our customers know what we care.

Add Value Through Lifestyle Functions

Utilize all available touchpoints in order to drive brand value and create delight.

In-Car Progress Reminder
- Provide an in-car, visual way to remind customers to get their vehicle serviced.

Big Board
- Publicly describe the wait time and the various services being provided to customers.

Self Help Workshops
- Provide free workshops for customers to learn about their vehicle.

Enhanced Store Experience
- Offer an increased selection of retail goods and a more soothing atmosphere.

Establish Long-Term Loyalty

Utilize the mobile device as a primary mechanism to drive brand loyalty.

Rainy Day Fund
- Help customers save for emergencies through a rainy day fund.

Road-side Assistance
- Introduce road-side emergency assistance as a baseline offering for customers.

Rewards Programs
- Offer unique rewards, loyalty, and profit sharing opportunities to frequent customers.

Vehicle Health Monitor
facilitated consult beyond point of purchase

Educational Content
Vehicle Health Knowledge screen delivers educational information helpful when making an service or repair decision.

Vehicle Health Status
Vehicle's Health Status displays inspection results from technician to customer. Educational content, actual vehicle photos, and alternatives also available.

Social Sharing of Vehicle Health Summary
Display vehicle badge and related health status on social sites.
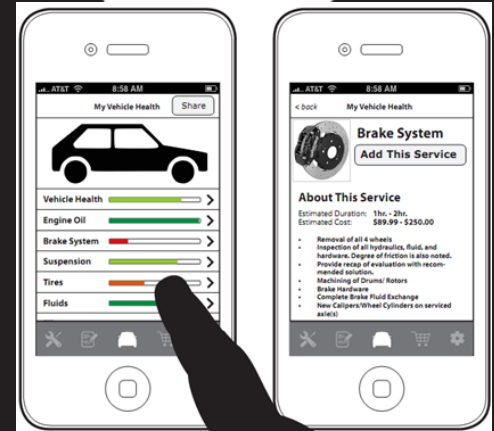
The Digital Diagnosis
in-store or on device time saving and education

In-Store Diagnosis for Jim Martinez

Strut mount
Coil spring
Lower spring seat
Strut tube
Brake line bracket
Steering knuckle
Tie rod
Control arm
Lower ball joint

Strut

Shock

Turning
275
Weight transfer = 725 lbs.
1725
Center of gravity
Load decreasing — Total wt. = 2000lbs. — Load increasing

Braking — Total wt. = 2000lbs.
Weight transfer = 725 lbs.
496
1504
Load increasing   Center of gravity   Load decreasing

⚠ Worn Out Shocks & Struts

Learn More   Service   Analysis

Make the Value Visible
action-cost-impact calculation shows personal ROI

NTB — Cost & Risk Analysis

Your vehicle:
2002 Nissan Maxima   change

Service to Analyze:
Worn Out Shocks & Struts   change

Additional Effected Parts:

Tires: $122ea.
Will add premature wear and tear on your tires.

Ball Joints: $699
Will add significantly more wear and tear on your ball joints.

Your Vehicle Value:

If you...	Up-front cost	Up-front risk	6-month KBB value	6-month risk	12-month KBB value	12-month risk
... do nothing	$0	❶ HIGH!	-$1000	❶ HIGH!	-$2000	❶ HIGH!
... repair it	$180	Low	+$200	Low	+$50	Medium
... replace it	$240	Low	+$500	Low	+$250	Low

We recommend replacing your shocks & struts.   Share   Learn More

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The Interactive Invoice
delivered digitally to any device

The Platform Selection Process

The application roadmap drove our selection process

Seamless execution across the full spectrum of mobile devices	• Framework for Server Integration • Cross-Platform Compatibility • Runtime Skins
Complete control of the User Experience	• HTML5 • CSS3 • 3rd party library support
Ability to leverage Native Functionality	• Flexible Hybrid Model
Minimal disruption to existing enterprise architecture	• Mash-ups from data in different backend sources. • Retrieving data in the background while the app is doing other things • Converting data to a lean, mobile-friendly data format
Ability to use existing web assets and developers to realize the vision	• Use of web standards such as HTML5, CSS3 and java script.

Our shortlist of platforms became shorter quickly

- Four platforms identified *(thank you Forrester and Gartner)*
- All four invited to present solutions based on application roadmap
- One dropped out immediately
- One was eliminated
- Two made the finalist list

The Purchase Highlights

- **19 days** from initial application portfolio draft to selection and purchase thanks to cross-functional team participation

- **4 hours** to install platform

- **21 days** from installation to 3 applications in beta

- **No New Resources** - full lifecycle process using existing design, development, QA, and infrastructure team

Worklight for multi-platform development

Tealeaf for Customer Experience

IBM Mobile Services: Strategy Accelerator

Helps clients understand best practices for integrating unique capabilities offered by mobile devices into their business

Strategy and Design Services

- Designed to develop a mobile-first business vision and supporting rationale as well as a portfolio of enabling mobile capabilities and applications.

- Strategy is balanced by tactical recommendations addressing device/platform type as well as infrastructure and integration requirements.

- The result is an actionable roadmap with KPIs that accelerates time to market and business impact.

Enhanced!

IBM Interactive - IBM's global digital agency for transformation

Deep expertise in mobile strategy, user experience design, and application lifecycle management
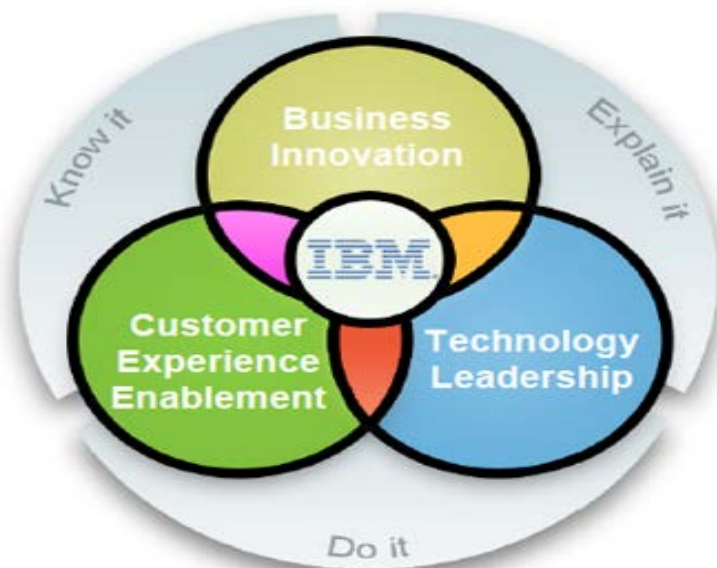
We help our clients:

- Assess their business landscape and existing front office capabilities to increase effectiveness and provide for sustainable growth

- Leverage customer experience as premier marketplace differentiator, differentiated by compelling engagement models

- Improve customer and user experience and build distinctly competitive omni-channel capabilities

Thank You!

Kiitos!