

# Using 360 data (and more) for enjoyable customer dialogues

The needs, potential, and some concrete examples.



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Digital marketing & high volume messaging for large companies since 2011.  
Interactions with customers. More fun, more personal and more effective.



# What 'we' all have been talking about the last years

Personalisation, 1-on-1 marketing, single 360 customer view, big data, marketing automation, ...

## What do 'we' actually want to achieve?

Sustainable relation, win/win, maximise value & experience, great service, NPS, ...

>> the needs differ per user.

## We need to (re-)understand...

1. the customer relation - today and future
2. what happens in an enjoyable dialogue
3. technical needs & possibilities

# 1. Our customer relations - what often happens & the potential



## The visible

- The questions currently asked to your contact center
- Or the top 5 topics you currently effectively highlight in your (mass) marketing

## The invisible

- Questions & issues that are not addressed (yet)
- Personal needs

# 1. Our customer relations - what often happens & the potential

## Great news!

New technology makes it possible to help everyone better (reactive & proactive), more personalised and more effective.

### Technologies

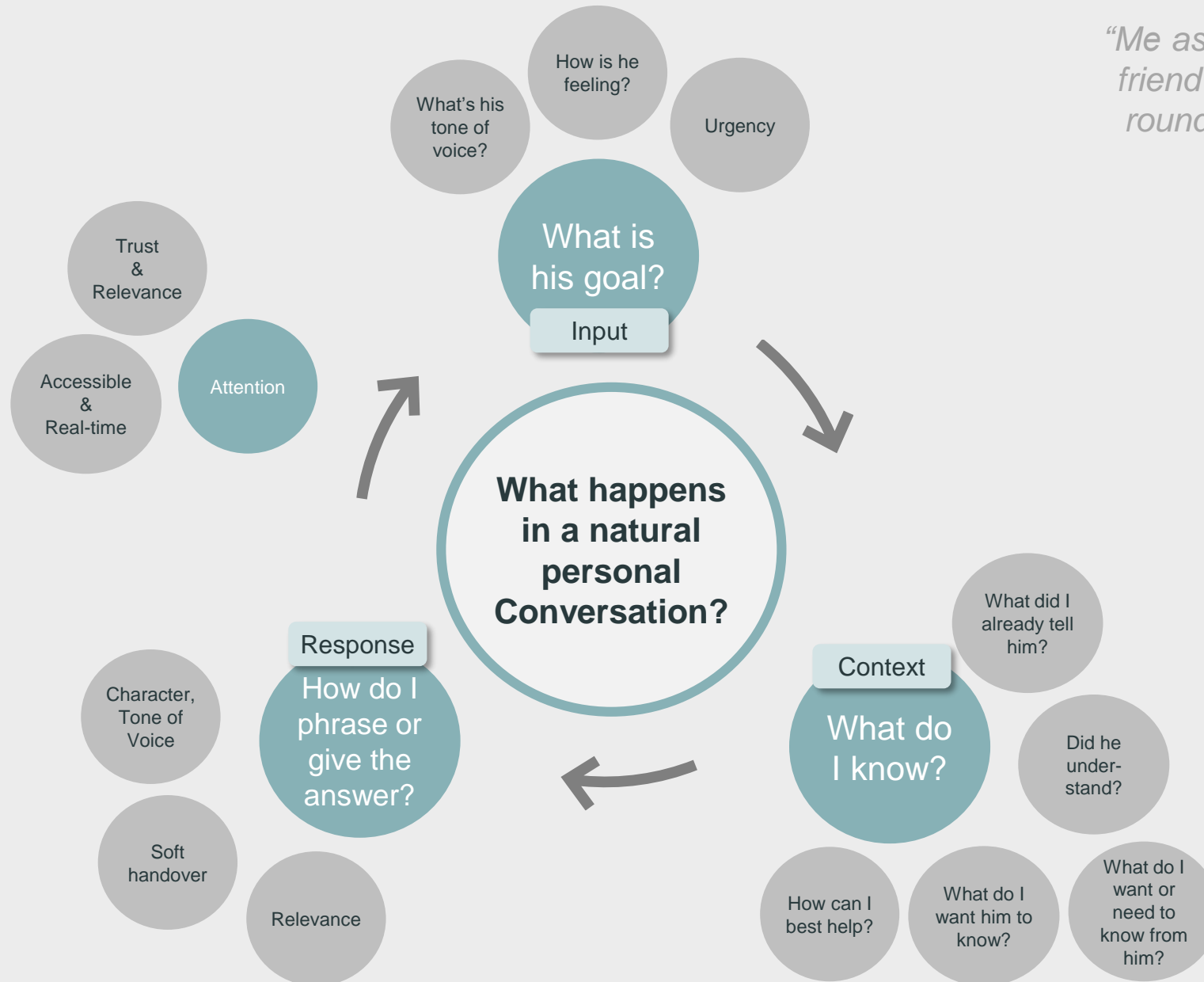
- 360 customer data
- Predictive analysis
- Open APIs for fulfillment etc
- Bots
- AI

More individualised customer experiences are now technically possible...



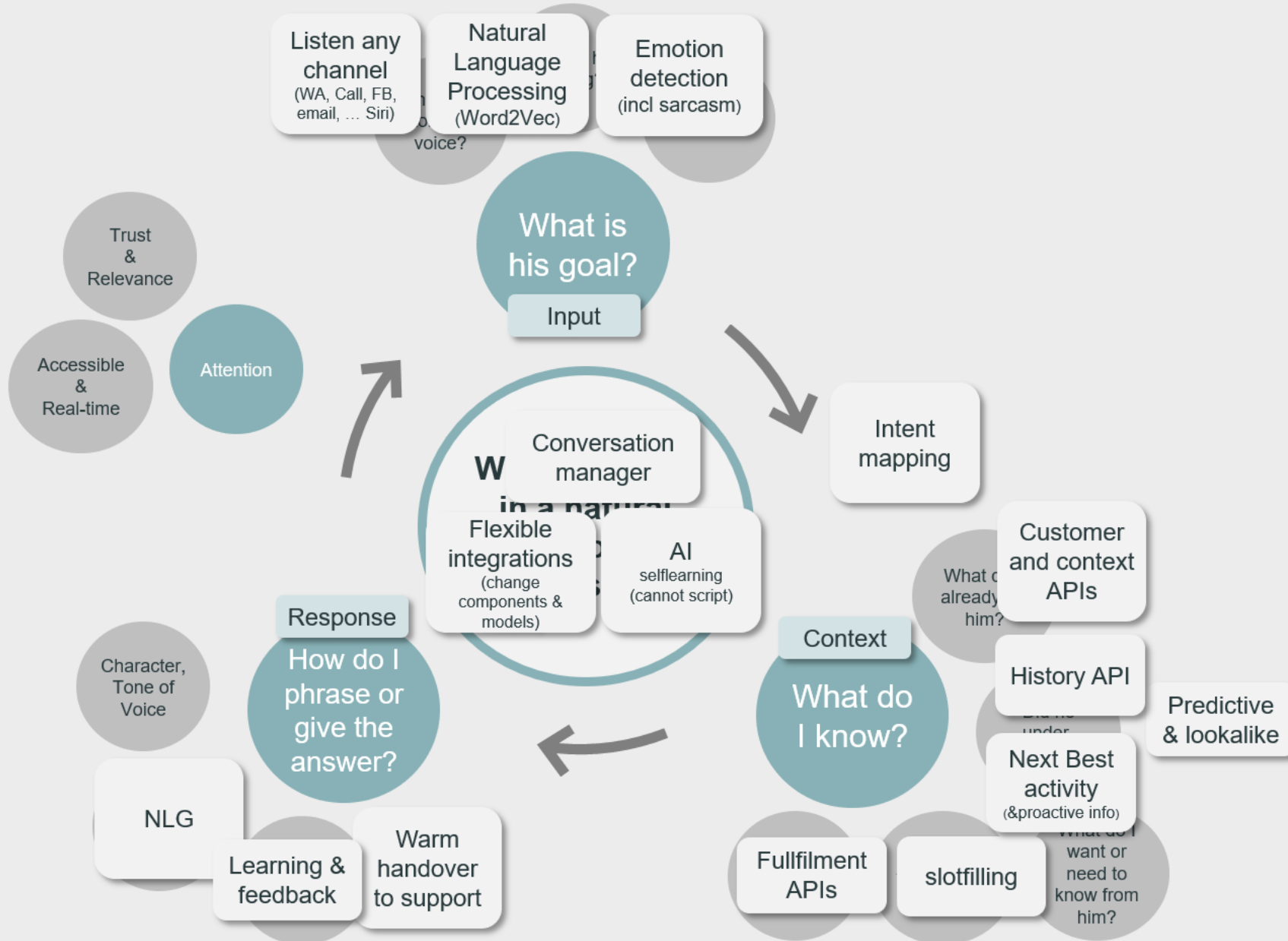
## 2. A personal user journey like a face-2-face conversation?

*“Me asking a question to my best friend who happens to be an all round product expert at Ziggo”*



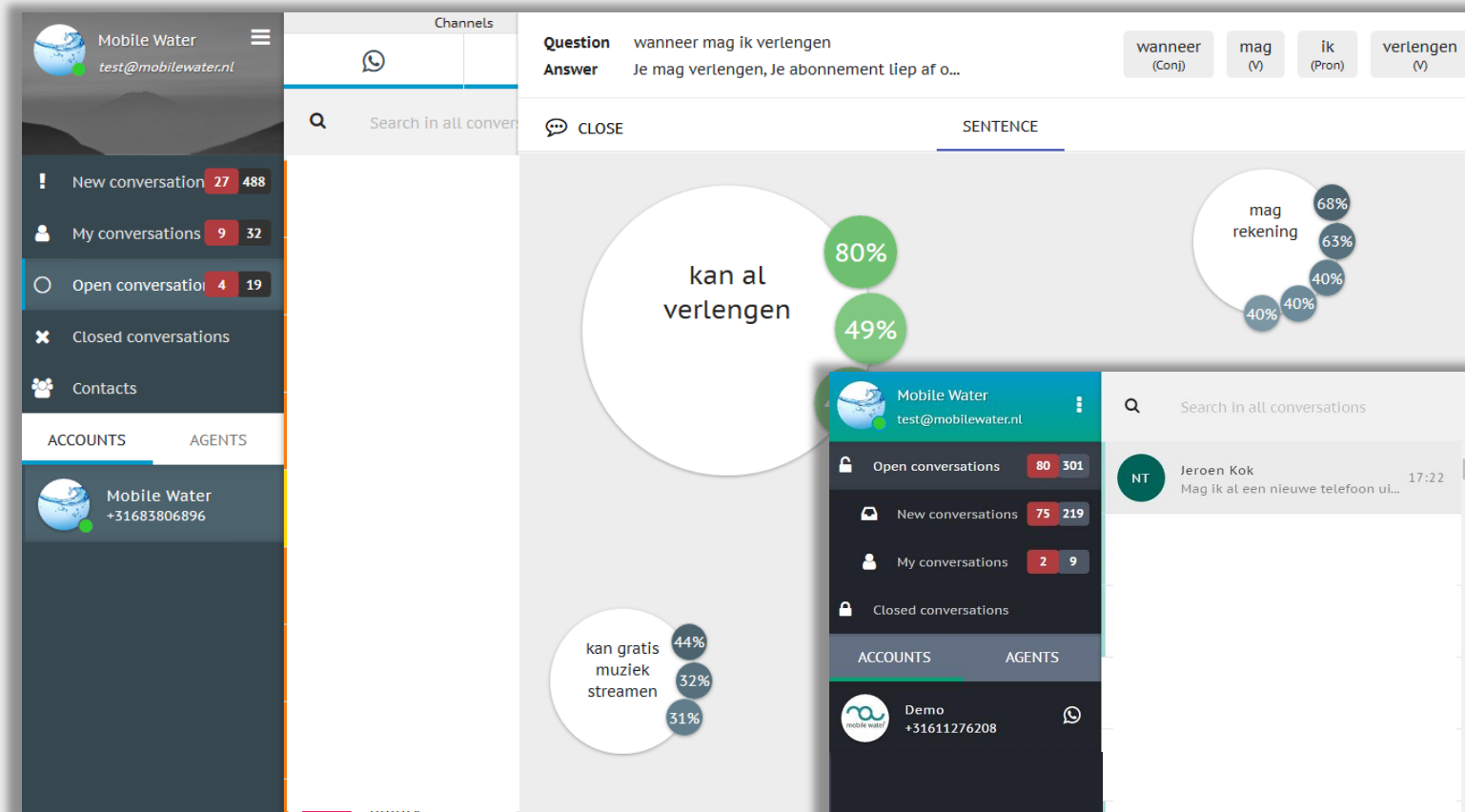
# 3. What technology needed to mimic this?

- ex1. for customer service chat bot



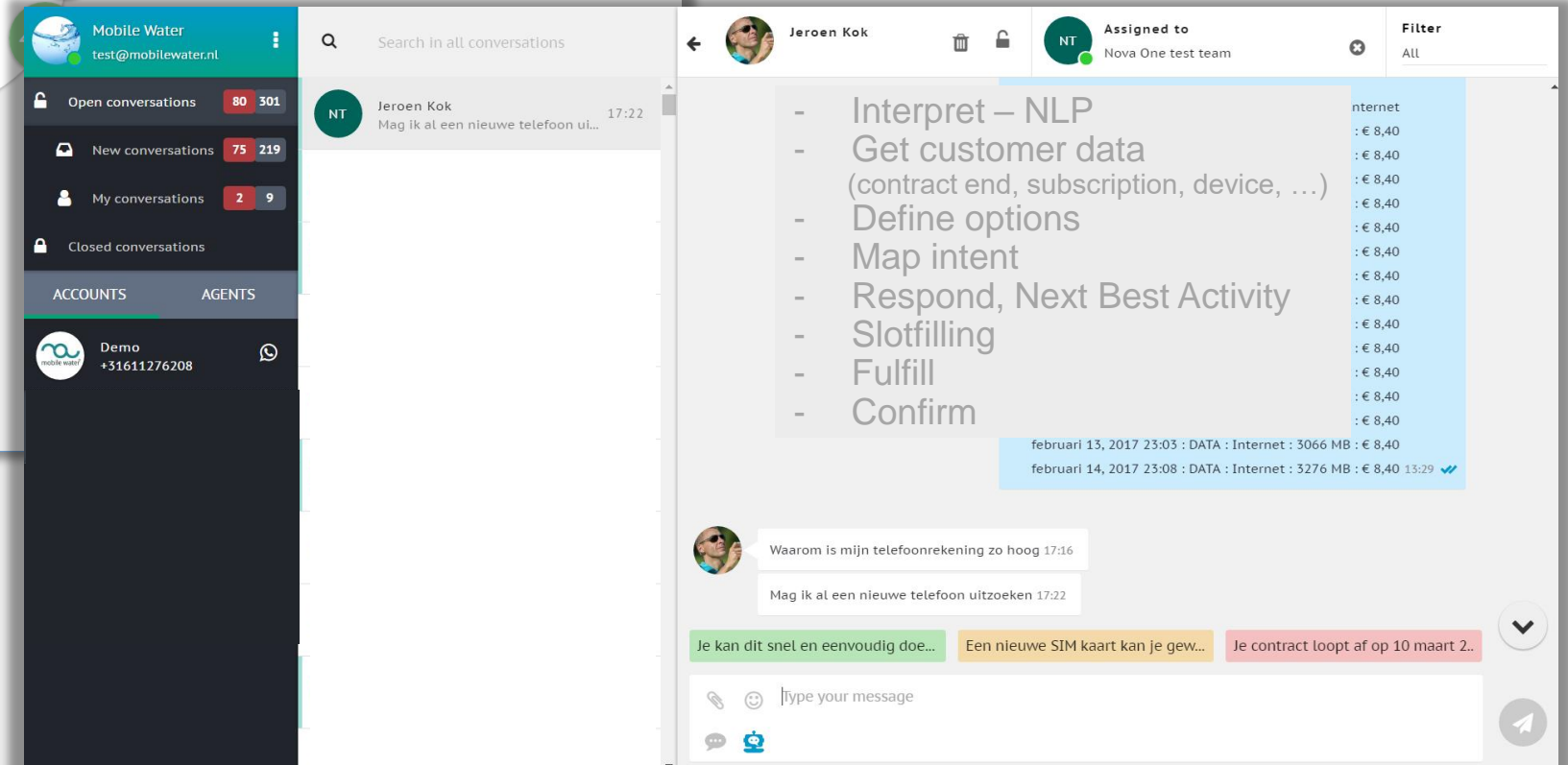
# Example1 – a selflearning AI chatbot

Chatbot on WhatsApp and Facebook



## Nature

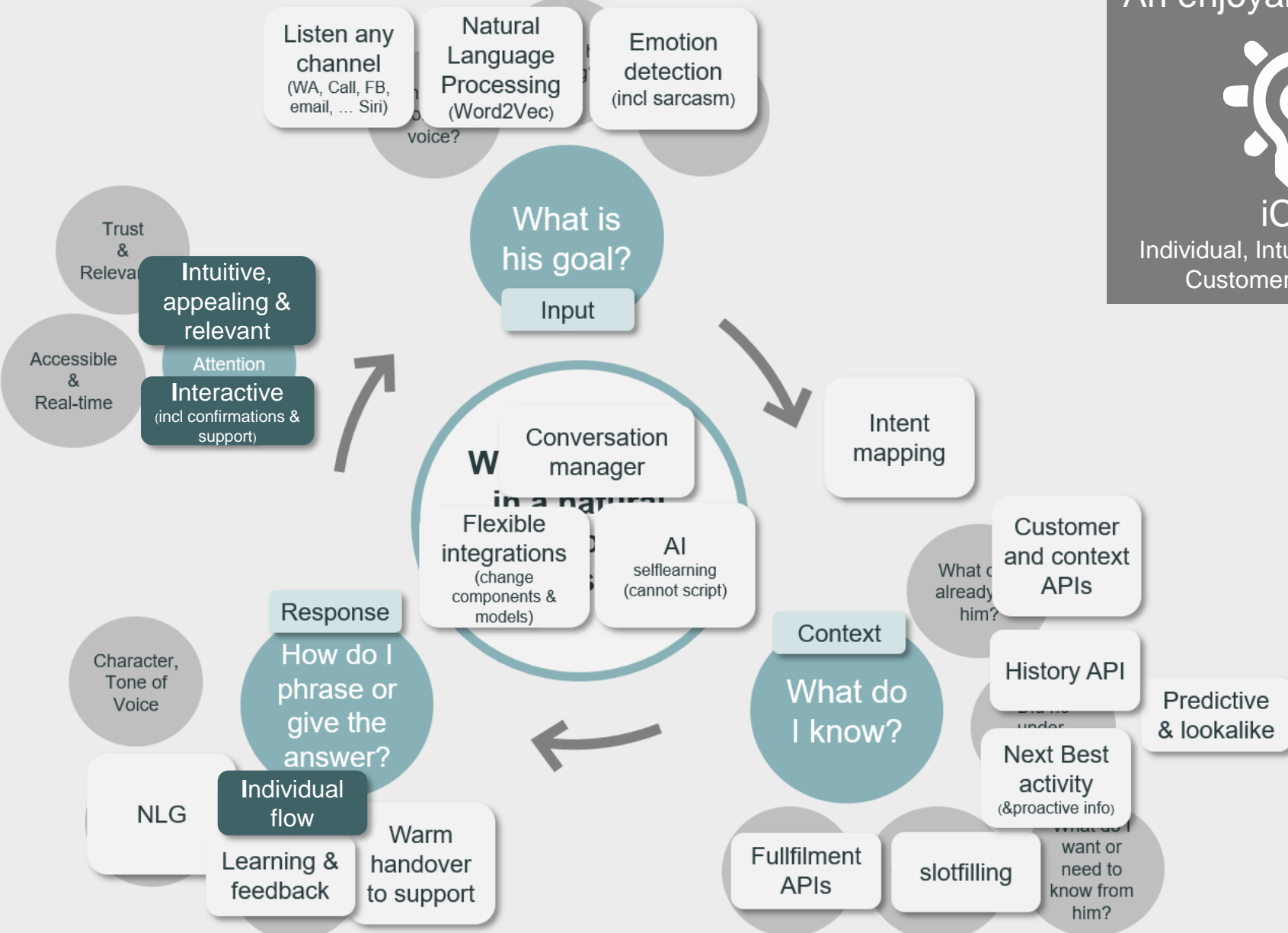
- AI to understand & guide customer intents
- Open APIs to authenticate and fulfill



## Nurture

Suggested answers for quick start and reinforced learning

# Example2 – additional needs in a traditional marketing flow ?



An enjoyable dialogue



iCXP

Individual, Intuitive, Interactive  
Customer Experience



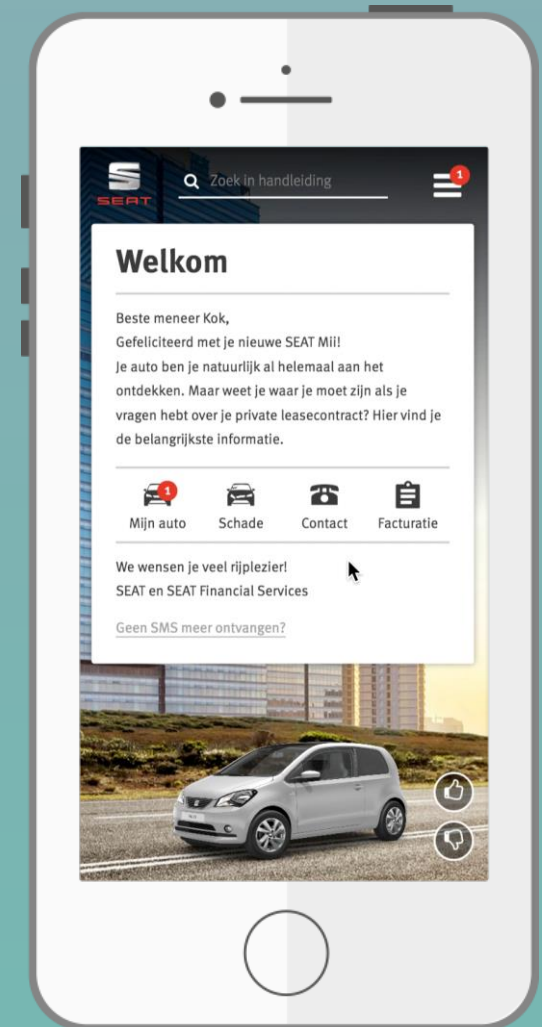
# How to make the perfect user flow

## Example 2A – personal welcome & discover

### Checklist:

- ✓ Attractive 1<sup>st</sup> impression, emotional connection
- ✓ Intuitive, interactive experience (gamification, easy IX/UX)
- ✓ No hurdles & distraction - guide the user (to your/it's goal).
- ✓ Timing - the right moment - relevant
- ✓ Individual and context aware flow
- ✓ The extra mile (direct confirmation, surprise or next best activity)
- ✓ **EASY** – look&feel, followup, get/give feedback

## Ain't it easy?



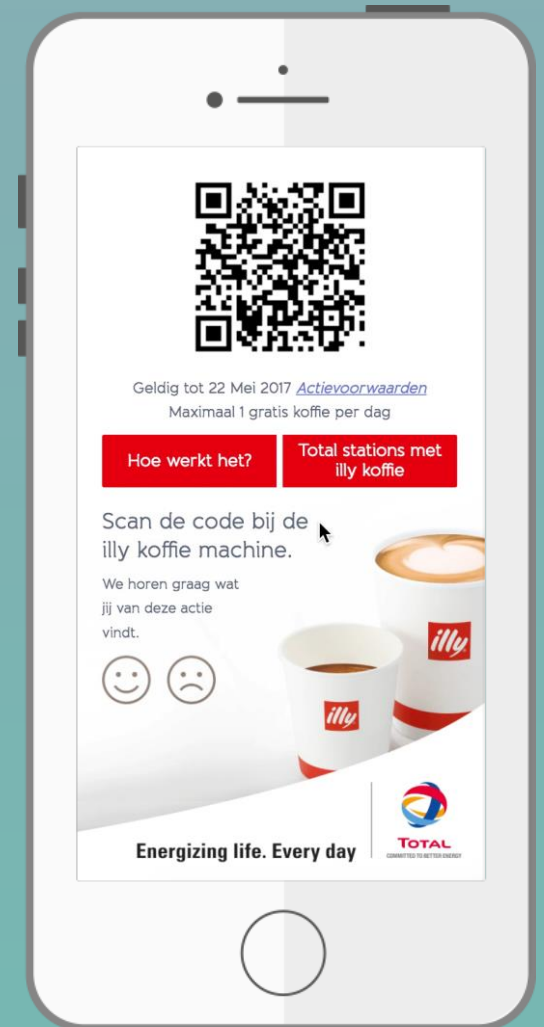
# How to make the perfect user flow

## Example 2B – SMS with free coffee voucher

### Checklist:

- ✓ Attractive 1<sup>st</sup> impression, emotional connection
- ✓ Intuitive, interactive experience (gamification, easy IX/UX)
- ✓ No hurdles & distraction - guide the user (to your/it's goal).
- ✓ Timing - the right moment - relevant
- ✓ Individual and context aware flow
- ✓ The extra mile (direct confirmation, surprise or next best activity)
- ✓ **EASY** – look&feel, followup, get/give feedback

## Ain't it easy?



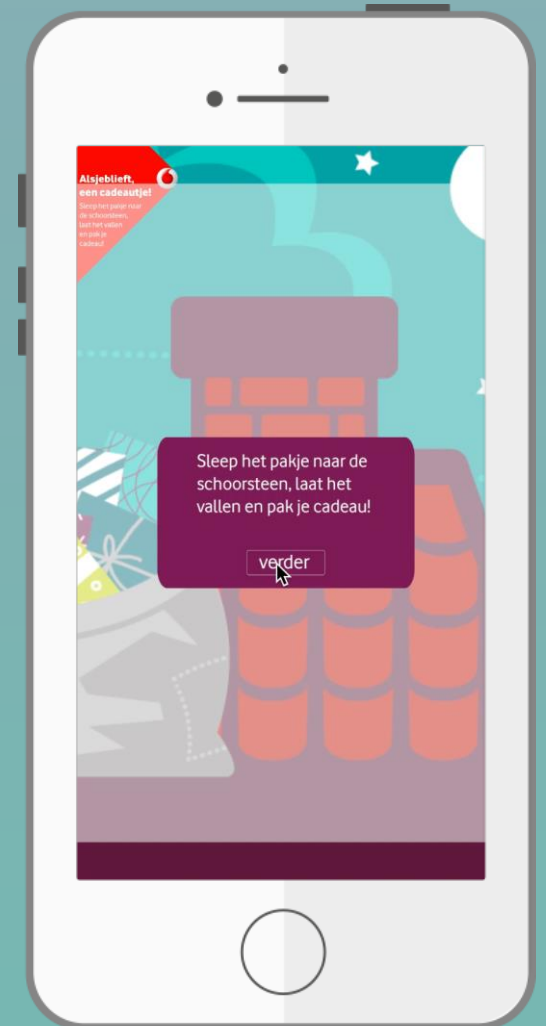
# How to make the perfect user flow

Example 2C – interaction and gamification

## Checklist:

- ✓ Attractive 1<sup>st</sup> impression, emotional connection
- ✓ Intuitive, interactive experience (gamification, easy IX/UX)
- ✓ No hurdles & distraction - guide the user (to your/it's goal).
- ✓ Timing - the right moment - relevant
- ✓ Individual and context aware flow
- ✓ The extra mile (direct confirmation, surprise or next best activity)
- ✓ **EASY** – look&feel, followup, get/give feedback

## Ain't it easy?



# Experience it yourself

(a 5 day experiment to demo & inspire)



Grab your phone



Go to [www.ervaarhetzelf.nu](http://www.ervaarhetzelf.nu)



Experience and be surprised!



## Questions or feedback?

Bel of mail me gerust voor een vrijblijvend advies, vraag of inspiratie!

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