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# Customer Experience - Who's Focused on it, How & Why

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Customer Experience Sales Consultant



# Safe Harbour Statement

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# Agenda

- Understanding of Customer Experience (CX)
- Who is focused on CX
- CX Case Studies

# What's YOUR Experience?

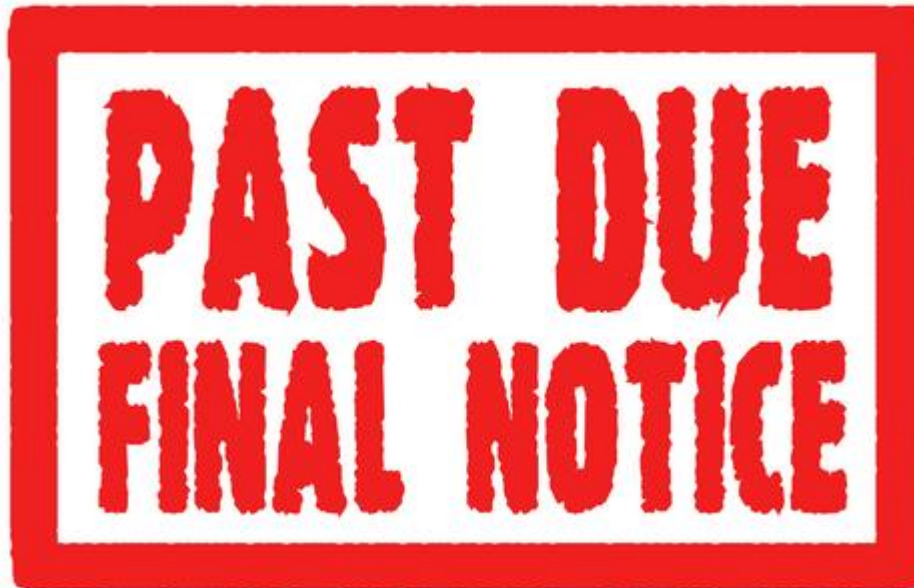


## My CXX



# The Gas Bill

eMail Story



<http://www.snopes.com/business/bank/zero.asp>

# Why focus on Customer Experience?



# Value of Customer Experience

**Brands Benefit When  
Consumers Are Happy**

**94%**

*of consumers will pay up to  
**25% more** for a better  
customer experience*

Ernan Roman, author of Voice of the Customer Marketing



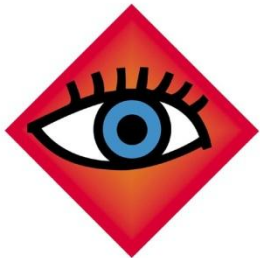


# CX Passion

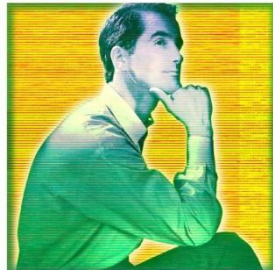
[Brian J. Curran, VP, Customer Experience Strategy, Oracle](#)

# Where Does CX Start?

Customer Acquisition ...



**Awareness**



**Interest**

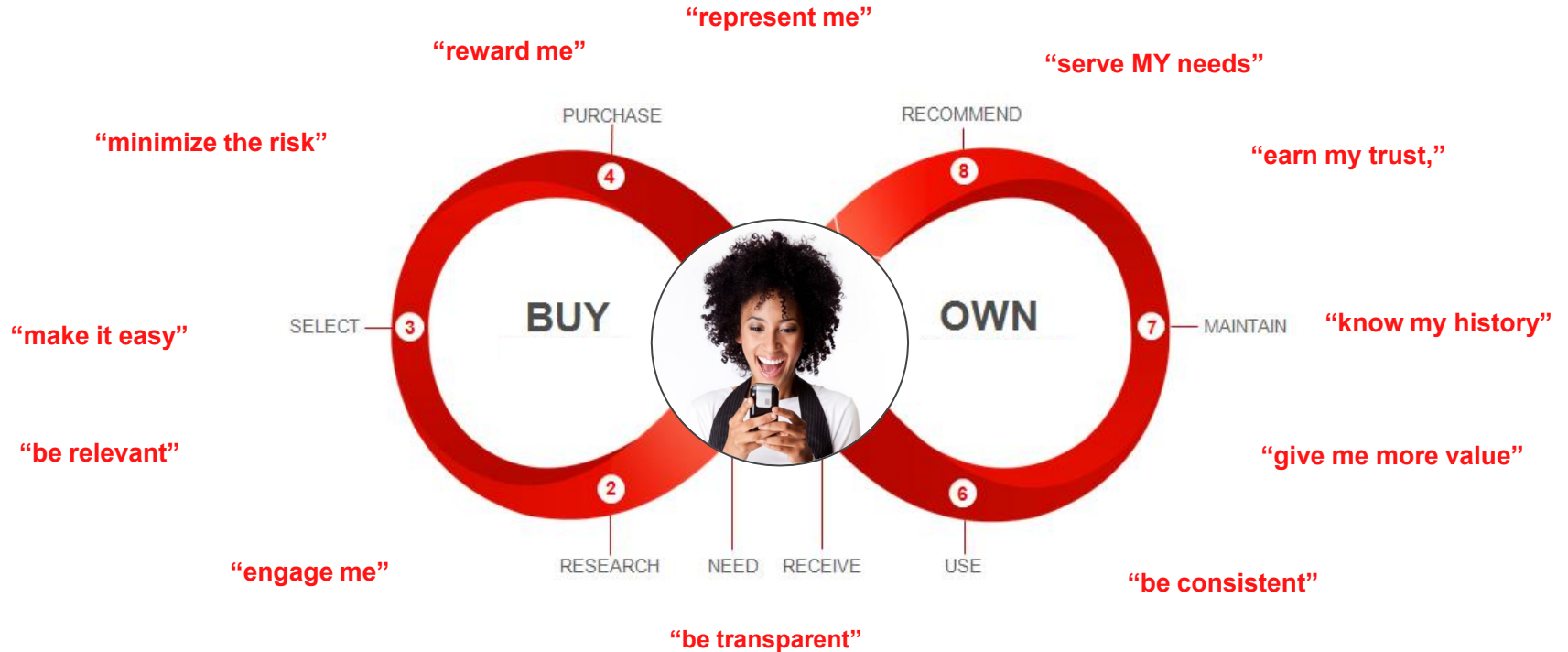


**Desire**



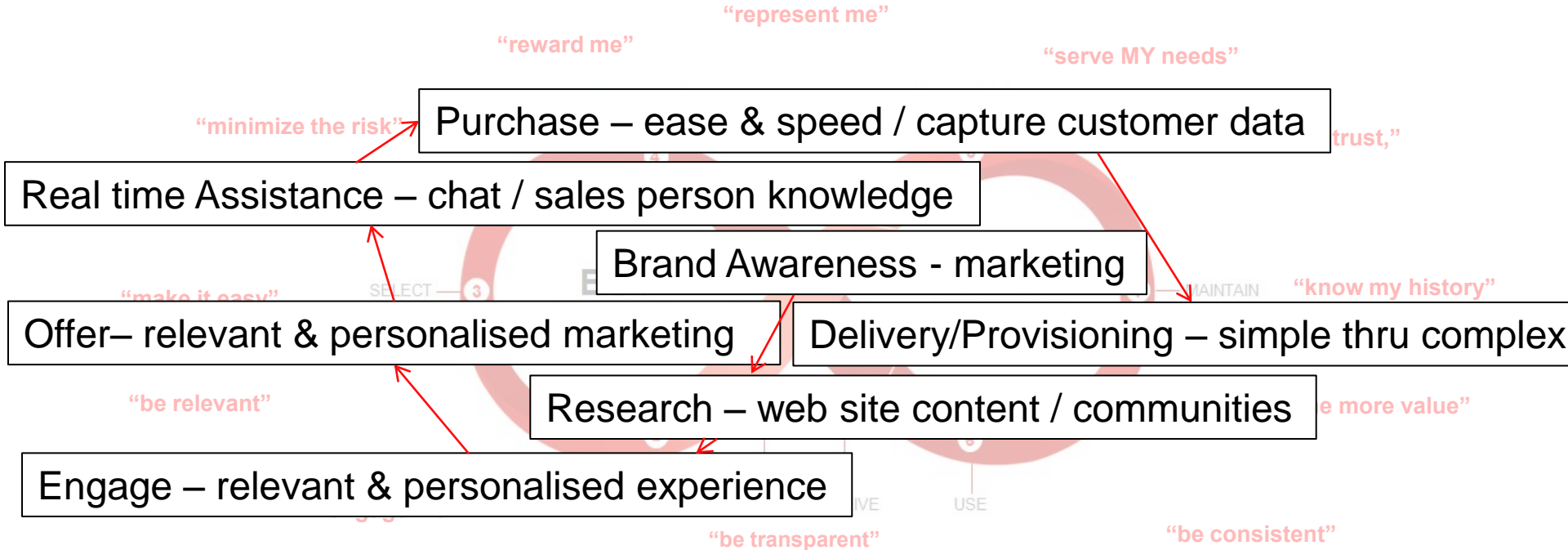
**Action**

# The Customer Lifecycle Journey : CX never stops



Deliver The Experiences That YOUR Customers Want

# The Customer Lifecycle Journey



Deliver The Experiences That YOUR Customers Want

Consistency

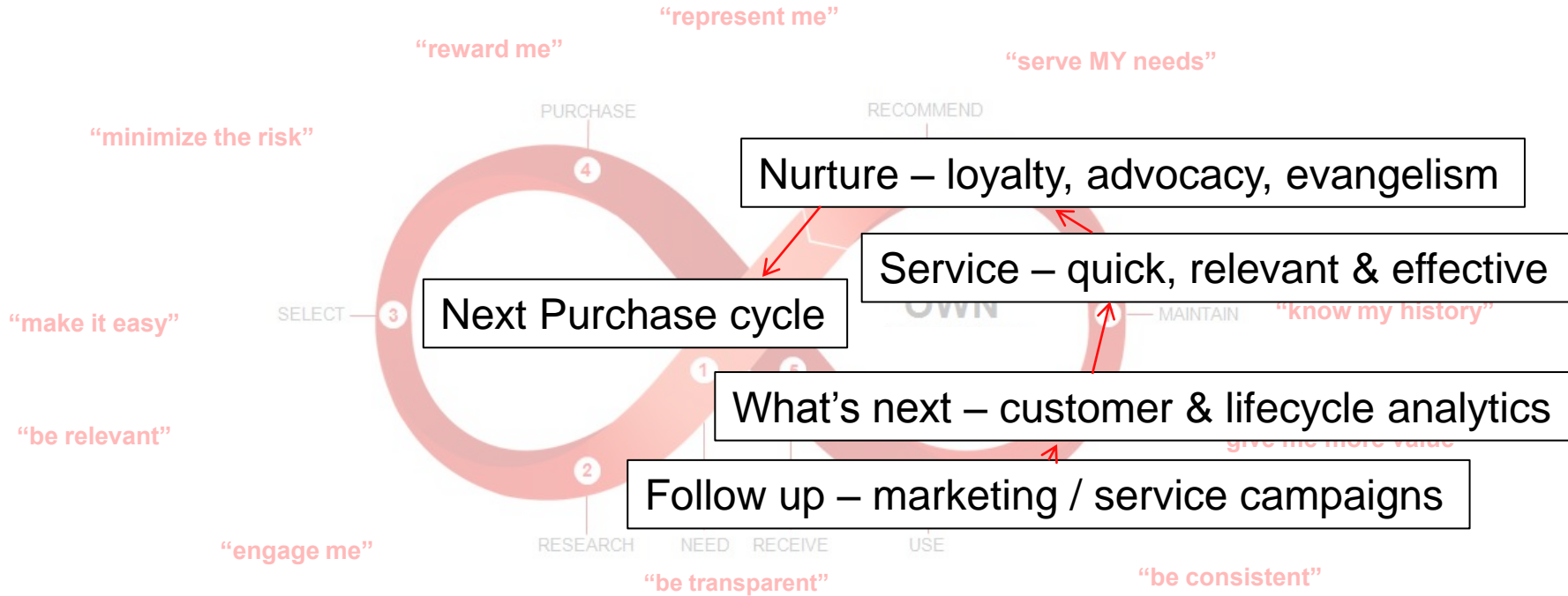
Customer Data

Analytics

Relevance

Trusting

# The Customer Lifecycle Journey



Deliver The Experiences That YOUR Customers Want

Consistency

Customer Data

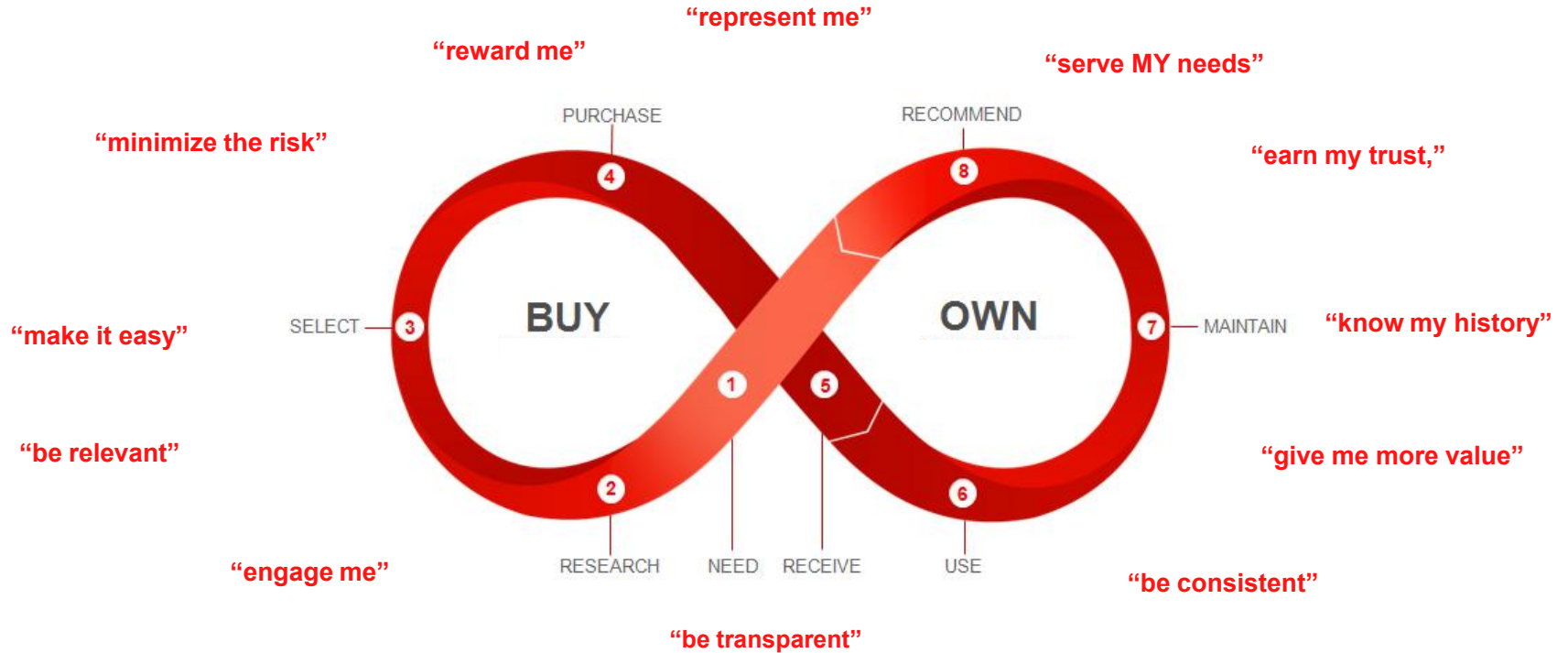
Analytics

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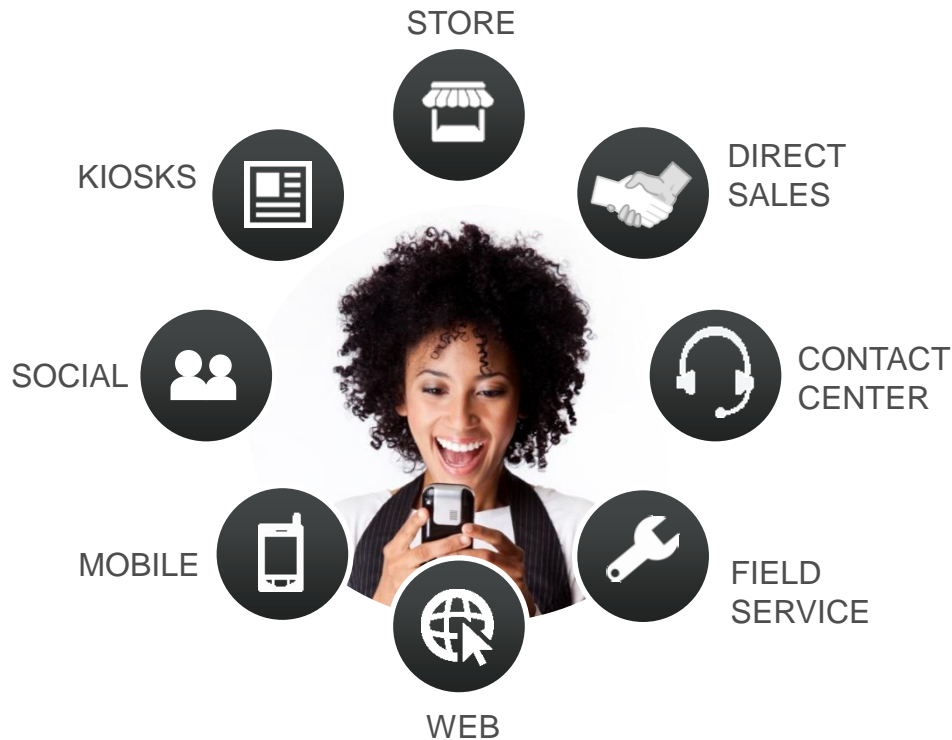
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# The Customer Lifecycle Journey : CX never stops



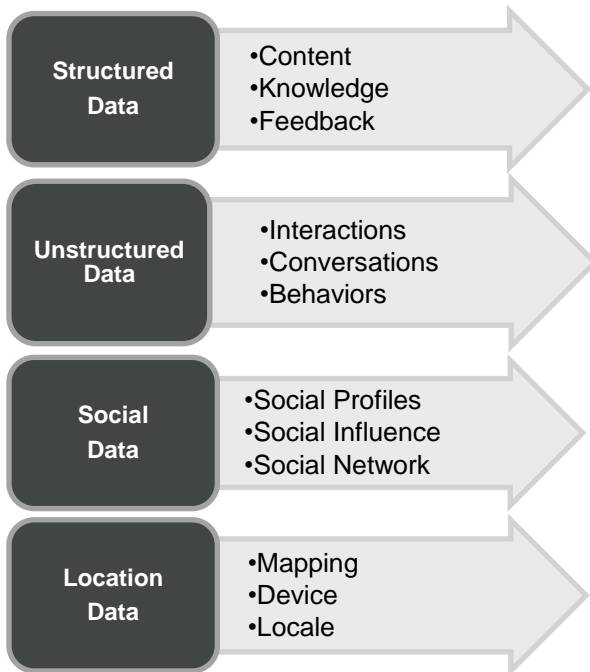
Deliver The Experiences That YOUR Customers Want

# Connect The Interactions To Capture Opportunities



- **Offer** multi-channel choice to customers across channels, devices and locations to capture opportunities
- **Leverage** omni-channel processes and workflow for consistent and efficient engagement
- **Streamline** cross-channel interactions to seamlessly transition between conversations, knowledge and people to make it easy

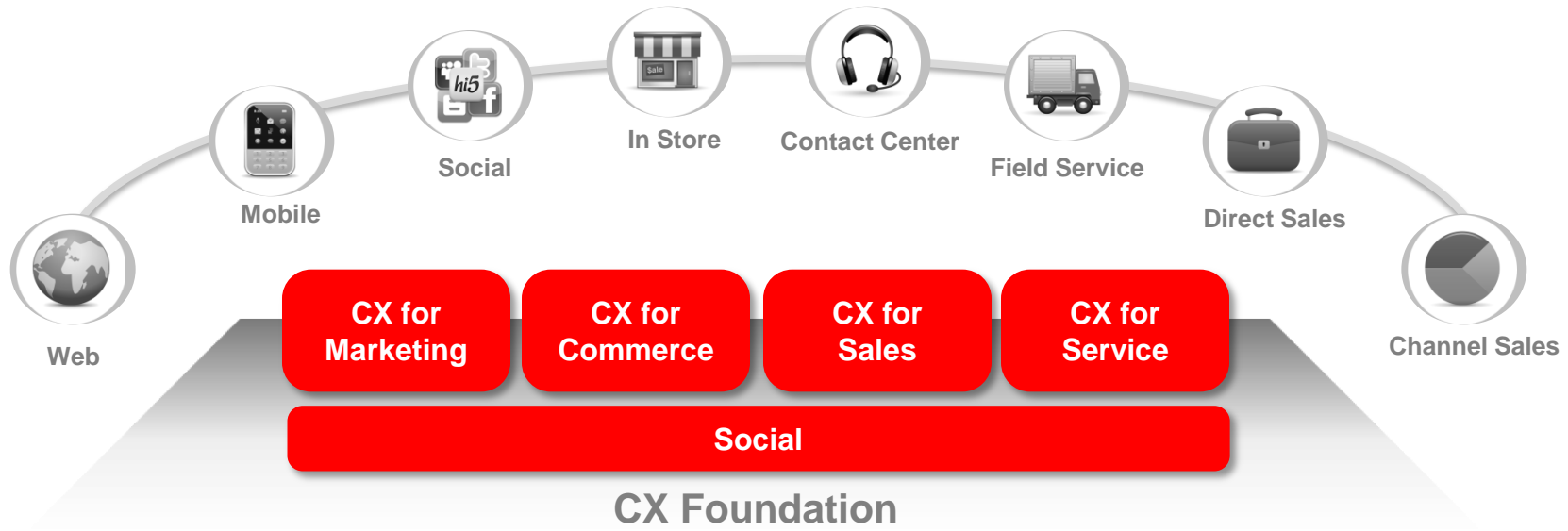
# Infuse Customer Insight With Social Learning



- **Capture** a unified view of the customer with socially enriched insight into behavior, interactions and transactions
- **Cleanse** all customer data, including local, social, structured and unstructured, to improve quality and efficiency
- **Analyze** to understand business and customer needs, patterns and preferences



# The Oracle Customer Experience Portfolio



# The Oracle Customer Experience Solution



Web



Mobile



Social



In Store



Contact Center



Field Service



Direct Sales



Channel Sales

## CX for Marketing

- Social Listening and Engagement
- Social Marketing
- Marketing Websites
- Demand Generation and Lead Management
- Marketing and Loyalty Management

## CX for Commerce

- Search, Navigation & Content Delivery
- Cross-Channel Commerce
- Targeting & Product Recommendations
- Social Commerce
- Order Management & Fulfillment
- Retail Store Operations

## CX for Sales

- Sales Force Automation
- Social Selling
- Territory & Quota Management
- Revenue Forecasting
- Partner Relationship Management
- Quote to Cash
- Incentive Compensation

## CX for Service

- Cross-Channel Customer Service
- Knowledge Management
- Social Customer Service
- Eligibility Management
- Contracts, Assets, and Entitlements
- Industry-Specific Solutions
- eBilling

## CX Foundation

- CX Data Management
- CX Integration, Automation, and Decisioning
- CX Intelligence

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# Who's focused on it?

## Analysts

- O’Keeffe & Company – an independent market research firm
- Forrester
- Temkin Group

# CX: Global Strategic Priority with Huge Financial Stakes

- Executives say delivering a positive customer experience is critical to their bottom line

Executives estimate that their potential revenue loss for not

93%

of executives state that improving the

97%

of executives believe that delivering a

Oracle CX Event – May 17 – Hilton, Auckland

revenue, or \$400M for a \$2B firm



20%

three priorities in the next two years

advantage and results<sup>1</sup>

Rising expectations from customers (59%) and the impact of social media on customers' ability to broadcast good and bad experiences (37%) are the top two drivers for organizations' focus on customer experience<sup>2</sup>

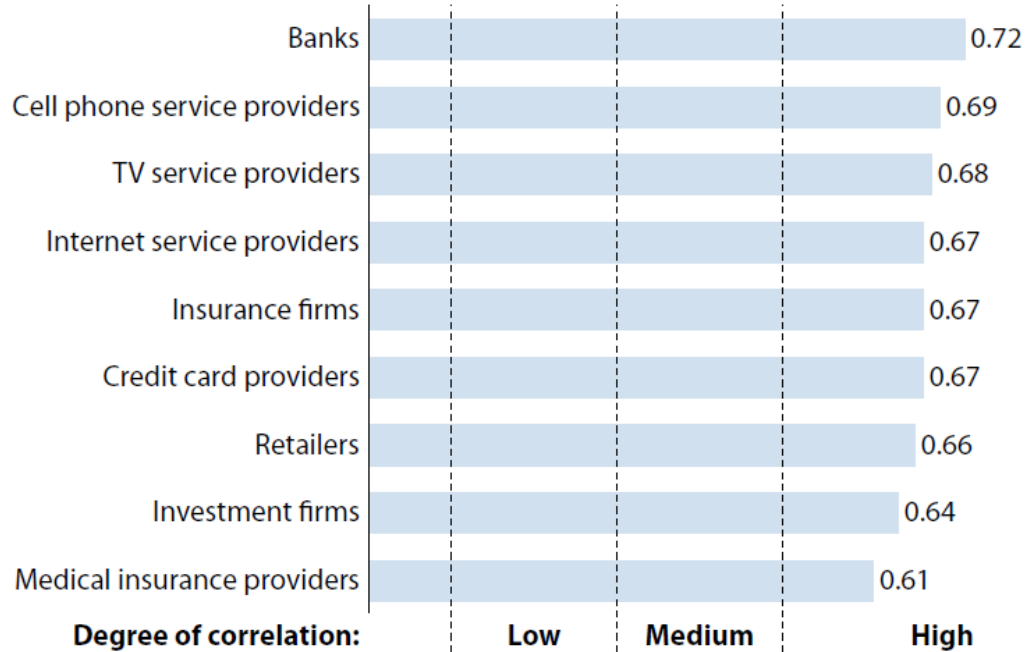
TAKE AWAY

CX Can Make or Break a Business

<sup>1</sup>Those who somewhat or strongly agree <sup>2</sup>Respondents asked to select top three

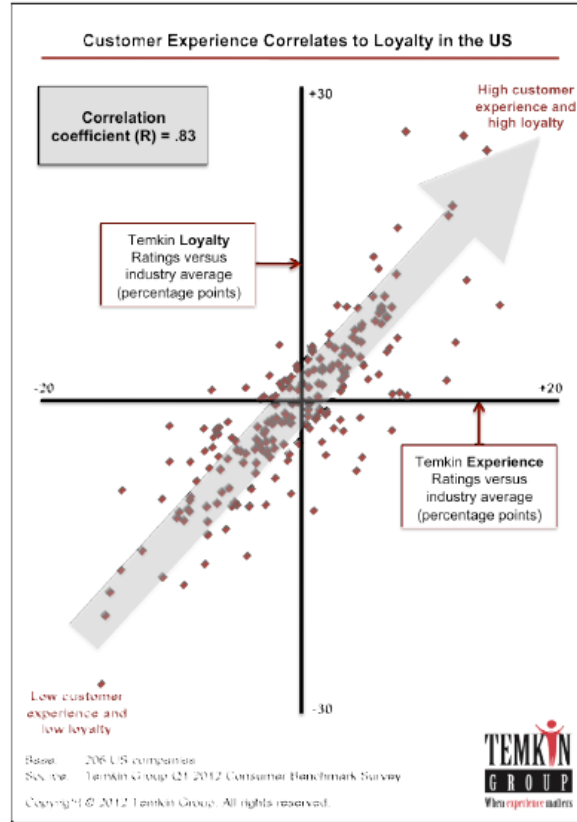
# Forrester – The Customer Experience Journey

Correlation between high Customer Experience Index and willingness to buy another purchase from provider



Source: North American Technographics® Customer Experience Online Survey, Q3 2007

# Temkin Group – ROI of Customer Experience



# Who's focused on it?

## Companies

### OUR VISION

With customers at our heart we will become New Zealand's most preferred company

*Our vision is to be New Zealand's best bank, and financial services provider, excelling in customer service*

Across the country we talked to people, ... and listened ... we reckon we're better placed than any other company to deliver on what you told us you want ... We're determined to deliver like no one else – with pride and purpose

### Our customer Promises

We've made six Promises to help you be good with money, and to help us be good with you.

It's sometimes hard to keep promises but we can assure you we'll be doing all we can live up to ours; from providing the best products and services for you, to just plain listening.

**We promise to listen**, and help you make the right choices.

**We promise to make things simple**, so it's easy to manage your money and make it grow.

**We promise to provide fast, effective service**, so you can get things done the first time.

**We promise to recommend products and services** that give you the best value.

**We promise to be honest and straight up**, at all times.

**We promise if we stuff up for any reason**, we'll fix it and do right by you.

*You* ARE THE  
CENTRE OF OUR WORLD

VIEW HOTEL PORTFOLIO



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# Who's focused on it?

## Companies

- Chief Customer Officer
- Customer Experience Officer
- iPads for field staff
- Incentives based on customer specific measures
- Talent Management
- Centralisation of customer information





"Chief Customer Officer" 

1,054 results

Sort by: Keywords ▾ V

► More

All Companies 

- SAP (6)
- The Coca-Cola Company (6)
- Johnson & Johnson (5)
- PepsiCo (5)
- salesforce.com (5)

Show more...

Enter company name

All LinkedIn Members 

- 1st Connections (0)
- 2nd Connections (23)
- Group Members (0)
- 3rd + Everyone Else (1031)


All Locations 

- United States (674)
- San Francisco Bay Area (92)
- Greater New York City... (66)
- United Kingdom (59)
- Canada (51)

Show more...

Enter location name

Industry 

Past Company 



Jay E. 

**Chief Customer Officer** at SalesPortal  
San Francisco Bay Area · Computer Software  
[Similar](#)

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Peter Q. 

**Chief Customer Officer** at Infor  
Greater Chicago Area · Computer Software  
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**LinkedIn Member**

**President US Sales** at Johnson and Johnson  
Greater New York City Area · Consumer Goods

[Send InMail](#) 



Mark Byrd   

**Chief Customer Officer** - RetailNet Group LLC  
Norfolk, Virginia Area · Retail  
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Caroline P. 

**Chief Customer Officer** at SHL Group Ltd.  
Greater Minneapolis-St. Paul Area · Human Resources  
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Jim Steele 

**Chief Customer Officer**, Salesforce.com  
San Francisco Bay Area · Information Services  
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Anthony C. 

**Chief Customer Officer** at Business-Software.com  
San Francisco Bay Area · Marketing and Advertising  
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**LinkedIn Member**

"Customer Experience Office" 

285 results

Sort by: Keywords ▾ Vie

▸ More

All Companies 

Standard Chartered Bank (11)

HSBC (5)

Commercial Bank of Africa (5)

Level 3 Communications (4)

Gold Coast Football Club (4)

[Show more...](#)

All LinkedIn Members 

1st Connections (0)

2nd Connections (3)

Group Members (0)

3rd + Everyone Else (282)

All Locations 

United States (106)

Canada (22)


Australia (19)

India (19)

United Kingdom (16)

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Industry 

Past Company 




**Ingrid L.** 

**Customer Experience Evangelist**

Greater Minneapolis-St. Paul Area · Health, Wellness and Fitness

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**graham A.** 

**chief marketing and customer experience officer at walgreens**

Greater Chicago Area · Marketing and Advertising

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Tanzania · Telecommunications

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**Customer experience officer at Persistent Systems**

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**Sachin A.**  

**Head of Customer Experience at Myntra.com**

Bengaluru Area, India · Computer Software

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**Andy N.** 

**CCEO at Idea 5**

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**Ross C.** 

**Systems Engineer at Neology (Pty) Ltd**

Cape Town Area, South Africa · Computer Software

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# Who's focused on it?

IT Vendors

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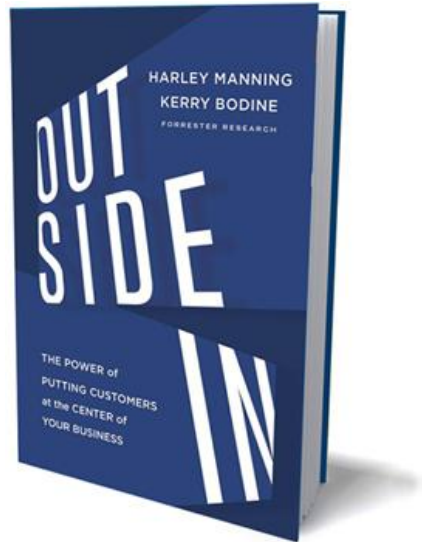
**APPLICATIONS**

... & others

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# Customer Case Studies

- Recommended Reading –



## Outside In

THE POWER of PUTTING CUSTOMERS at the  
CENTER of YOUR BUSINESS

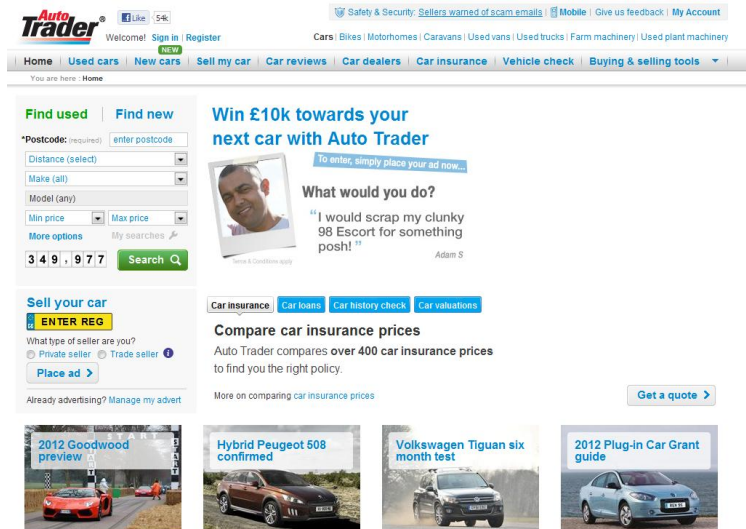
“OUTSIDE IN is the new book from Forrester Research analysts Harley Manning and Kerry Bodine.”

# AUTO TRADER YIELDS SUPERIOR EXPERIENCE WITH ORACLE ENDECA WEB COMMERCE



## COMPANY OVERVIEW

UK's largest motoring website, reaching over 10.3 million motorists a month with over 400,000 vehicles listed



## CHALLENGES/OPPORTUNITIES

- Infrastructure could not support 10 million unique users and over 700 million page impressions per month
- Needed a scalable solution, while providing better experience for their customers through better functionality and increased performance

## RESULTS

- Pop-up advertising increased by 45%
- Site stickiness increased by 8%, with a 3.5 million hour increase in sessions and ad viewing
- Over 830 million questions asked by users in the past year with 3 billion results presented

# Customer Retention Program



## COMPANY OVERVIEW

One of North America's leading financial services companies with a strong foothold in the schools, colleges and university market for protecting and managing the financial wealth of teachers, instructors and professors.

## CHALLENGES / GOALS

- Improve Ecommerce transaction volumes and value
- Increase retention rates
- Enable proactive churn management during inbound service interaction
- Improve marketing velocity; e.g., reduce A/B testing cycle time
- Improve customer satisfaction

## SOLUTION

- Oracle Real Time Decision (RTD)

## RESULTS

- 150% increase in click-through rates for Self-Service Web Site
- 20% increase in sales conversion rates for Web Site
- 50% increase in click and purchases rates for Email Marketing acquisition
- 76% increase in close rate for inbound contact center service interactions
- 6% increase in average transaction value for online customer
- 40% increase in retention rates from proactive churn management
- 90% reduction in number of managed targeting rules

# Customer Results (achieved in months, not years)

## FIRST-CONTACT RESOLUTION RATE

**90%** Travelocity (email)

**90%** Vodafone NL

**87%** Virgin Media

**80-90%** Evolution1

## CALL REDUCTION

**56%** Air New Zealand

**30%** Ancestry.com

**30%** iRobot

## ROI

**3,200% over 3 years** Nikon

**1,404%** Big Fish Games

**3 months** figleaves.com

**5 months** Toshiba

**6 months** IL Dept. of Revenue

## SELF-SERVICE RATE

**99%** Centers for Medicare and Medicaid

**98%** USDA

**98%** U.S. Department of Education

**97%** Focus on the Family

**97%** iRobot

**97%** NY DMV

## CUSTOMER LOYALTY INCREASE

**300% increase in retention rate for the trial subscription** eHarmony

**98% Net Promoter Score** J&P Cycles

## DECREASE IN CALL HANDLE TIMES

**50%** Nikon

**25%** Overstock.com

**15%** drugstore.com

## EMAIL REDUCTION

**83%** IL Dept. of Revenue

**75%** NY DMV

**72%** Overstock.com

**60%** BA

**55%** Air New Zealand

## CSAT SCORE/INCREASE

**95%** Ancestry.com

**95%** Nikon

**94% (up from 58%)** Big Fish Games

## REVENUE GENERATION

**25% of beauty.com chats convert to sales** drugstore.com

**13.5% chats convert to sales** Hautelook

**21% sales conversion with chat** Telecom New Zealand

## British Telecom

In a survey of agents, 95% indicated that they feel more confident promoting self-service, and are fully confident using the BT i-Tool. [Gartner \(6 Jul 2011\)](#)

# Kronos Customer Success Story

Increased lead acceptance and contribution to pipeline revenue



## COMPANY OVERVIEW:

- Kronos is a global leader in delivering workforce management solutions in the cloud. Tens of thousands of organizations in more than 100 countries, including more than half of the Fortune 1000®, use Kronos to control labor costs, minimize compliance risk, and improve workforce productivity



## CHALLENGES:

- Increase demand across all stages of the buying cycle
- Improve lead velocity and quality
- Provide the sales team with the tools to identify and effectively nurture prospects

## RESULTS:

- Leveraged campaign, database and lead management to more than triple marketing's contribution to pipeline and nurture 90% of sales opportunities
- Deployed a closed-loop lead management solution to cleanse, augment, score, prioritize and route leads in less than 24 hours. Increased leads by 30% and improved lead acceptance by 32% in the first year
- Used Eloqua email templates and Prospect Profiler to effectively nurture and monitor accounts through all stages of the buying cycle



# Great Customer Experience ...



... is specific to the customer



What is important depends on the customer ...

# Resources

- [www.youtube.com/user/OracleCX](http://www.youtube.com/user/OracleCX)
- [www.oracle.com/customerexperience](http://www.oracle.com/customerexperience)
- [www.facebook.com/OracleCustomerExperience](http://www.facebook.com/OracleCustomerExperience)
- [www.twitter.com/Oraclecx](http://www.twitter.com/Oraclecx)
- [www.linkedin.com/](http://www.linkedin.com/) search for “Customer Concepts Exchange”

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