

online



DIGITAL STUDIO



# IT'S NOT ENOUGH TO BE DIGITAL, ***YOU MUST ENGAGE***

Kevin Sigmundson  
Online Business Systems – EDIST 2018

## FOUNDED IN 1986

300 PROFESSIONALS  
IN CANADA & USA

CLIENTS THROUGHOUT  
NORTH AMERICA.  
CONSULTING WORLDWIDE

## INDUSTRIES:

- > FINANCIAL SERVICES
- > RETAIL
- > ENERGY
- > EDUCATION
- > TELECOMMUNICATIONS
- > AGRIBUSINESS
- > HEALTHCARE
- > JUSTICE & PUBLIC SAFETY

## PRIVATELY HELD

## 6 CORE PRACTICES:

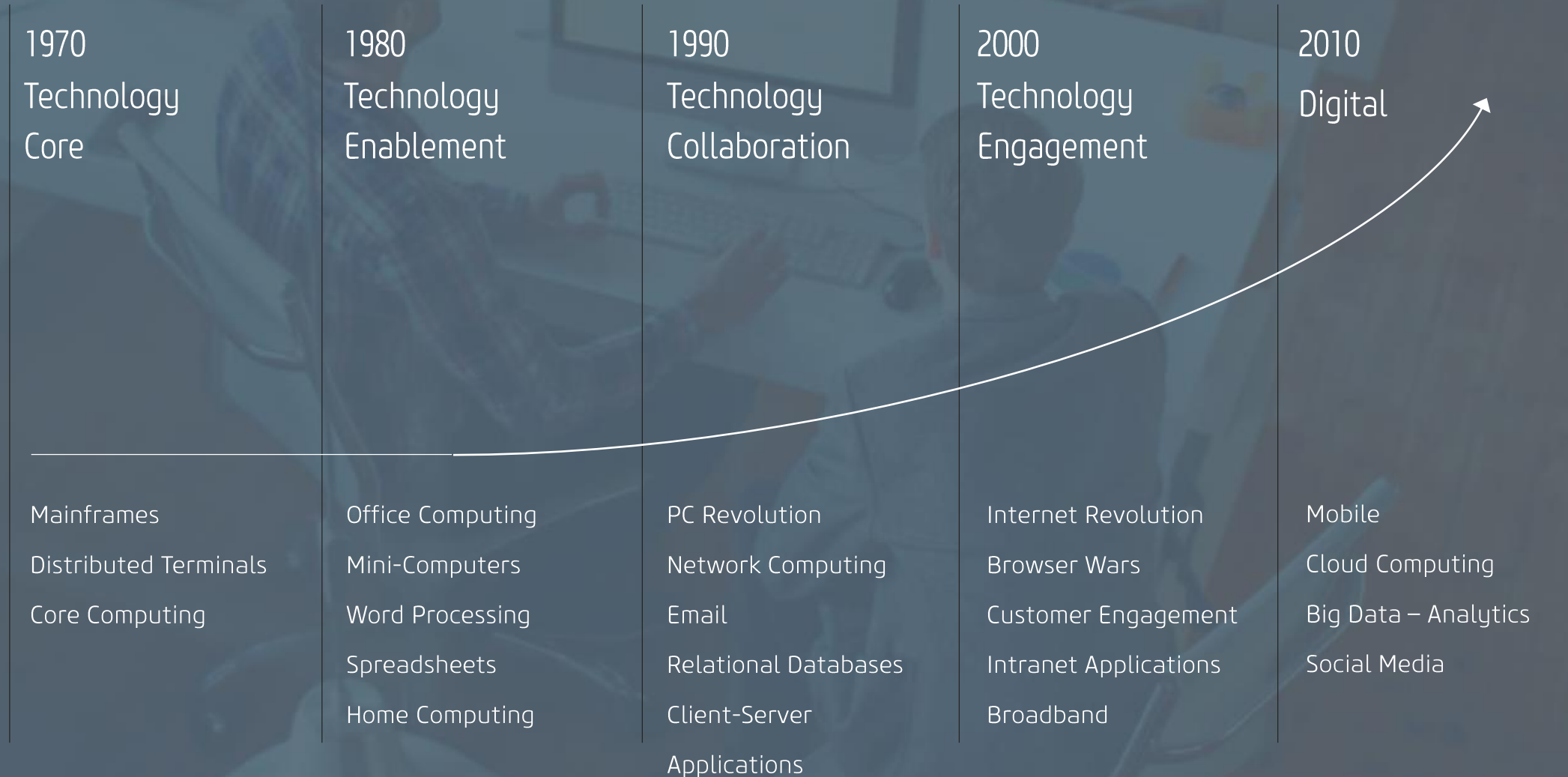
- > BUSINESS CONSULTING
- > TECHNOLOGY CONSULTING
- > DIGITAL EXPERIENCE
- > CUSTOMER EXPERIENCE
- > SERVICE MANAGEMENT
- > RISK, SECURITY & PRIVACY



Results. Guaranteed.

# Digital Customer Experience

*How did we get here?*



# Digital Transformation

New Business  
Models

Operations

Customer  
Experience



UBER



TESLA



*Exhibit 4*  
**Current digital investment priorities**

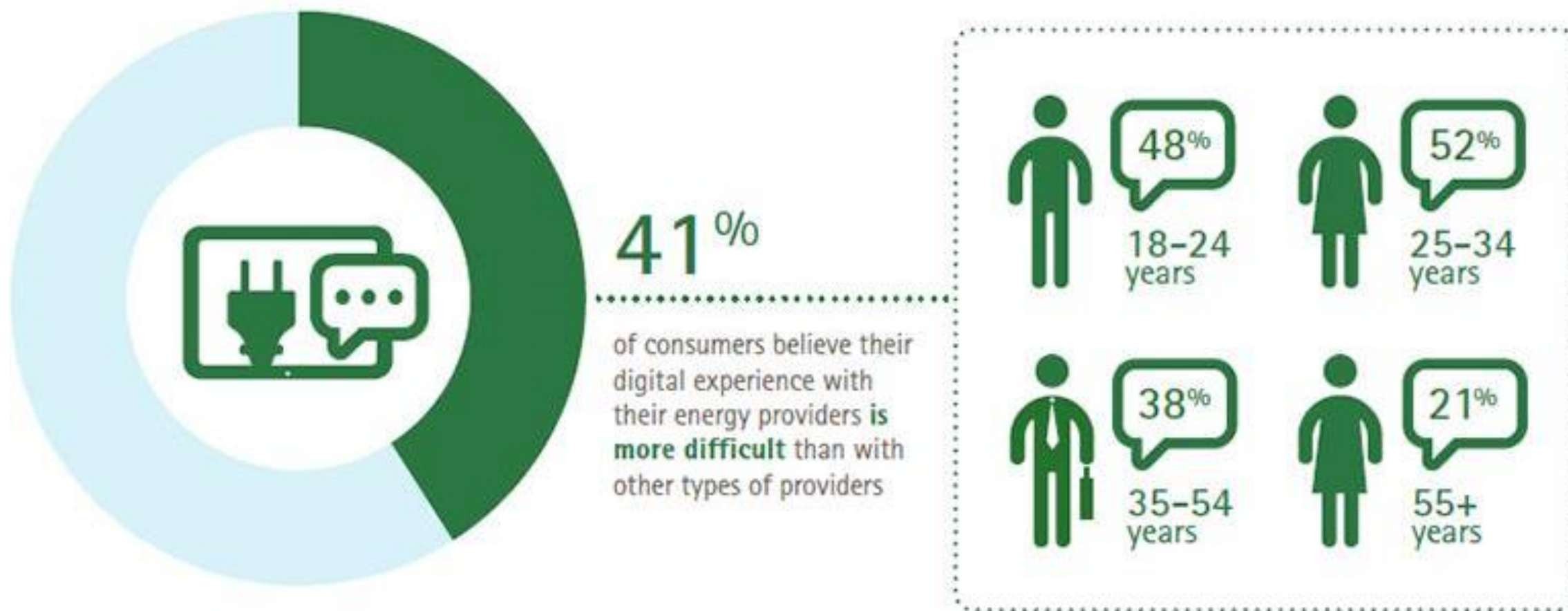
	Medium	High	Total medium/high
New business opportunities (e.g., smart home/building/cities, mobility, energy solutions)	33%	22%	56%
Customer relationships (e.g., omnichannel, individualization)	22%	67%	89%
Lean operations and asset optimization data analytics	30%	59%	89%
Training, talent, and culture	19%	19%	37%

Note: Sums may not total 100 due to rounding.

Source: Strategy& analysis

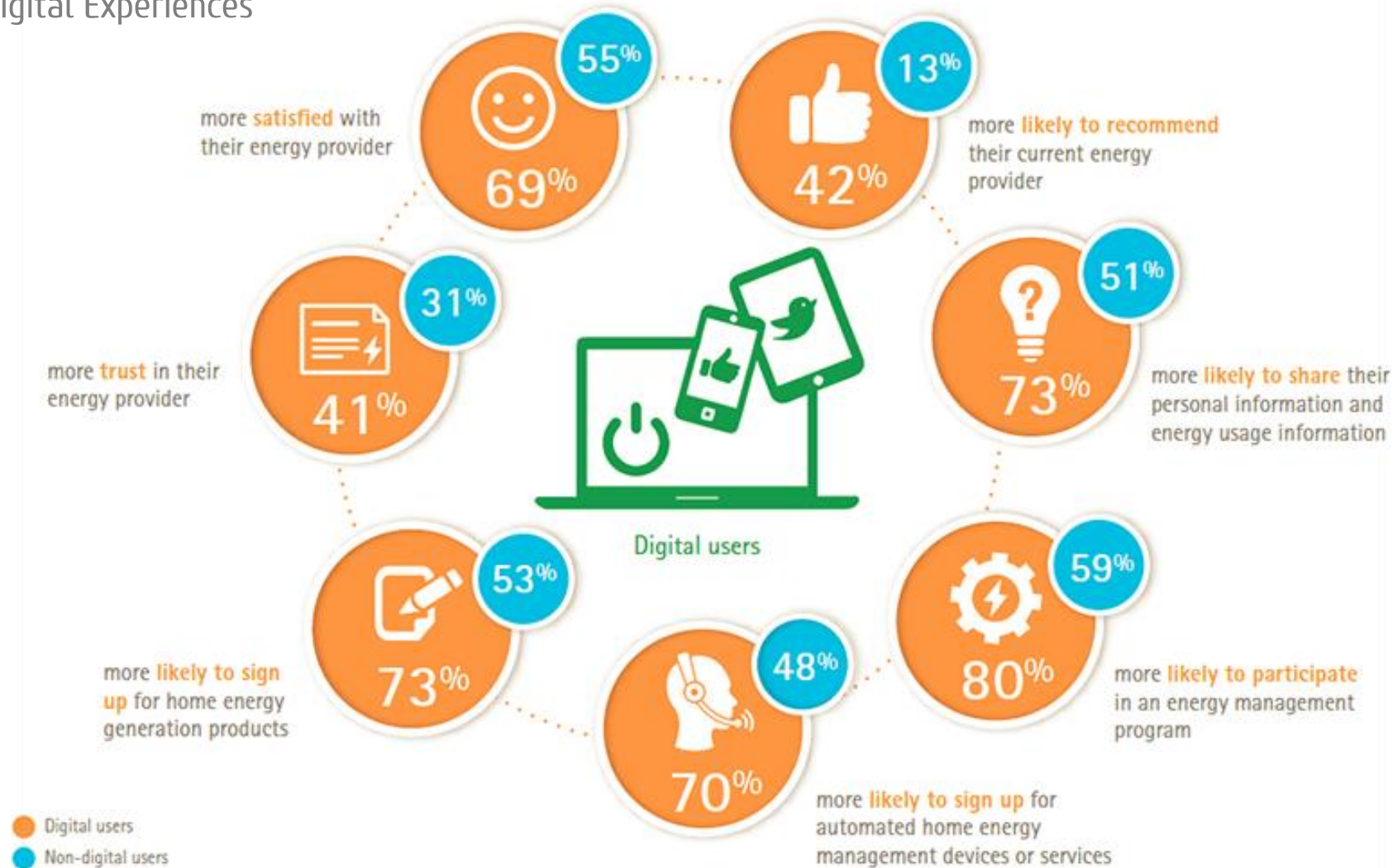
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Source: Accenture (2015)

### Improved Digital Experiences

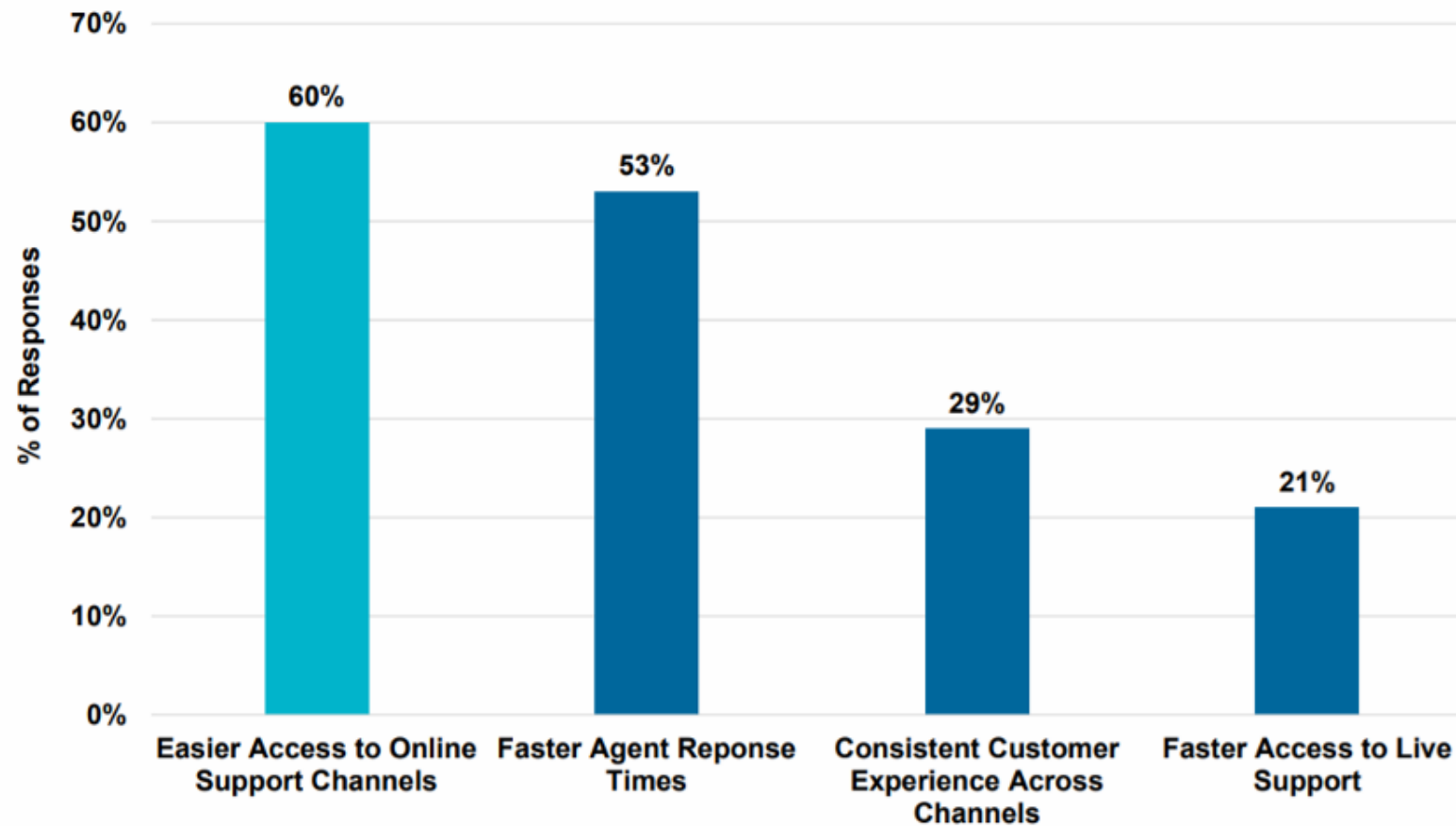


Base: All respondents.

Source: Accenture, New Energy Consumer research program, 2015 consumer survey.



*If you could choose two things for organizations to improve in customer service, what would they be? (Select two), 8/16*

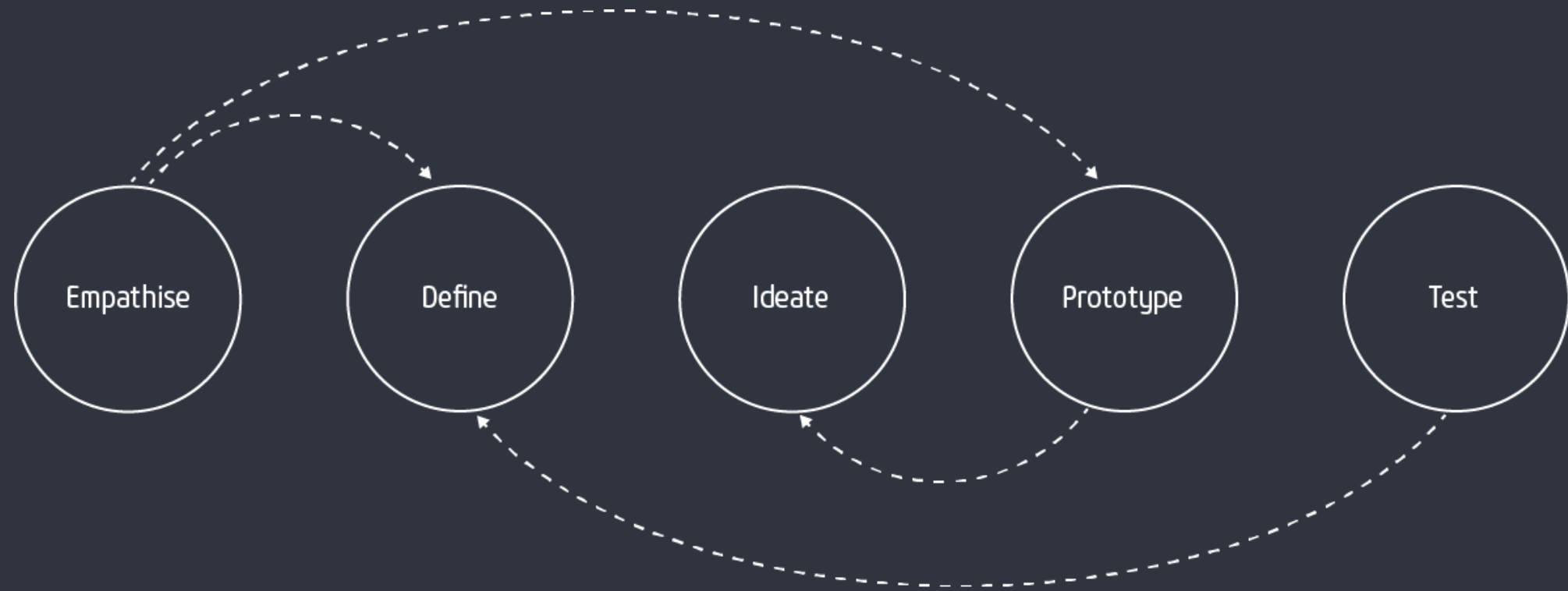


How has the digital transformation of customer experience impacted IT?

Software  
Development  
Projects



Product  
Management



# Value through product iterations





How do we design a great product?





*The "Homer"*



**Gender**  
Male

**Age**  
36

**Location**  
Chicago

**Computer Skills**  
Intermediate

**Job Situation & Salary**  
Shift Supervisor  
\$45'000

**Hardware**  
Samsung Phone  
Windows Desktop  
iPad 2

**Software**  
Microsoft Word  
Email  
Steam Games

**Professional History**  
Manufacturing  
Farming



**Tom Smith**  
"Time is money."

### Motivations

Tom comes from a middle class family and was taught the value of hard work from an early age. He believes in doing the right thing by his family. When he bought a house with his wife, he always knew that he would remodel the kitchen and get a gas cooktop. The house has no gas hookup, so he needs to get service installed. He wants an easy customer experience, with fast response times and good service. He's worried that it will be complex and unpleasant.

### Goals

Tom wants to connect a natural gas service to his home. He just remodelled his kitchen, and changed his electric stove to a gas cook top.

### Frustrations

Long wait times on the phone when calling up service providers.  
Using websites on the phone unless they look and function well.

### What some real customers in this persona category have said...

"GasCo has good service people, but their phone support is terrible. The recorded answers don't help out at all. They could do better."

"My wife tried to use the GasCo app and was so confused. She ordered two lines to be hooked up, and then it took me three hours on the phone to get that corrected!"

"My mum went to a home this summer. We had to cancel the gas service at her house. I went in to the main office, and the clerk was very friendly and efficient. Great service."

"GasCo was a lot of money - if they didn't monopolize the industry here, I'd go with someone else."

Personas allow us to establish context.





Tom Smith

## SCENARIO

Setting up gas service for the first time with GasCo.

## GOALS AND EXPECTATIONS

- Easy to find information
- Responsive phone service
- Quick service turn-around
- Professional technician installation

### Finding information on gas service.

- GasCo is prominent with advertisements in town
- Tom uses his phone to find the site
- The mobile website is poorly designed and provides a poor first impression
- Tom abandons the mobile site in order to look up gas service information on his desktop later
- The experience becomes better when he goes to the site on his desktop computer

### Picking the appropriate offering.

- Tom feels good when he goes to the desktop site - it looks clean and stylish
- Tom wants to find which service offering would work best for him
- He has trouble finding the list of offerings
- After searching the site, he finds the list and chooses the right package

### Contacting GasCo

- Tom calls GasCo to set up a new account and get a gas line hooked up
- He is relieved when the process goes quickly and smoothly

- The installation date gets set, short-notice
- When the technician calls to confirm time, the installation window is eight hours, forcing Tom to take time off work
- Because of the inconvenience, GasCo gives Tom a month for free

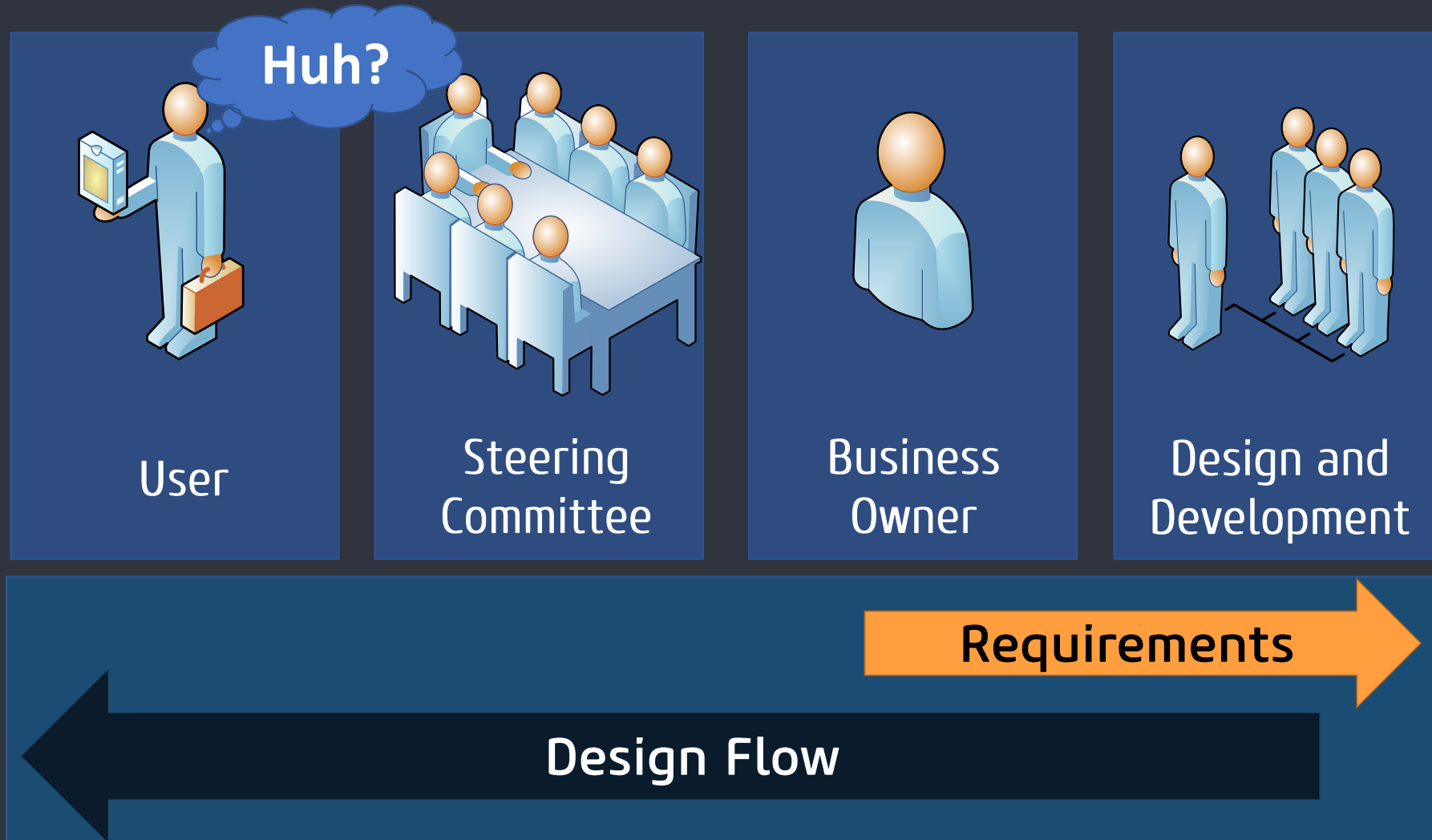


Customer Journey tracks experience through time.

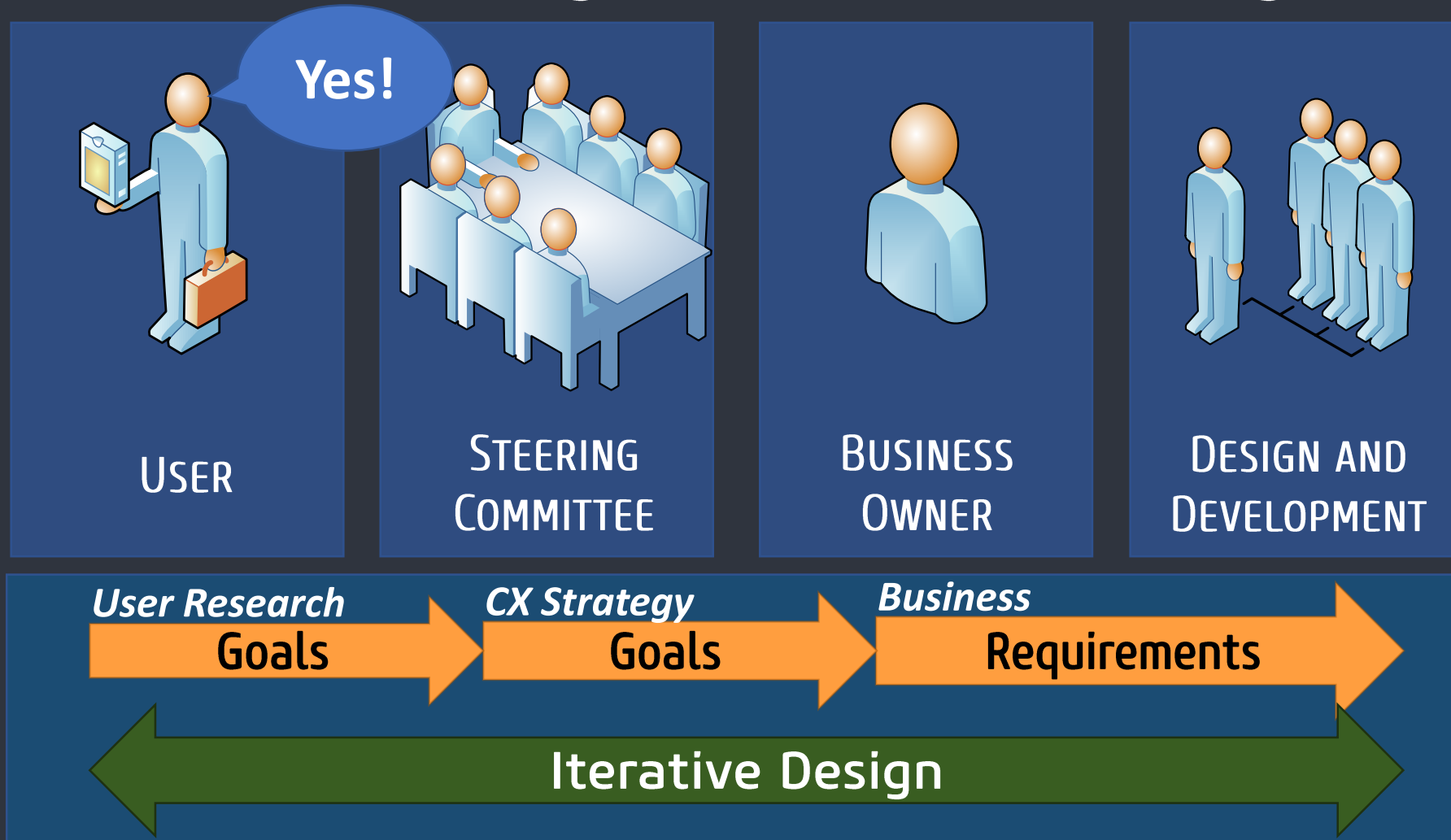




# Traditional Inside Out Thinking



# Outside In Digital Experience Design





# Digital Customer Experience

SUCCESS IN CUSTOMER EXPERIENCE  
REQUIRES DESIGN THINKING +  
TECHNOLOGY.

The background of the slide is a photograph of two people sitting at a desk in a digital studio, viewed from an overhead angle. The image is dimmed with a blue overlay. One person is on the left, wearing a plaid shirt, and the other is on the right, wearing a light-colored shirt. They are both looking at a large computer monitor. The desk is cluttered with papers, a keyboard, and other office supplies.

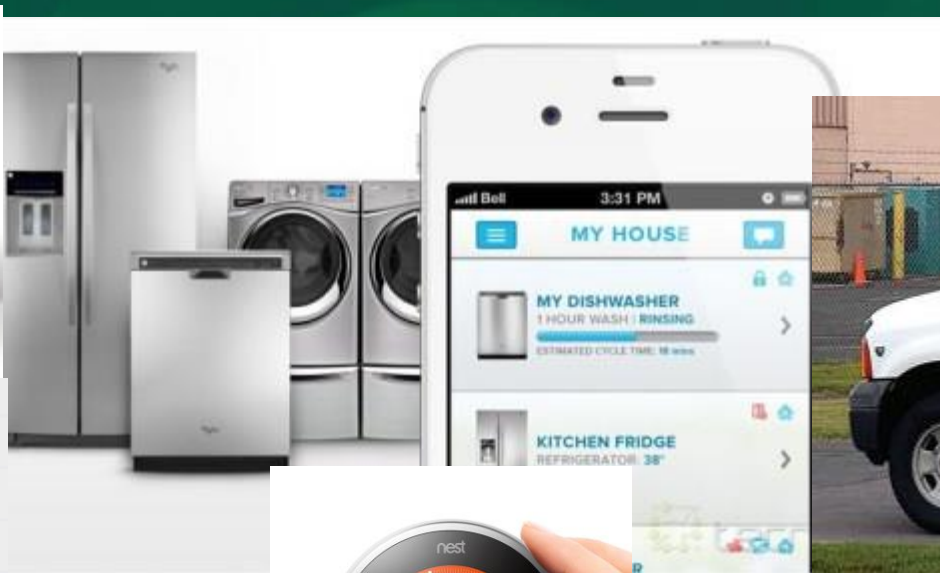
**online**

**DIGITAL STUDIO**

# Omni-channel Customer Experience



The *ability* to deliver a consistent experience across offline and online channels, while factoring in the different devices that consumers are using to interact with your business.



MyAccount

Shop Support MyAccount Store Locator Search

name / Log Out

Account: 101543312

MyAccount Services Billing Profile

Bill Summary as of August 23, 2017

Current Amount Owning: \$107.58 Credit

Due By: Credit Balance - Do Not Pay

Bill Type: Online

Sign up for Pre-Authorized Payments

Pay My Bill View My Bill

Services

123 Street Name, Winnipeg, MB, A1A 1A1

Internet: name@nrc.mb.net

Wireless: (204) 111-1111

Billing Address: Change Billing Address

123 Street name, Winnipeg, MB Canada A1A 1A1

Bill Summary

Invoice Date: July 20, 2017

Invoice Amount: \$107.58

Payment Amount: \$107.58 Credit (August 01, 2017)

Payment Amount: \$107.58 Credit (August 02, 2017)

Balance Due: \$107.58 Credit

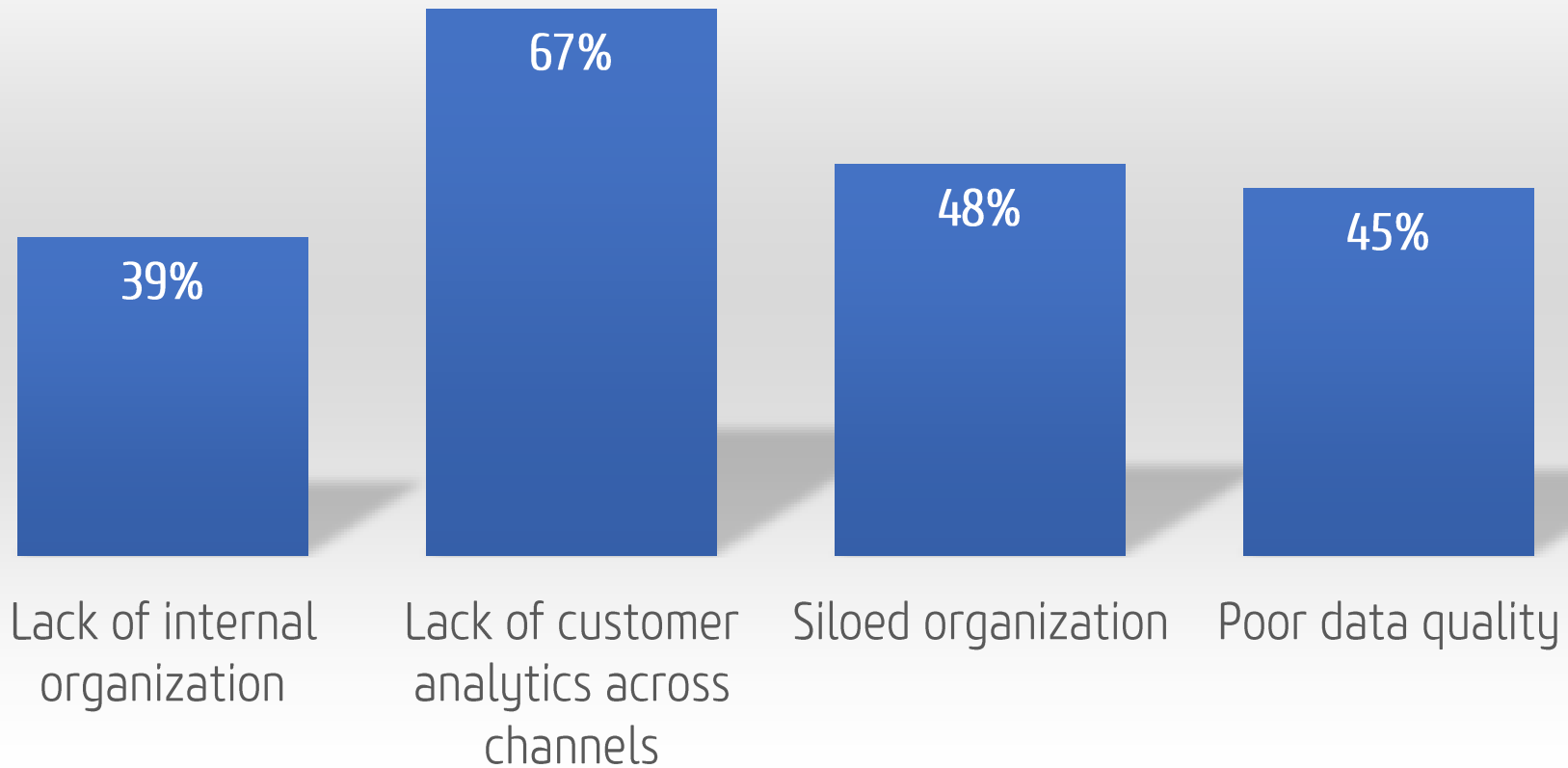
Due By: Credit Balance - Do Not Pay

Note: Amount owing does not include adjustments or unbilled charges since your last invoice.

Report a Payment Sign up for Pre-Authorized Payments Request Payment Arrangements Unsubscribe from Online Bill

View My Bill View PDF Bill Print My Bill

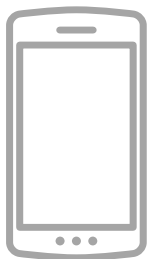
## Top 3 Challenges for Omni-channel



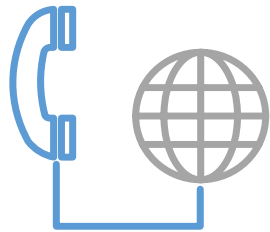




Website



Mobile App  
& Browser



Voice



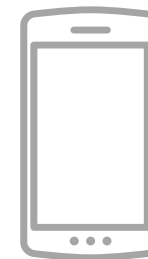
IVR – Voice Self Service



Chat



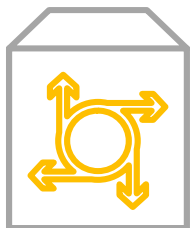
Email



SMS



Social Media



Interaction Routing,  
Personalization & Prioritization

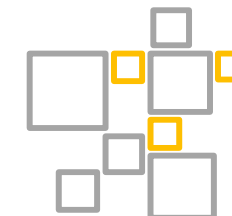
Customer  
Profiles



Customer Journal



Transactions



Journey Map



Reporting & Analytics



Customer Service Representative



Back Office / Knowledge Workers



CSM



CRM



WOM



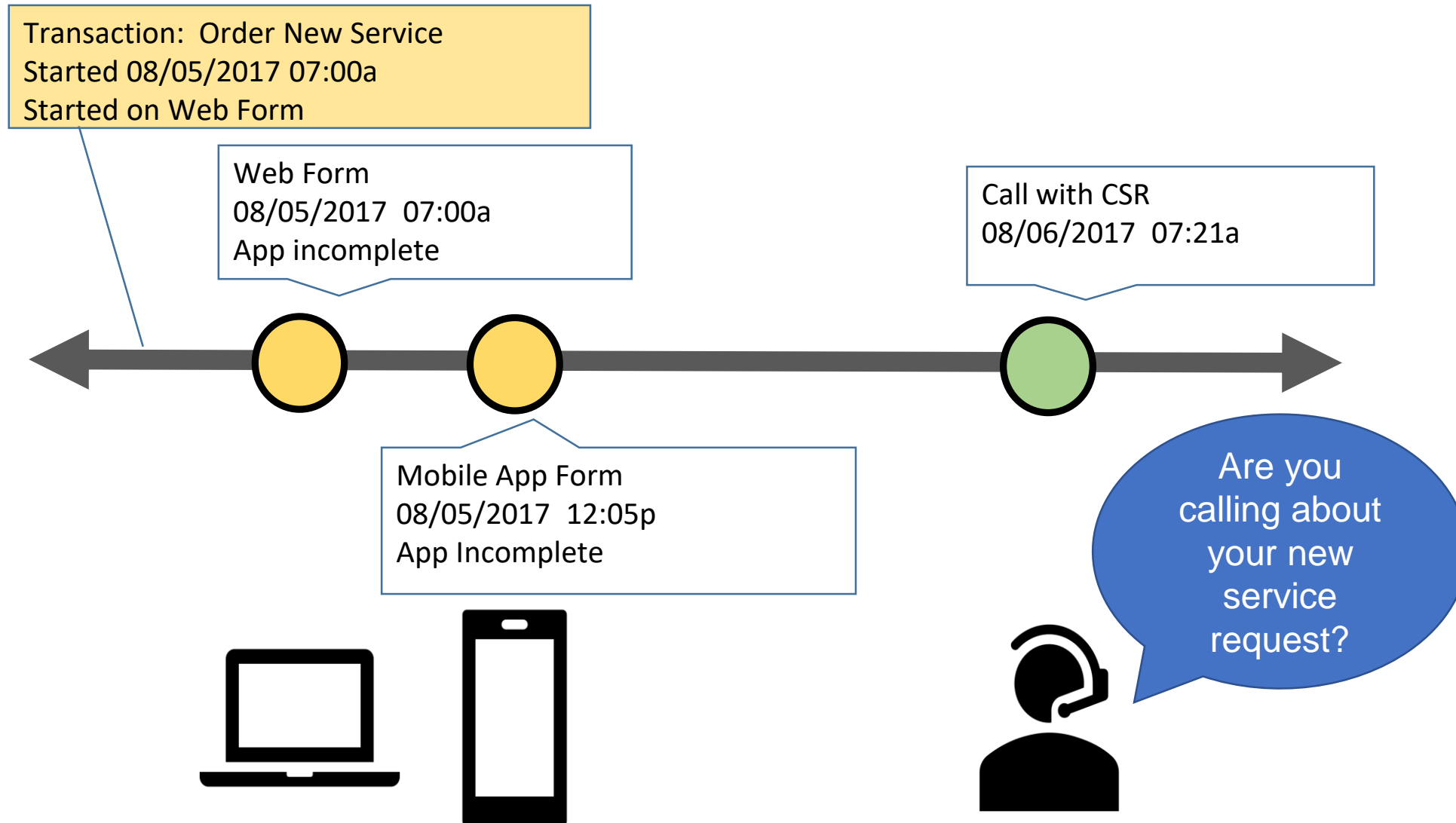
Schedule






























EAM

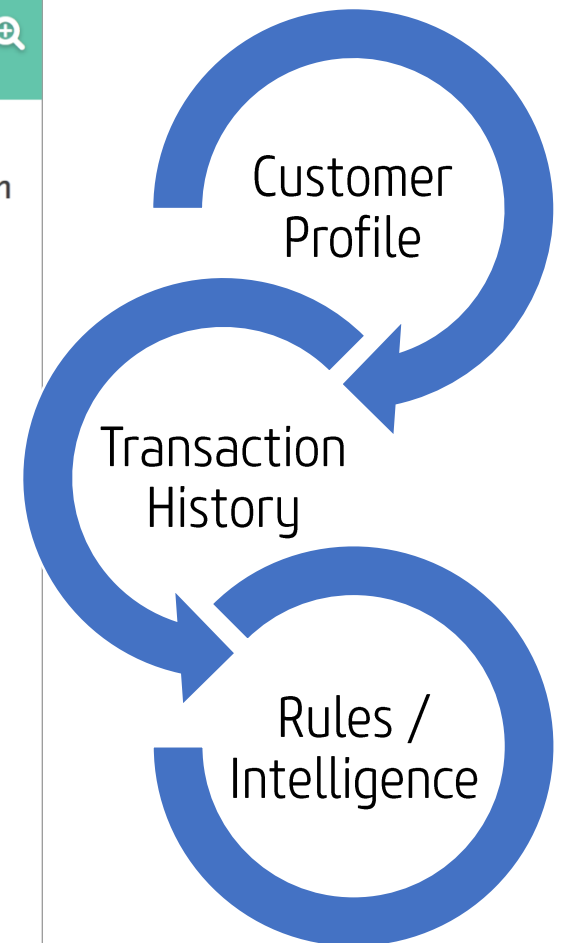


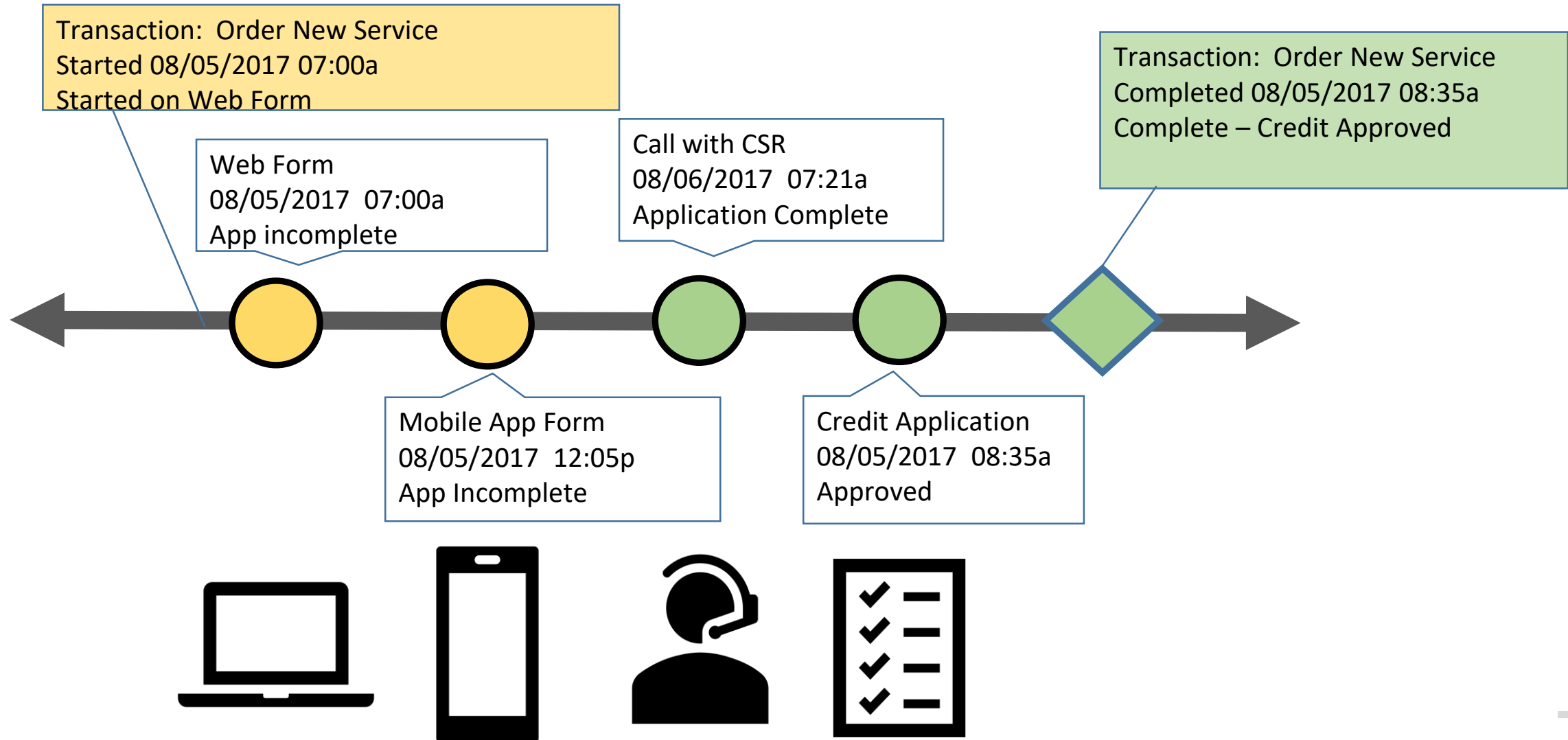
Business Process Workflow





 <b>Tom Smith</b>	 <b>Billing</b>	 <b>Tom Smith - Profile</b> <input type="text"/> 
<p> 555.555.5555</p> <p> 1104 Sunnyside Dr. Summerlin, NV</p> <p> Martha Smith Wilson Smith</p>	<p> Due: 09/30/2017</p> <p> Bi-monthly payments In good standing</p> <p> Monthly recurring ON</p>	<p> 555.555.5555  tom.smith@email.com</p> <p> 1104 Sunnyside Dr. Summerlin, NV  2424 Cactus Way Henderson, NV</p> <div data-bbox="1075 735 1854 921"> <p><b>\$ Value Sale Opportunities</b> </p> <p><input checked="" type="checkbox"/> Encourage <b>gas stovetop</b> sale</p> <p><input type="checkbox"/> Lorem ipsum dolor est sitmus</p> </div> <p> Martha Smith • wife, 32, teacher Wilson Smith • son, 18, college student</p> <p> Water heater • Air conditioner</p> <div data-bbox="1274 1206 1668 1278"> <p> <b>Update Profile</b></p> </div>
 <b>Services</b>	 <b>Journal</b>	
<p> No outstanding calls</p> <p> No new service orders</p> <div data-bbox="63 1163 484 1235"> <p> 1 move request (2hr)</p> </div>	<div data-bbox="535 971 963 1035"> <p> <b>Transactions</b>  <b>Interactions</b></p> </div> <p> Last transaction: 09/01/2017</p> <p> Last interaction: 08/15/2017</p>	





## Delivering Your Digital Customer Experience

Users > Goals > Journey > Touchpoints > Digital Experiences > Technology



Customer Experience

User Experience

- ➡ Engaging Customers through end-to-end journeys
- ➡ Identify Moments of Truth at each stage
- ➡ Intentionally Design User Experience Touchpoints
- ➡ Create Products with design, development, and iteration lifecycles
- ➡ Use Customer Journal to deliver omni-channel experience



It's not enough  
to be digital.  
*You must engage.*

Download a copy of today's presentation at: [info.obsglobal.com/edist-2018](http://info.obsglobal.com/edist-2018)

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