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
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?

What happens in a natural personal Conversation?

- Input
- What is his goal?
- What do I know?
- What do I want him to know?
- How can I best help?
- Did he understand?
- What did I already tell him?
- What's his tone of voice?
- Urgency
- Character, Tone of voice
- Soft handover
- Relevance
- Accessible & Real-time
- Attention
- Trust & Relevance

“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

What is his goal?
- Input

Conv. manager
- Flexible integrations
- AI self-learning (cannot script)

Intent mapping
- Customer and context APIs
- History API
- Next best activity (proactive info)

Context
- Predictive & lookalike

Response
- How do I phrase or give the answer?
- Character, tone of voice
- NLG

Attention
- Accessible & real-time
- Trust & relevance

What do I know?
- Fulfilment APIs
- Slot-filling

Warm handover to support
- Learning & feedback

Voice?
- Natural language processing (Word2Vec)
- Emotion detection (incl. sarcasm)

Listen any channel (WA, call, FB, email, Siri)
Example1 – a selflearning AI chatbot

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 1st 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 1st 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 1st 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
Experience and be surprised!

Questions or feedback?

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