



How to orchestrate and personalize the customer experience through multichannel marketing automation - CRM & Customer Loyalty in a data driven world

WednesdayRelations ERFA MA B2B, 180918



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Topics

- Mini survey mognadsgrad - CRM Barometern
- Trender marknaden och kunderna
- (Definitioner & begrepp - CVM & Next best action marketing)
- Målsättning och fyra pelare för att lyckas
- MA Omnikanal-outbound, inbound
- Kundlivscykel/resor



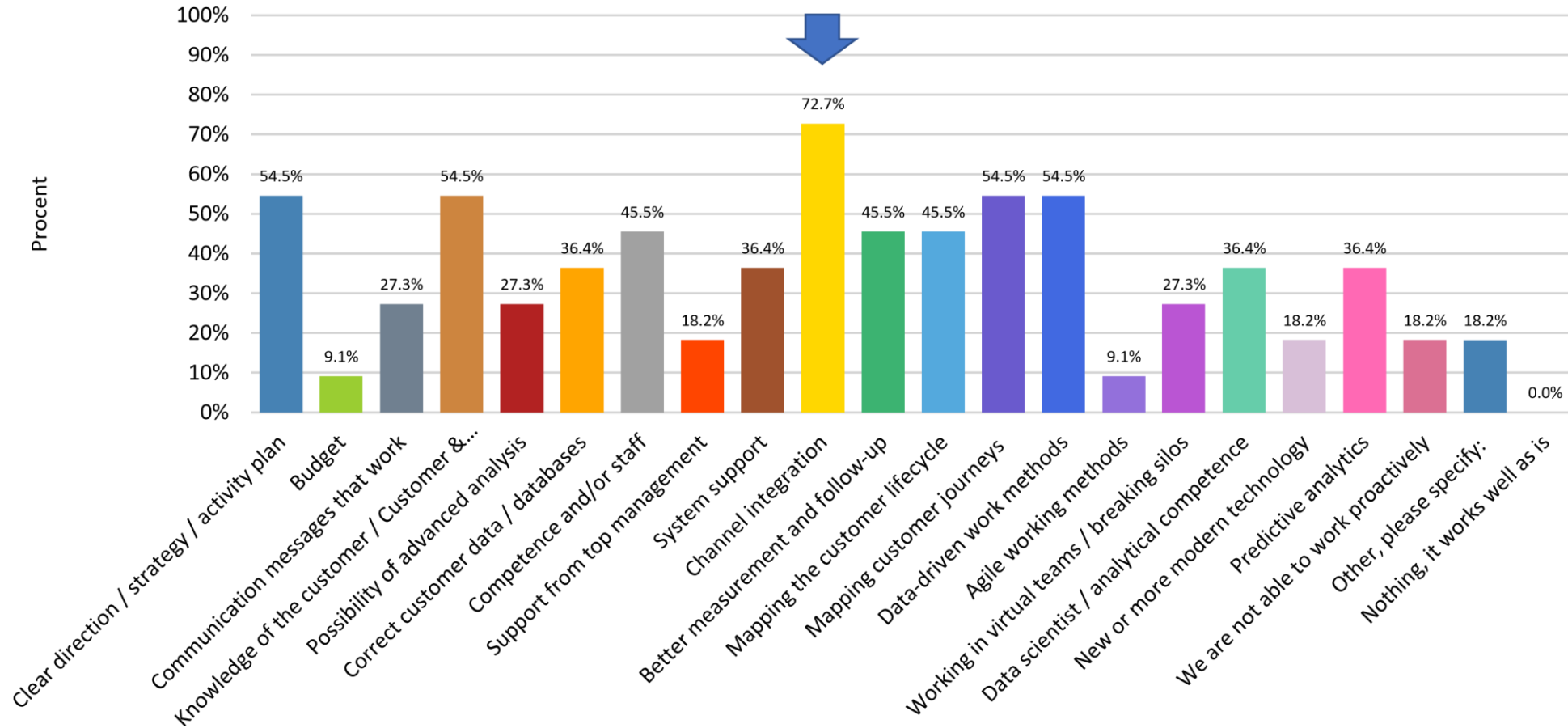
- Segmentering
- Analytics
- Utmaningar och Framgångsfaktorer

CRM Barometern..

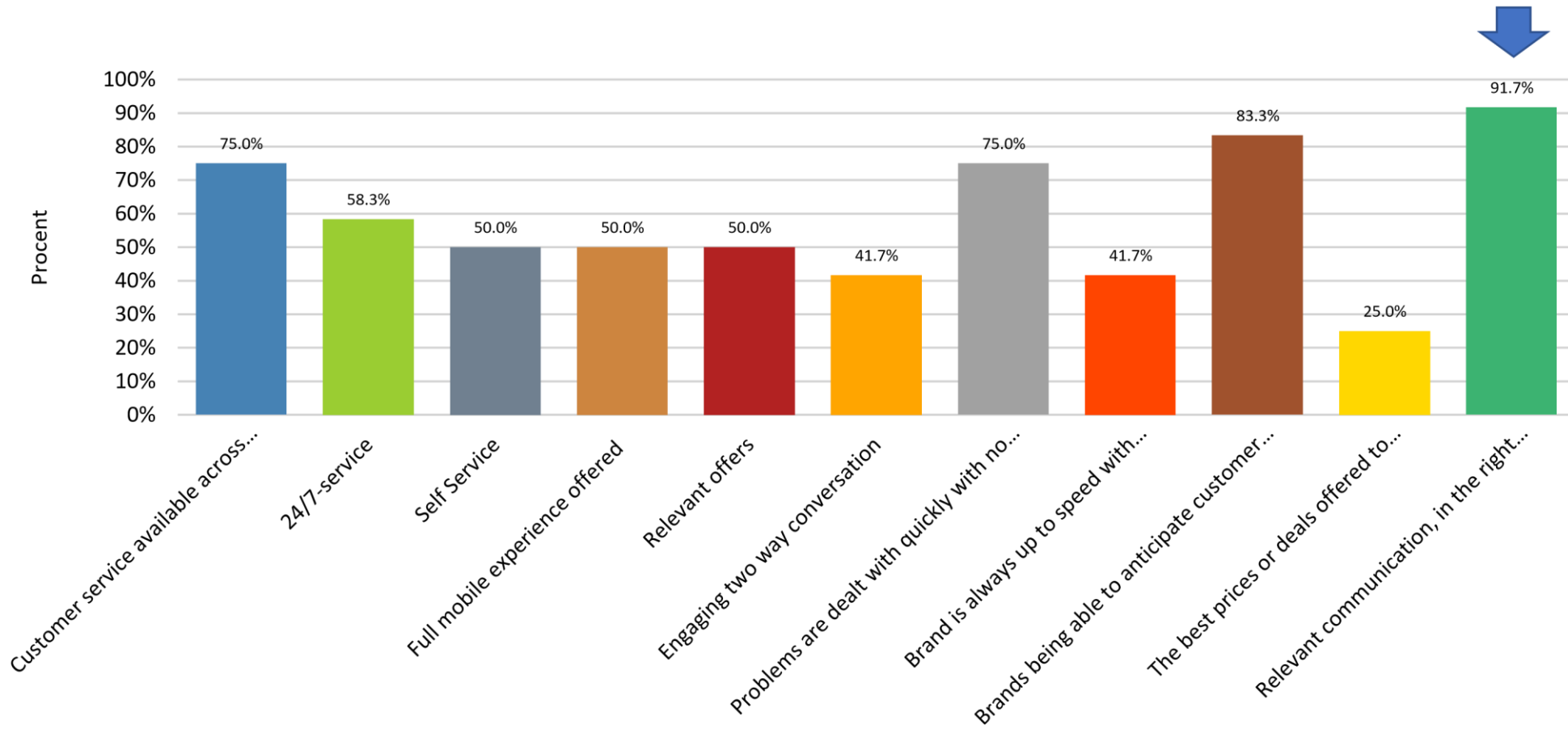


Affärsstrategi kombinerat med teknik för att bearbeta befintliga kunder i hela kundlivscykeln.

What do you believe your organisation is missing to succeed or get even better?



What do you think your customers consider outstanding Customer Experience?



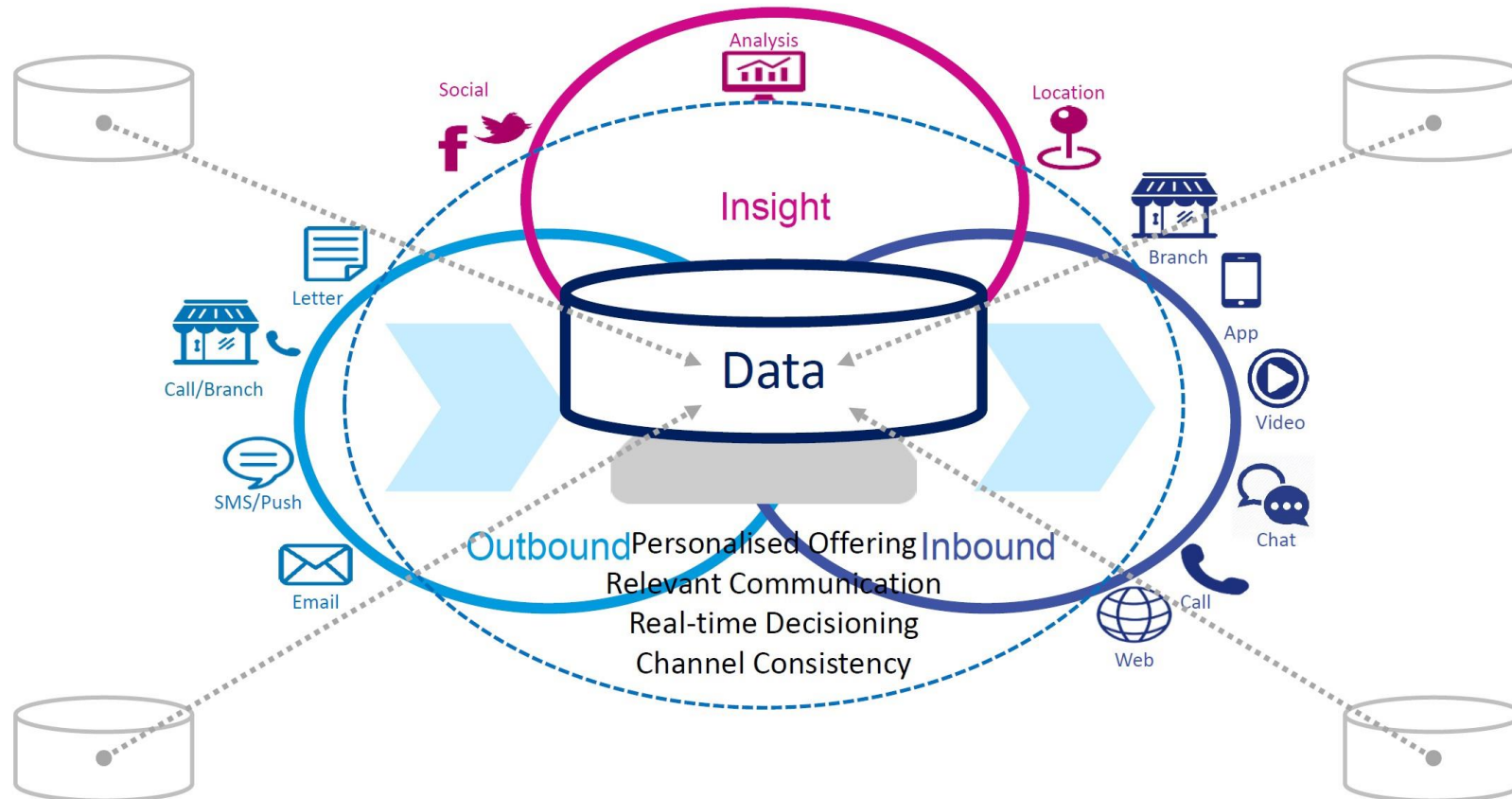
Mognadstrappa CRM – var ligger ditt företag?

Hur långt har företagen kommit i mognadstrappan?



WIRAYA

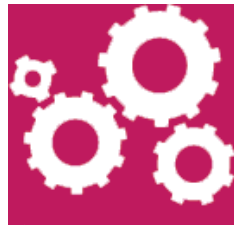
Customer Centric marketing



Synergies - Differences B2C and B2B (MA implementations)

- **SYNERGIES:** Methods, strategies, tools can often be the same
- **DIFFERENCES:** Execution level;
- B2B complexity in that there are different target groups: decision maker vs end users
- B2C struggling with household
- *There is much to win by joint implementation, maintenance and development across segments and even global markets*

Big Data & Big love – trender marknaden och kunderna



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Customer Obsession...the age of the customer

Customer experience management

Customer lifecycle management
Customer dialogue management
Customer engagement Customer
Customer Value Management
Customer Asset Management



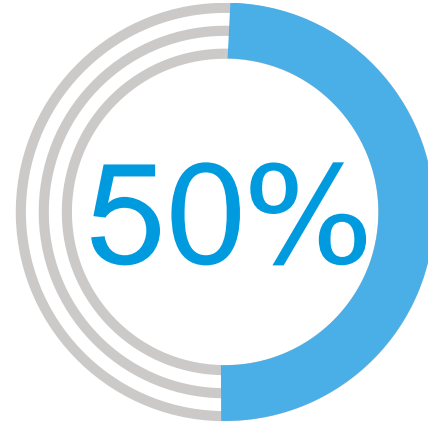
Customer centricity
Customer loyalty
Customer Journey Mapping
Lifetime Value
Customer Relationship Management
Customer First Marketing

Customer experience is becoming the differentiator

• By 2020...



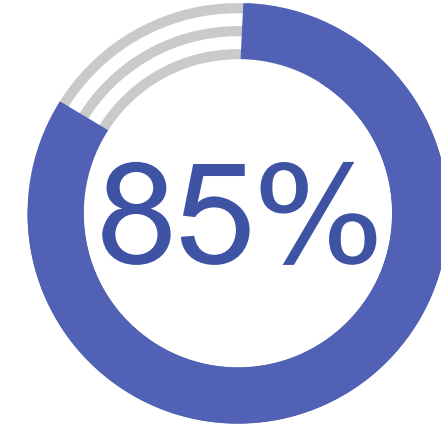
By 2020, **customer experience** will overtake price and product as the most important factor in brand differentiation.



By 2020, **50% of product investment projects** will be driven towards customer experience innovations.

Source: Gartner

Source: WalkerInfo



By 2020, **customers will manage 85% of their relationship** with the enterprise without interacting with a human.

Source: Gartner

The art and the science of marketing...



- Relevans
- Personalisering
- GDPR
- Datadriven
- Martech

Source: DMA, CEO Saatchi & Saatchi

Fun facts Marketing automation:

2011



2012

Growth of the marketing
technology landscape



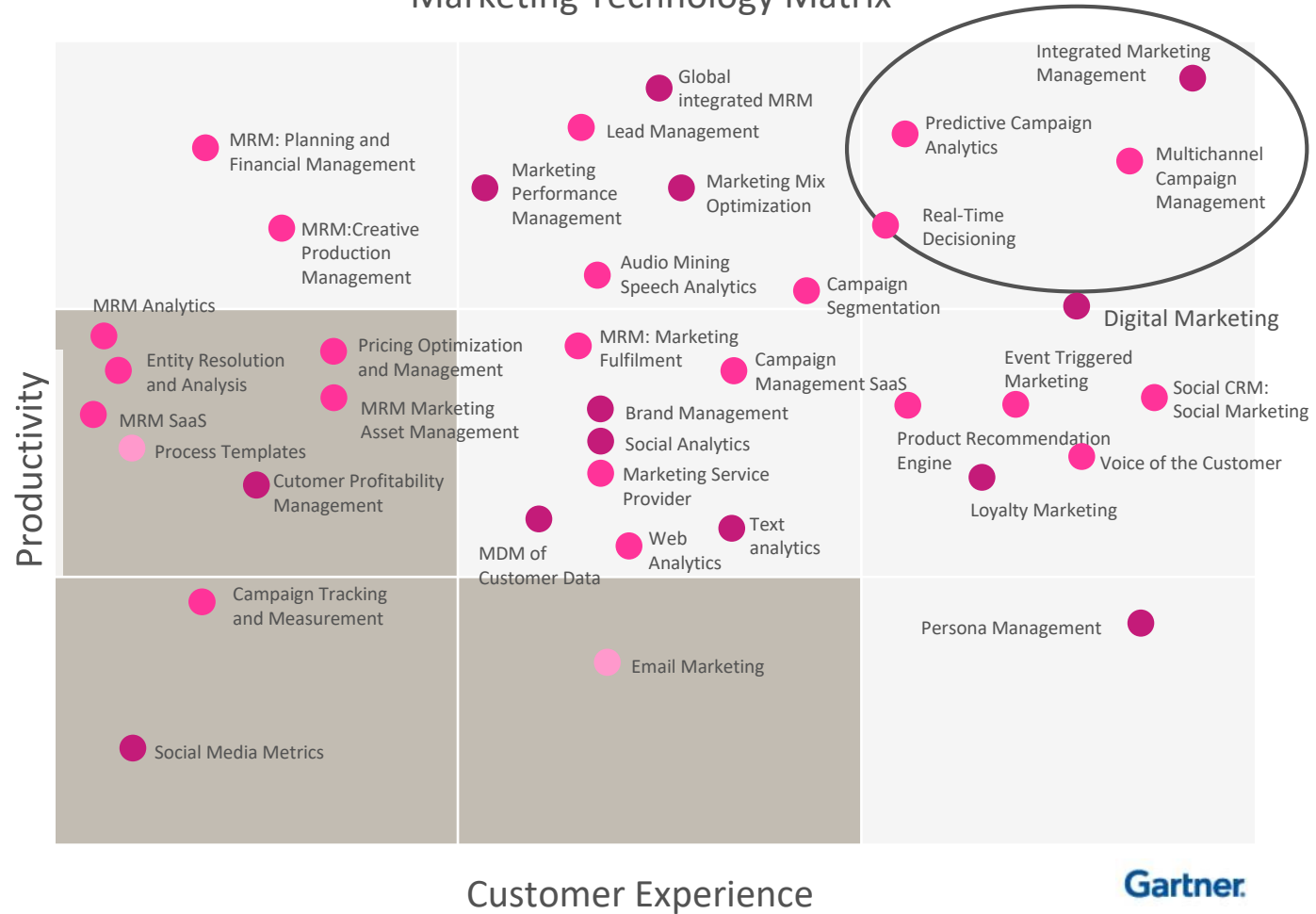
-49% av företag i USA har investerat i ett MA-system (källa: CMO by Adobe)

-Marketing automation ökar i genomsnitt säljorganisationers produktivitet 14.5% (källa: Nucleus)

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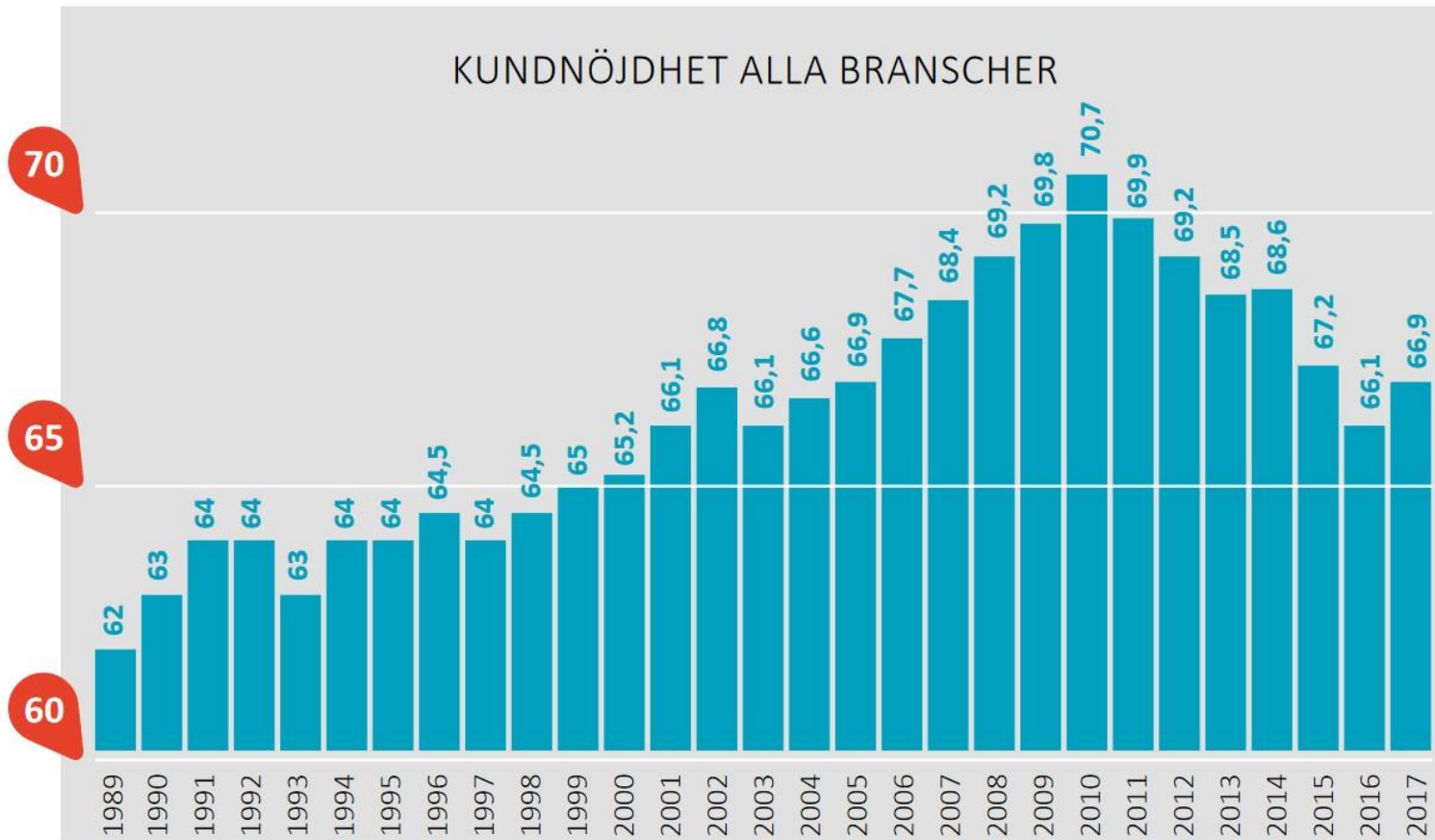
Productivity and Customer Experience Orchestration driving Multichannel campaign management and analytics

Marketing Technology Matrix



Gartner.

Kundlojaliteten dippar - digitaliseringens baksida
Kunder vill ha personlig kundrelation



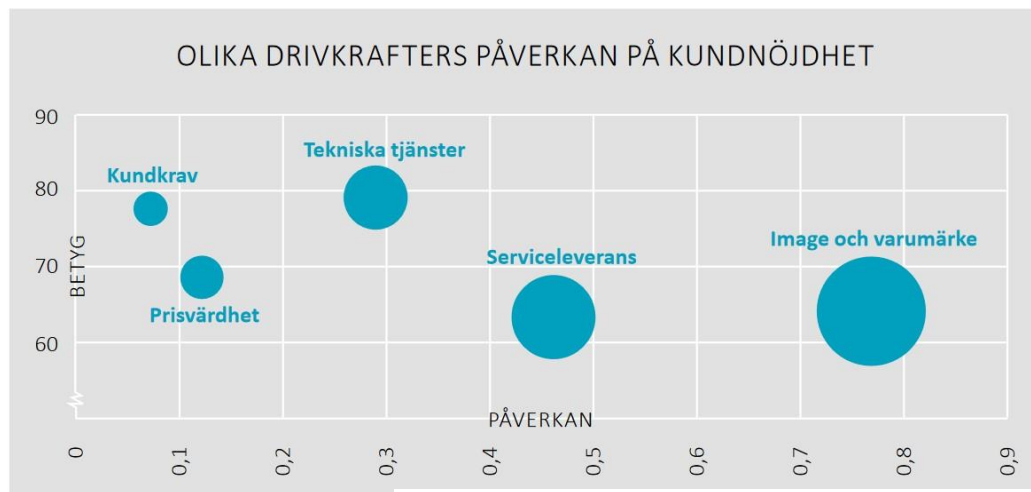
Digitalisering – funktionalisering eller relationisering. Image och personlig service viktigare än tekniska lösningar.

Närhet – mer än geografi, Handlar om emotioner
Mental närhet. Närhet ger Nöjdhet. Här famlar organisationer i mörkret.

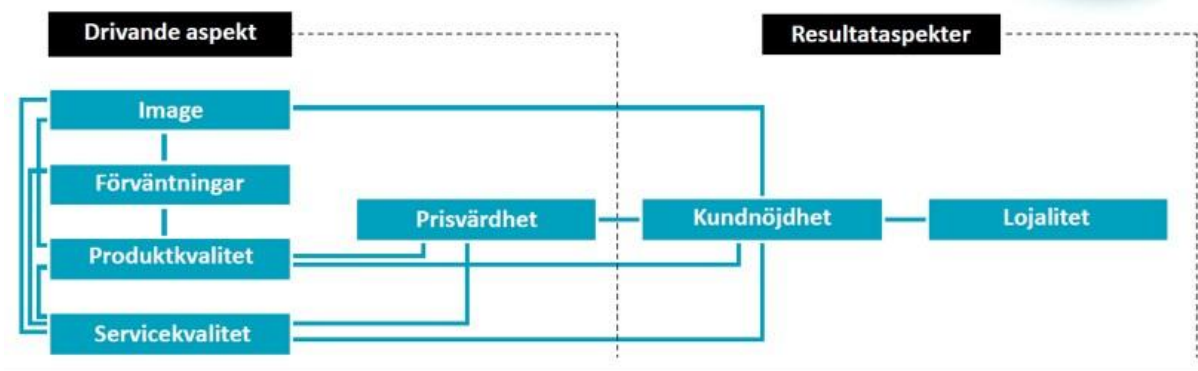
Lojalitet – ett begrepp som måste tas på allvar med tanke på ökad otrohet bland kunder.

Källa: SKI

Ändrade drivkrafter för lojalitet –
Image, Service, proaktivitet allt viktigare



SKI KUNDNÖJDHETSMODELL



Källa: SKI

Vad gör de bästa?



- Schysst företag
- Ansvarstagande, hållbarhet
- Lokalt engagemang
- Bry sej om sina kunder
- Förstå kundbehov, ge råd, inte kränga
- Proaktivitet, service

De har världens mest lojala kunder

1 Amazon

Världens största e-handlare har numera också världens mest lojala kunder. Företagets lojalitetsprogram, Amazon Prime, växer med 20 procent varje år och har nu fem miljoner registrerade kunder.

2 Apple (smartphones)

Ett steg ner i rankingen jämfört med 2011, men Apple är fortfarande det ledande varumärket bland smartphone-användare.

3 Facebook

Marc Zuckerbergs Facebook fortsätter växa. Har idag 750 miljoner aktiva användare över hela världen.

4 Samsung (telefoner)

I kategorin telefoner hamnar Samsung högst på listan. I den totala rankingen får de nöja sig med en fjärdeplats.

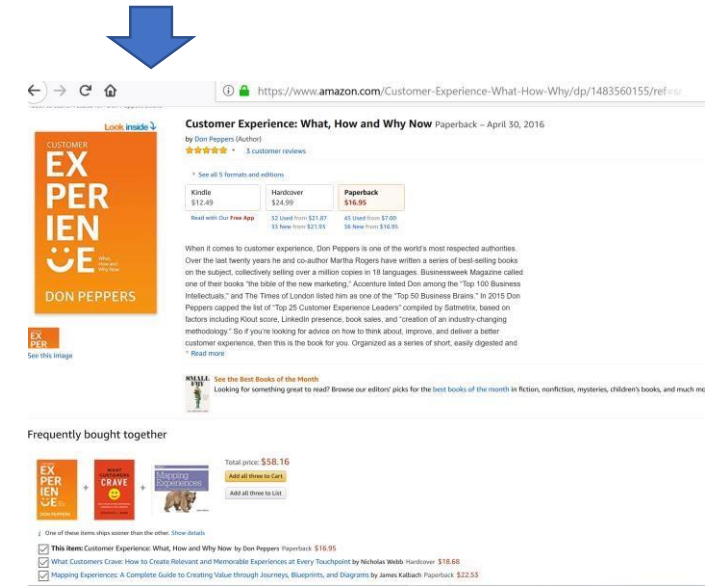
5 Apple (datorer)

Apples Mac har en lojal kundkrets som fortsätter vara trogna sitt varumärke.

6 Zannos

Amazon: Customer Recommendation/NBA.

Källa: Postnord/www.businessinsider.com



https://www.amazon.com/Customer-Experience-What-How-Why/dp/1483560155/ref=...

Customer Experience: What, How and Why Now Paperback – April 30, 2016
by Don Peppers (Author)

★★★★★ 3 customer reviews

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When it comes to customer experience, Don Peppers is one of the world's most respected authorities. Over the last twenty years he and co-author Martha Rogers have written a series of best-selling books on the subject, collectively selling over a million copies in 18 languages. Businessweek Magazine called one of their books "the bible of the new marketing." Adventure listed Don among the "Top 100 Business Intellectuals," and The Times of London listed him as one of the "Top 50 Business Brains." In 2015 Don Peppers capped the list of "Top 25 Customer Experience Leaders" compiled by Satmetrix, based on factors including Klout score, LinkedIn presence, book sales, and "creation of an industry-changing methodology." So if you're looking for advice on how to think about, improve, and deliver a better customer experience, then this is the book for you. Organized as a series of short, easily digested and...

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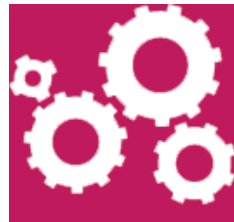
EXPERIENCE	CRAVE	Mapping Experiences	Total price: \$58.16
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- This item:** Customer Experience: What, How and Why Now by Don Peppers Paperback \$16.95
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Summary

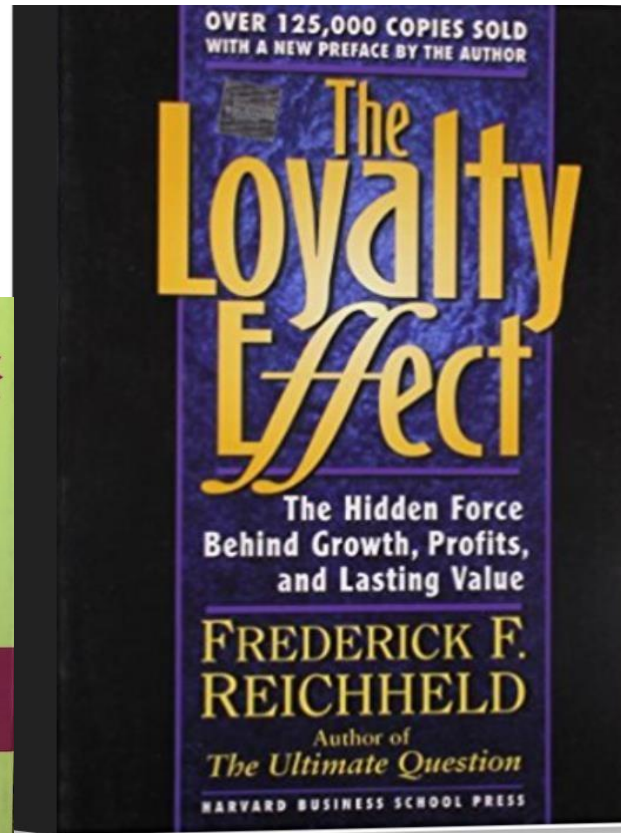
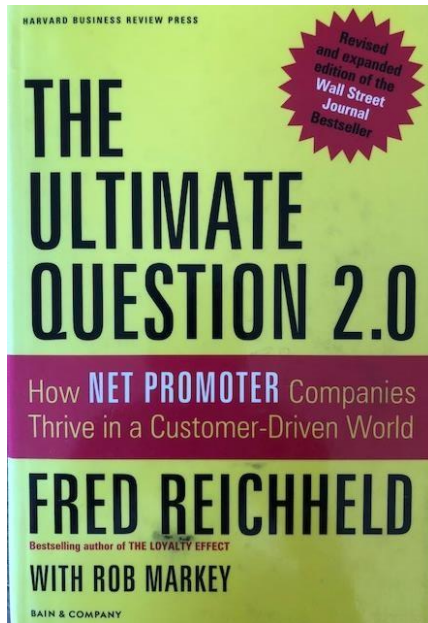
- ↑ • Customer experience becoming main differentiator
- ↑ • Digitalization, new marketing technology and marketing automation is quickly growing and driving the CX industry.
- ↓ • Customer loyalty is decreasing and service, caring and proactivity increasingly important.
- ? • Customer loyalty must be understood, defined and measured in order to deliver successful CRM programs and omnichannel marketing.





Målsättning och grundpelare för att lyckas

Customer Loyalty KPI's: CLV, retention, NPS etc



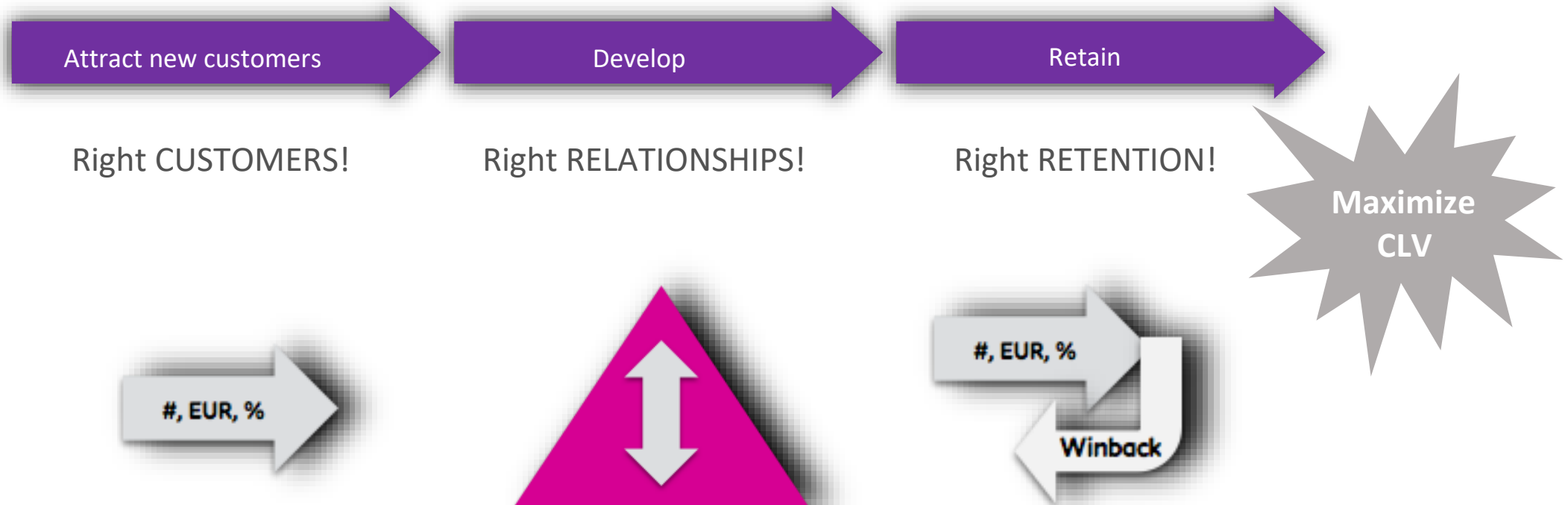
Behavior: CLV & retention

- Customer loyalty refers to a customer's relationship with a brand/organization over time. Two dimensions: **behavior and emotions**.
- Research has found a 5% increase in customer retention boosts lifetime customer **profits** by 50% on average across multiple industries, as well as a boost of up to 90% within specific industries such as insurance. Companies that have mastered customer relationship strategies have the most **successful CRM programs**.

Emotions: NPS

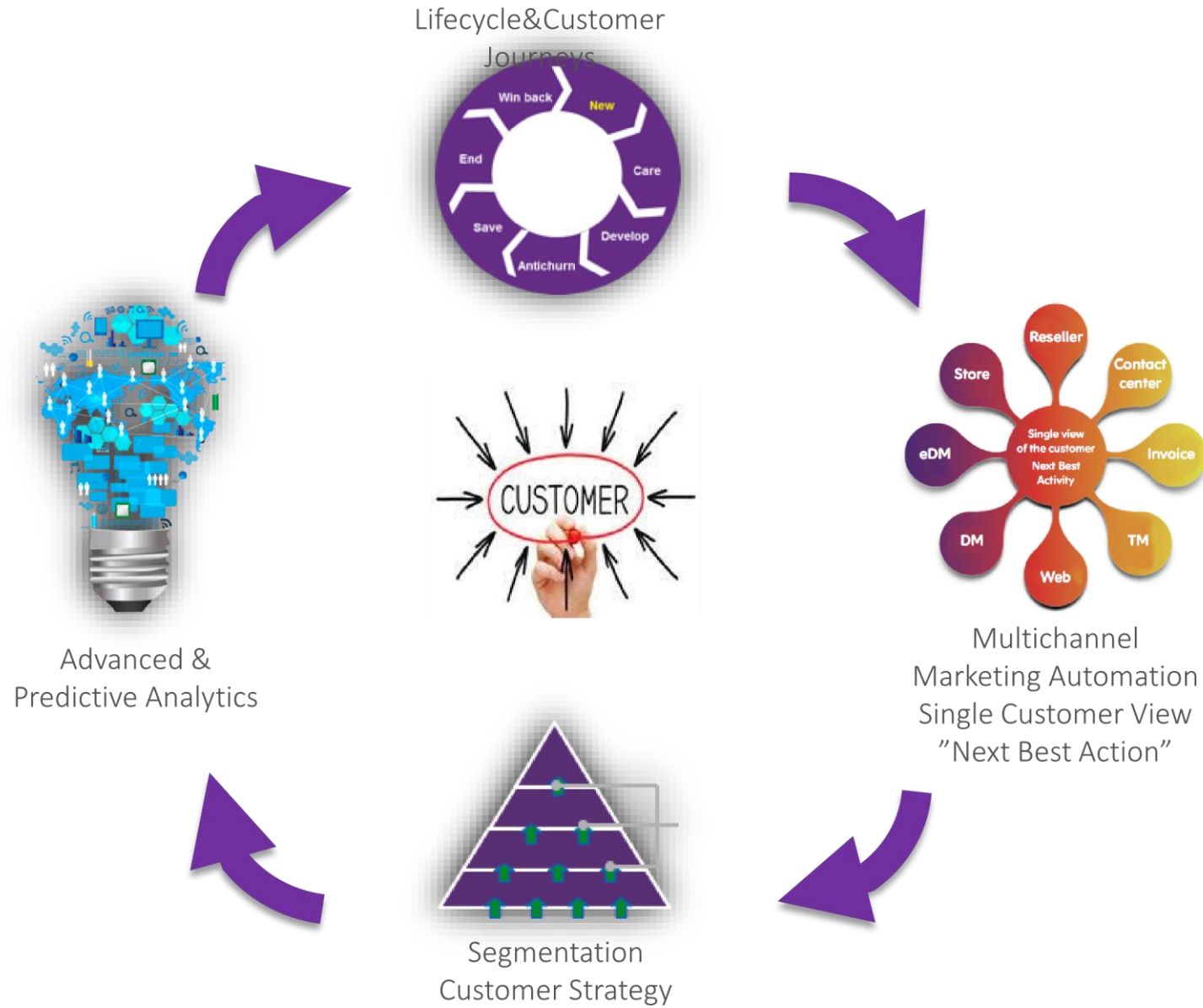
Maximize value – on the customer’s terms

“The right message to the right customer
at the right time in the right channel”



Four pillars to master – strategy & tech

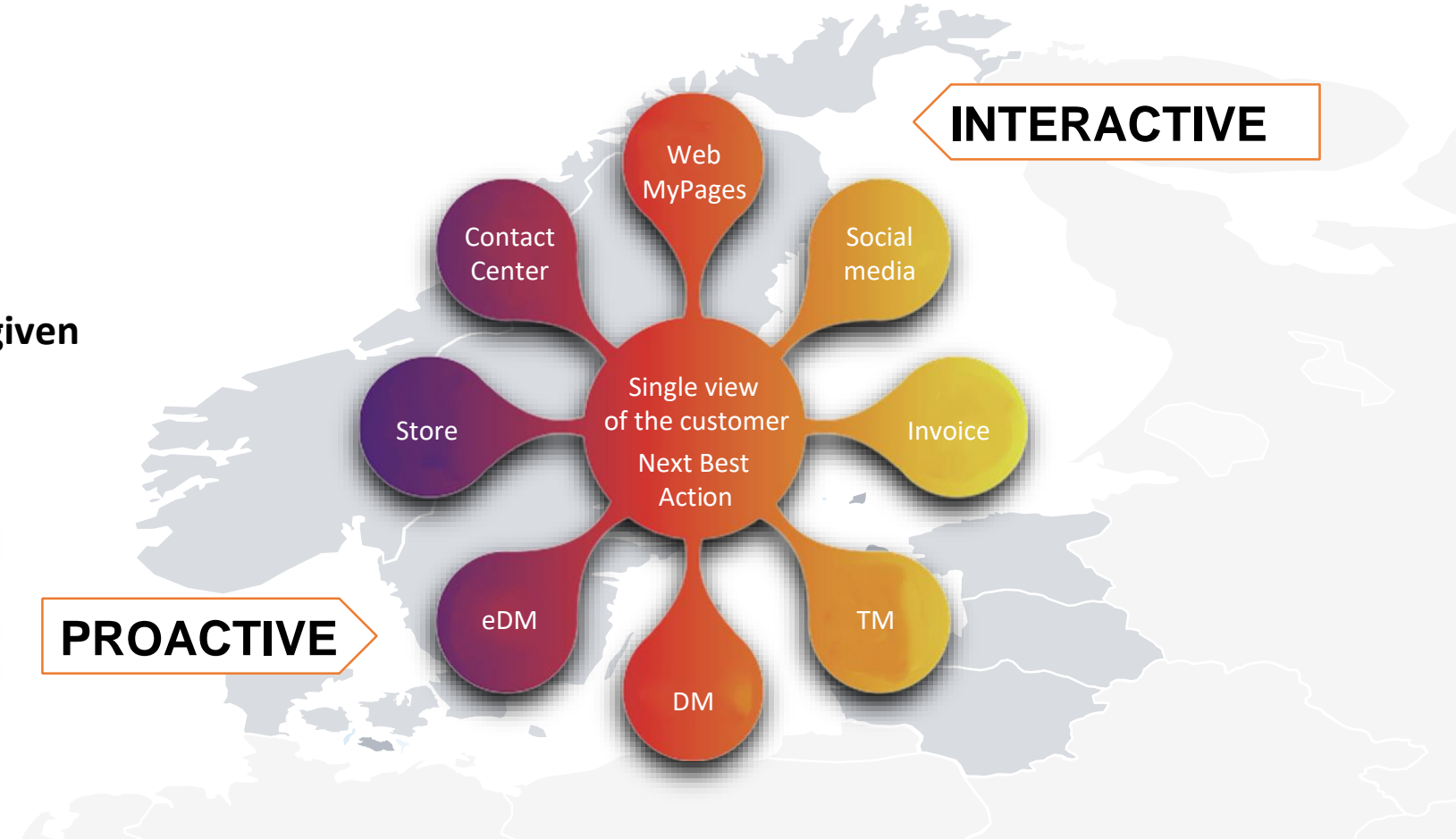
WHAT



CVM - Global implementation of multichannel marketing automation for Next Best Action marketing

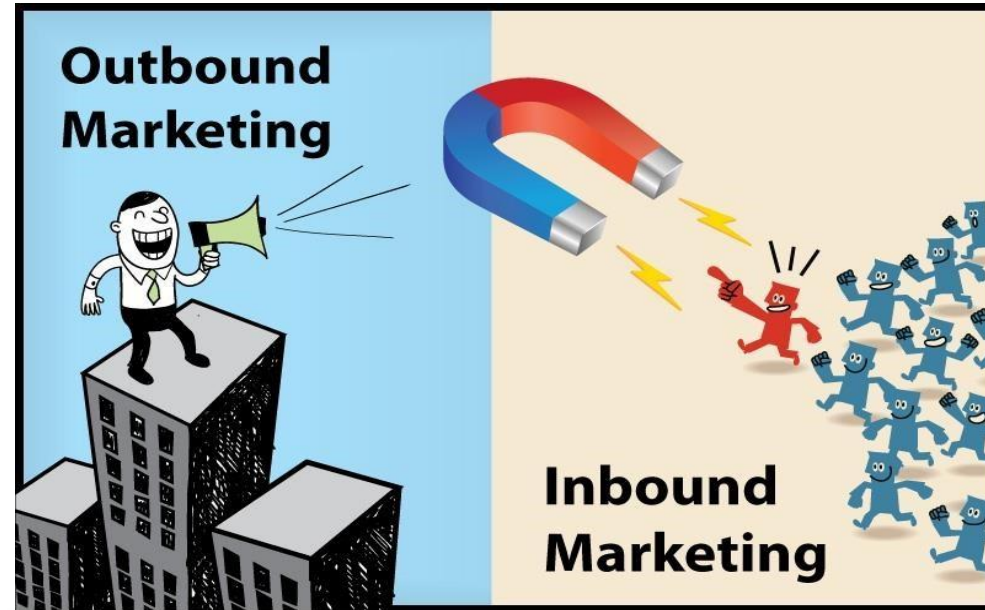
What is the best message for any customer at any given moment
 -Inbound
 -Outbound

OFFLINE
 ONLINE



The Case for Inbound Marketing

- The customer is actively engaged – by choice
- Customer needs are more transparent
- Turn every interaction into an opportunity
- The “right time” might be right this second

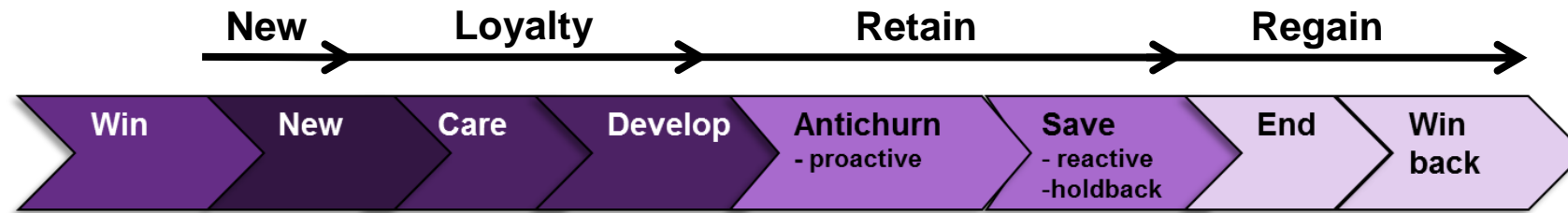


Gartner

“Inbound marketing techniques have about 10 times the response rate of non-targeted outbound campaigns.”

– Gartner, “Five Business Benefits to Be Gained From CRM Multichannel Campaign Management Inbound/Outbound Integration”, Adam Sarner, Gareth Herschel

Customer lifecycle – identify key customer journeys and processes (to automate)



First 100 days



Ongoing



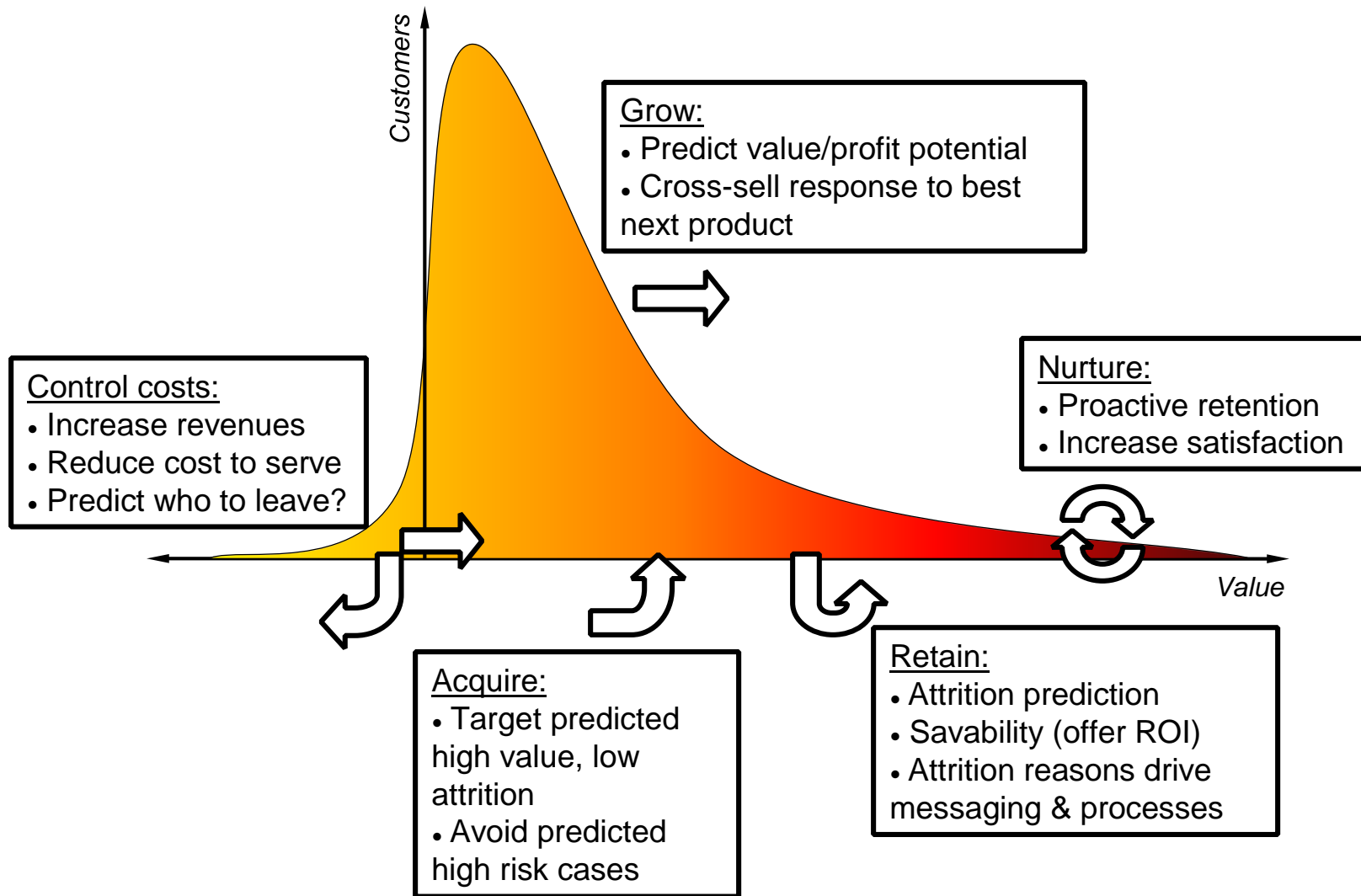
At risk



Nice ending & Winback

**Confirm choice, Engage, Service, Proactive & Root cause churn, nice activate Cross-up sell
Reactive Retention Ending, winback**

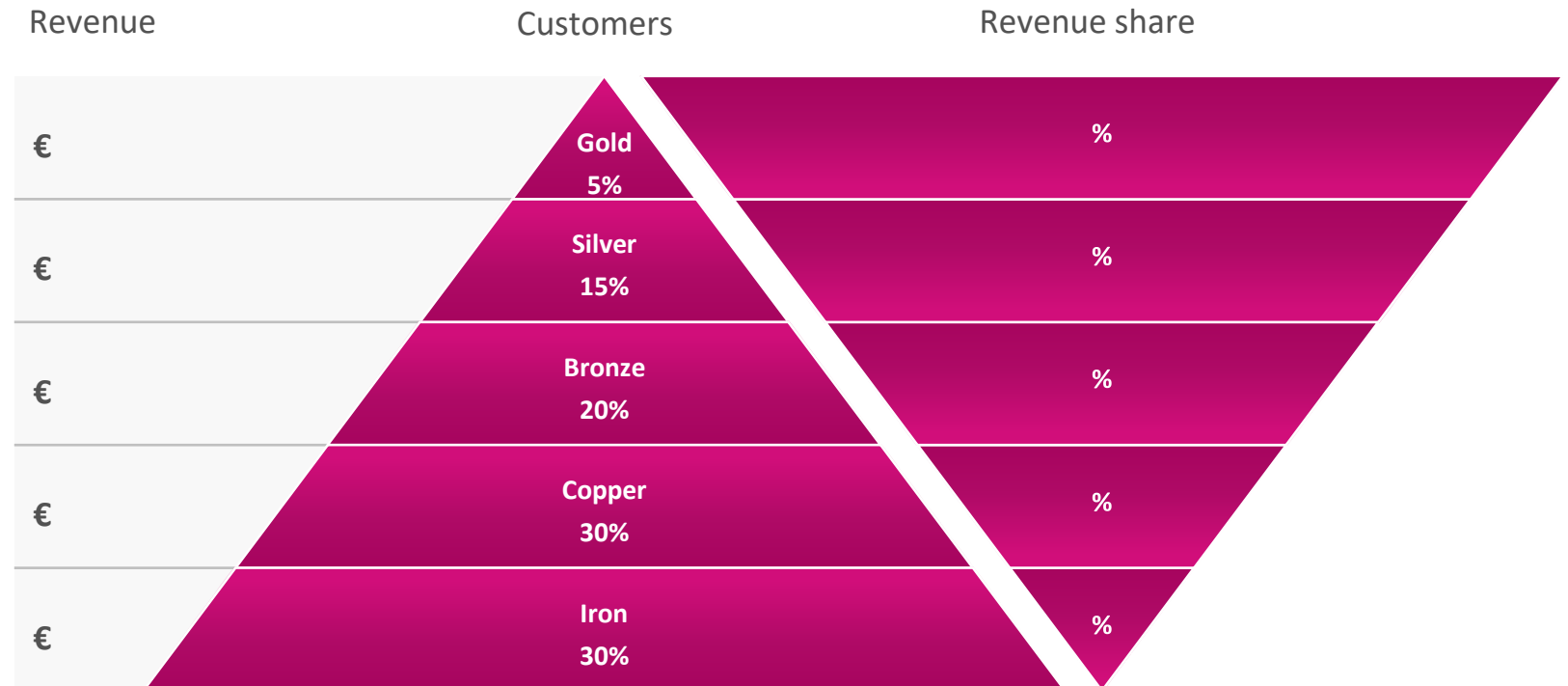
Next best action highly depending on Customer
Analytics



Customer/value segmentation & strategy

80/20 rule varies by industry

- Know your best customers! By value and needs!
- Revenues incl all products!
- Differentiated value proposition
- Measure KPIs per tier; retention/churn, NPS, no products-growth
- Top customers special dialogue flow throughout CLC and in all channels
- Invest in Loyalty marketing with top segment!
- Public or “hidden” loyalty program



Remember - Four pillars to
master

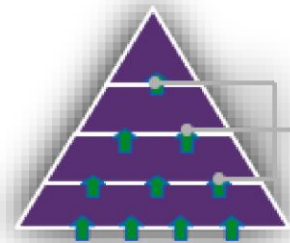
Lifecycle & Customer Journeys



Multichannel Marketing Automation
Single Customer View
"Next Best Action"



Advanced & Predictive Analytics



Segmentation
Customer Strategy



Utmaningar och framgångsfaktorer Challenges and Success Factors

- Engaging Vision, Anchoring top mgmt., Business case

- Program set up – MA/IT roadmap roll out, business activities
- Business driven – cooperation IT, channels
- Change management, new roles and competencies •
Customer lifecycle/journeys backbone
- Stamina – it never ends!



Certified CRM & Loyalty manager



Dag 1. Helhetsbild CRM & Lojalitet

- Trender, terminologi, forskning, målsättning och grundpelare för framgångsrikt CRM & lojalitetsarbete



Dag 2. Allt börjar med kunden

- Kundinsikt, Customer Experience och kundstrategier / customer value management



Dag 3. Kundlivscykeln, kundresor, lojalitetsprogram

- Basen för din kundbearbetning



Dag 4. Data och marketing technology

- Ny teknik och plattformar för skräddarsydd kommunikation och kundhantering



Dag 5. Organisation, framgångsfaktorer & Certifiering

- Driva CRM & Loyalty internt, arbeta agilt, relation mellan olika avdelningar



Gäsföreläsande experter:



Thank you!



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