



Stop thinking channels and start thinking journeys

Ray Gerber



what we'll cover today...

1

**THE
WINDS of
CHANGE**

2

STOP
*thinking in terms of
channel*

3

START
*thinking about the
customer journey*

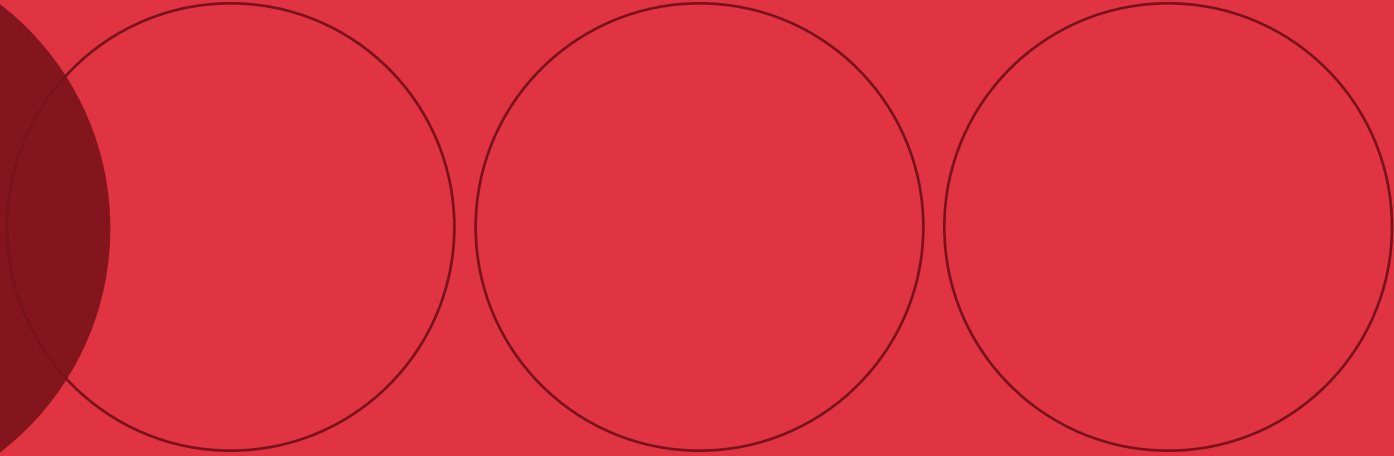
4

**SOME
BRANDS**
*leading
the way*

what we'll cover today...

1

**THE
WINDS *of*
CHANGE**



the landscape has changed...





businesses are struggling to keep up





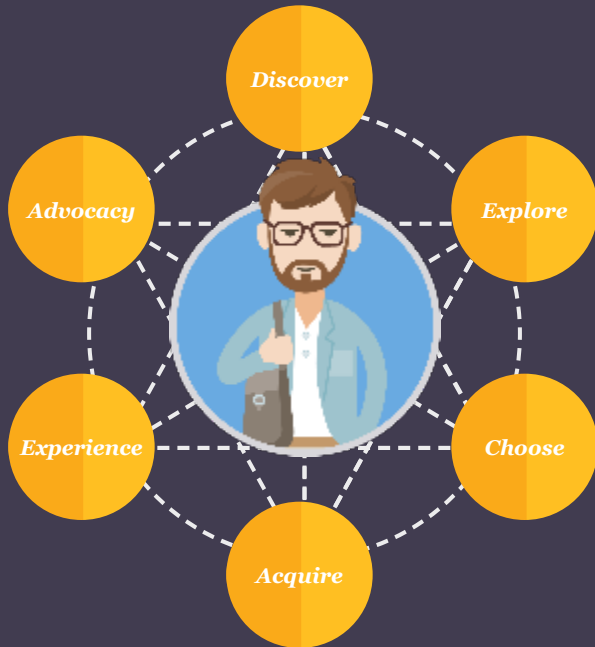
what we'll cover...

2

STOP
*Thinking in terms
of channel*

What Customers Want

- Seamless
- Continuous
- Contextual
- Convenient
- Responsive



There is a
gap

- Inconsistent
- Channel specific
- Disconnected
- Irrelevant
- Difficult

What Businesses Provide



The cost of getting it wrong.

**Broken
Conversations**

47%

**ABANDON
PURCHASING**
after two separate
interactions

**You Don't Even
Know Me**

92%

**FEEL
NEGATIVE**
when asked to provide
information multiple
times

**Poor
Experiences**

62%

**SWITCH
PROVIDER**
after three negative
experiences

**Impersonal
& Irrelevant**

87%

**POOR
PERCEPTION**
when treated with
a one-size-fits-all
approach

**What customers
expect**



Closing the Gap

IS

**What businesses
deliver**



Start Thinking Beyond Channels



Channel view

INSIDE-OUT
SILOS
DISCONNECTED
FIXED



Journey view

OUTSIDE-IN
CUSTOMER CENTRIC
RESPONSIVE
RELEVANT

what we'll cover today...

3

START

*thinking about the
customer journey*

what is a **CUSTOMER MANAGED JOURNEY**

The unique and personal flow of interactions based on context, preferences and choices of the customer

The brand helps deliver value to both customer and brand at each step in the journey

The brand learns from each interaction to improve the choices it offers and guide the flows of interactions



*the 6 tenets of the
customer managed journey*

1

2

3

4

5

6



*It's their journey,
not yours*



*Each customer can be
on multiple journeys*



*Every journey is unique,
dynamic and not linear*



*Businesses need to
speak with one voice*

5

*Every step on the journey
is an opportunity to create
value*



*Journey performance is a
valuable source of customer
insight*

The pay-off when we get it right.



Favour details of offers and deals presented at the right time.



Feel positive when customer information and knowledge is put to good use.



Have an improved opinion of businesses that remember previous interactions.

The background of the image is a sunburst pattern with numerous rays emanating from a central point, creating a sense of radiance and energy. The rays are in various shades of blue and teal.

Richer Engagement

Stronger relationships

Happier Customers

what we'll cover today...

4

**SOME
BRANDS**
*leading
the way*

Saga Travel



vision

To understand and ***provide a consistent and personalised experience*** across all Customer Interactions and Journeys



outcome

- ✓ Identified key channel ***change points***
- ✓ Focused, relevant conversations have resulted in a ***sales uplift of 59%***
- ✓ Web offer interaction ***improvement of 20% - 135%***
- ✓ ***131% uplift in email*** response rates vs. previous campaigns



Marston's Brewery



vision

With **1700 bars** each with their own website. The brand want to bring the social back into the traditional bar scene and reduce the age of their primary customer



outcome

- ✓ **Customer level insight** over **3,500** customer level insights gathered within first **8 weeks**
- ✓ 2-4-1 pubs generate more than **3x the activity of other pub formats**
- ✓ **Over 4x the response for personalised conversations** vs. generic



Premier League Football Club

vision

Drive engagement across the holistic fan base, even those that are unable to visit the stadium, by understanding the fan journey and needs on digital, mobile, outbound and contact centre

outcome

✓ *Customer-level insight* defining preferences, needs and behaviours

✓ Over **550,000** fans recognized across devices and channels in 6 weeks

✓ **increased** membership take-up

✓ **increased** VIP match day experiences

✓ **12% reduction in** number of email campaigns



{ IT'S NOT
YOUR JOURNEY,
IT'S THEIRS }