DIGITAL INNOVATION SUMMIT

Deliver next-generation digital customer experiences across all touch points at Philips

Rob in der Maur - Adobe

DICITAS CONSULTING
PARTNERS IN TRANSFORMATION

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Who & What

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11 years PHILIPS

~~Online~~ Digital marketing

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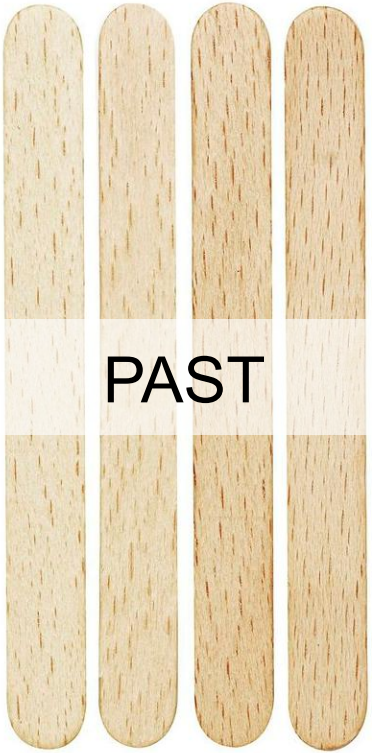
Agenda



PAST

PRESENT

FUTURE

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Starting Points

1

Separate websites that offer pre-sales, sales and
after-sales information, but all talk about the same products

.Com

.Care

.Shop

MyPhilips

- Content creation
- Content management
- Maintenance & Support
- Marketing activities

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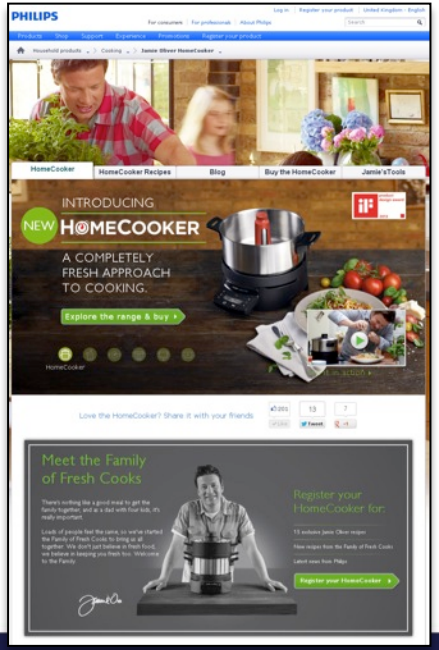
2

Disconnect between our product catalogue and experience / campaign content



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3

Not prepared for growing need in digital marketing capabilities and equipped to service demand from our organization

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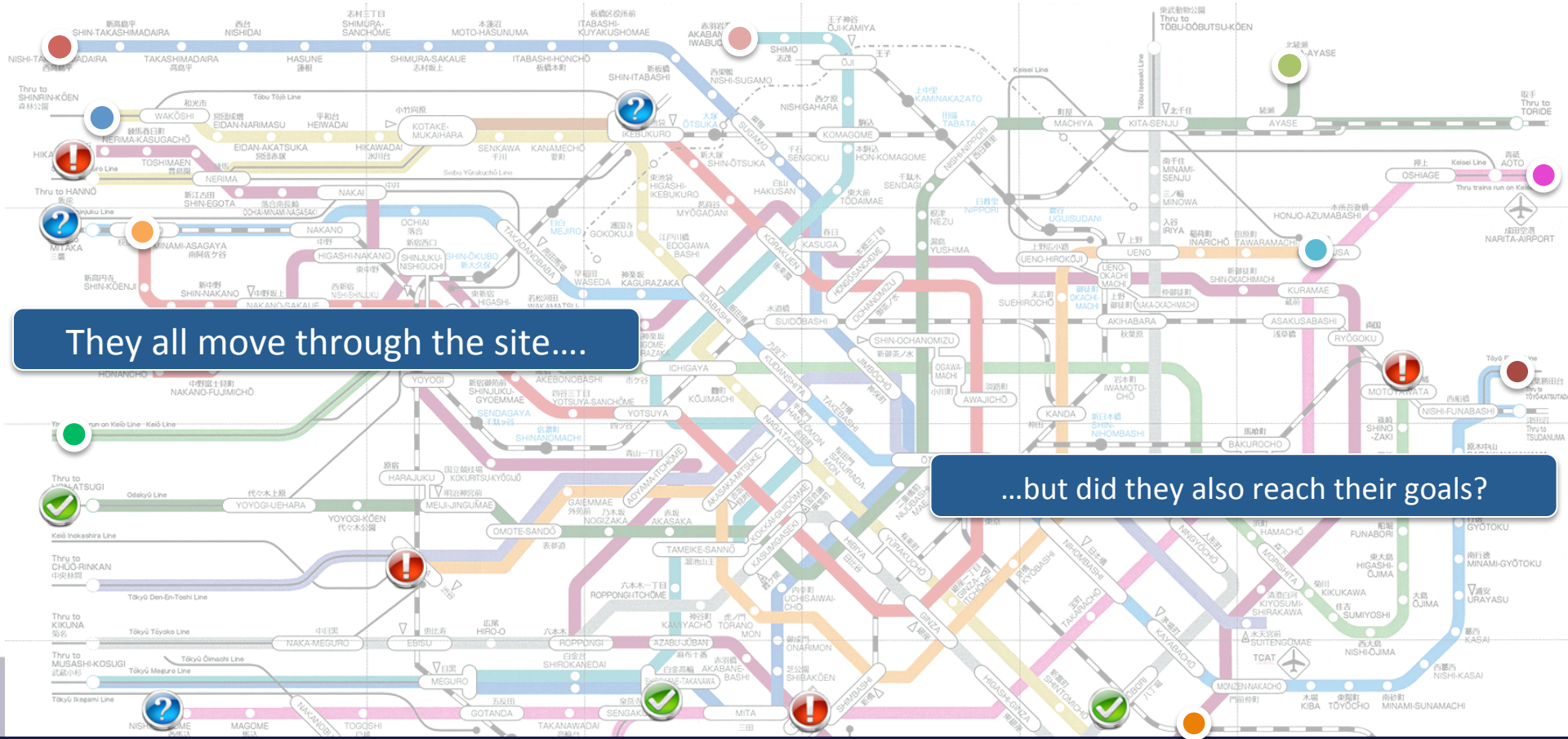
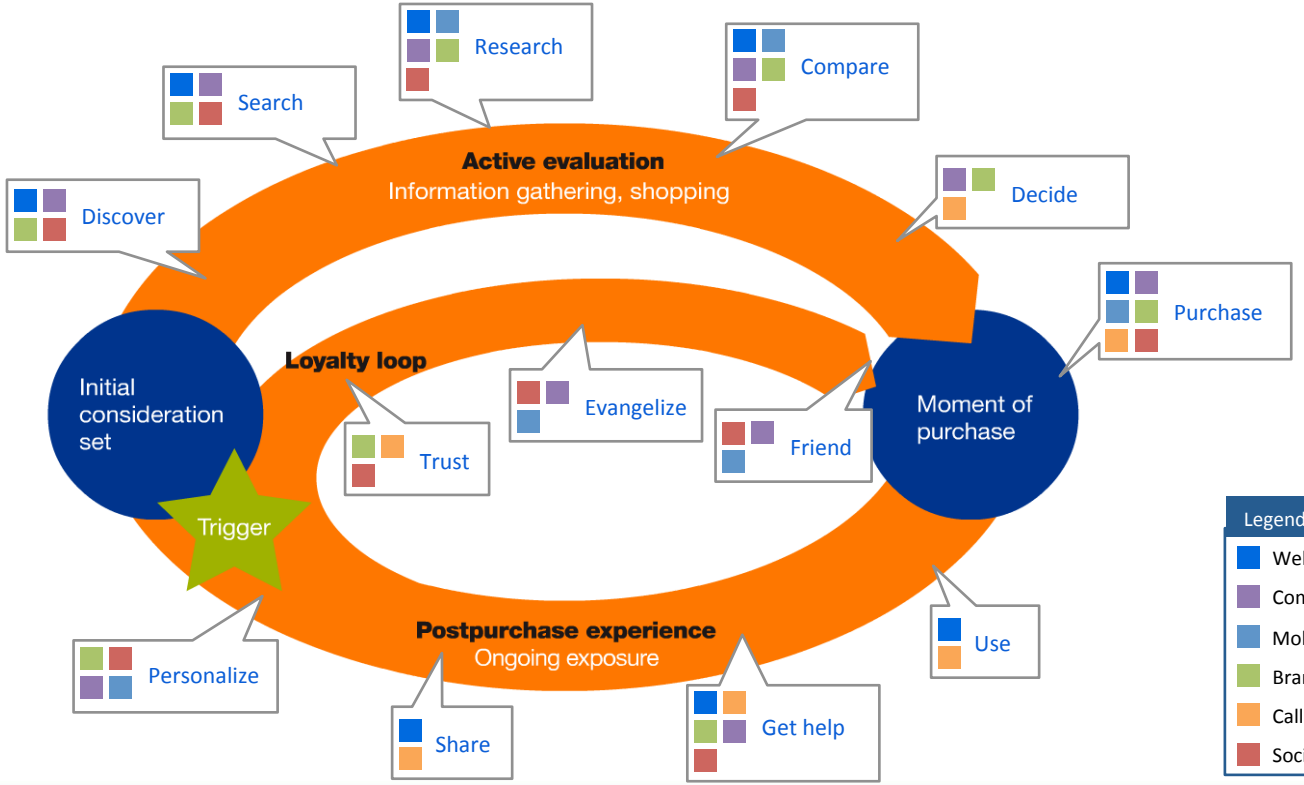

They all move through the site….
…but did they also reach their goals?

Consumer Journey



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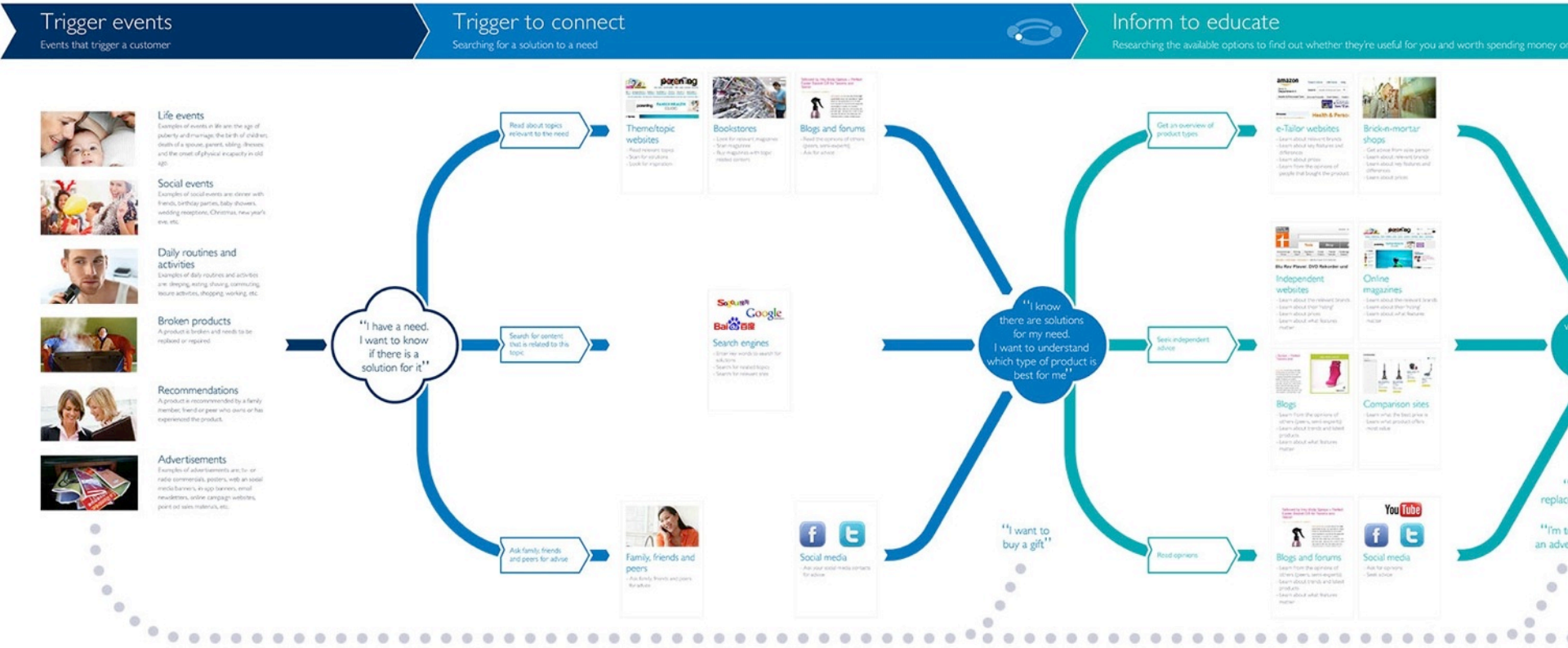
Analysis



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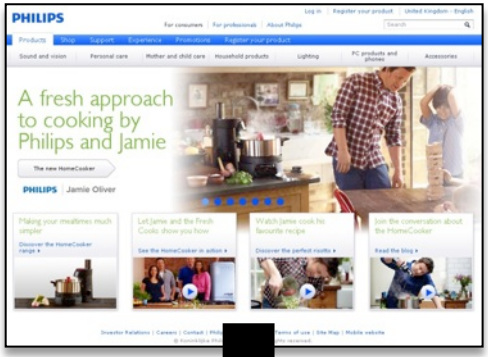
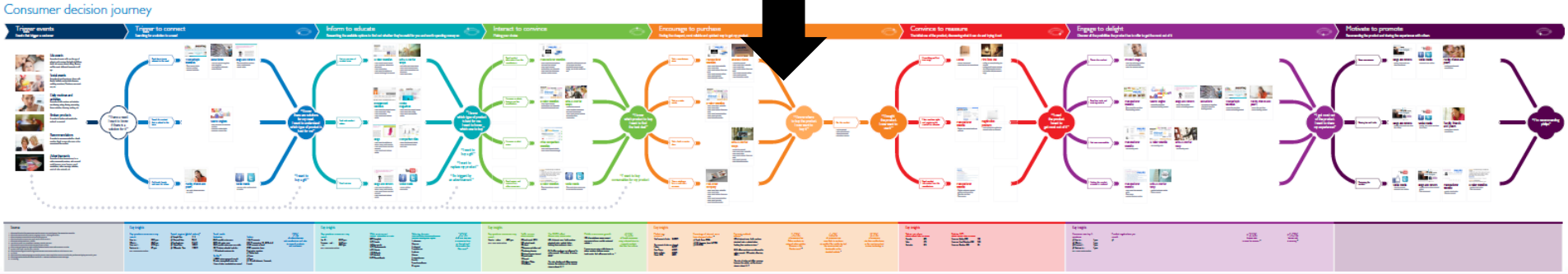
Seamlessness Analysis

Behavior

Journey analysis



Opinion



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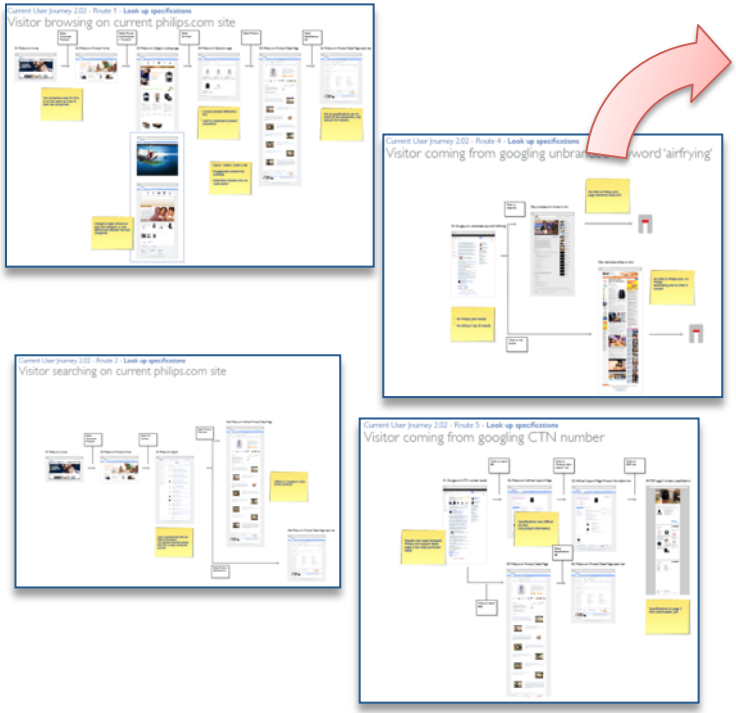
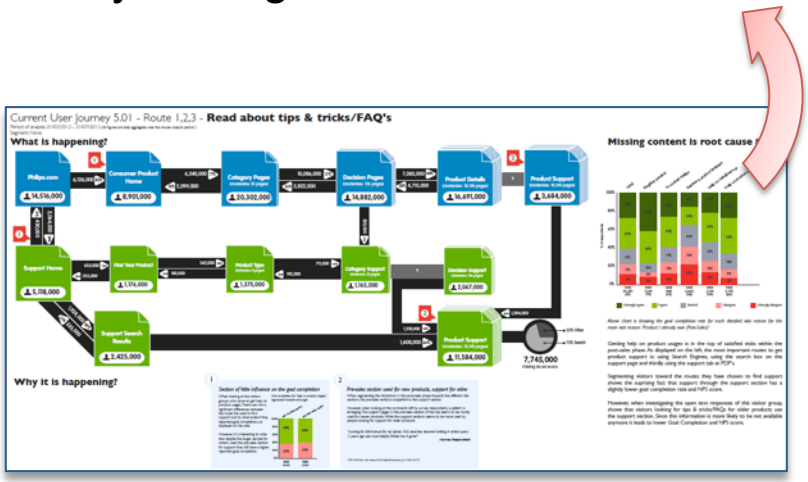
Analysis Outcome



- Survey visit reason (why do they come)
- Goal completion rate (did they succeed)
- NPS score (are they satisfied)
- Top 5 reasons for not completing
- Key findings (journey analysis + verbatim)



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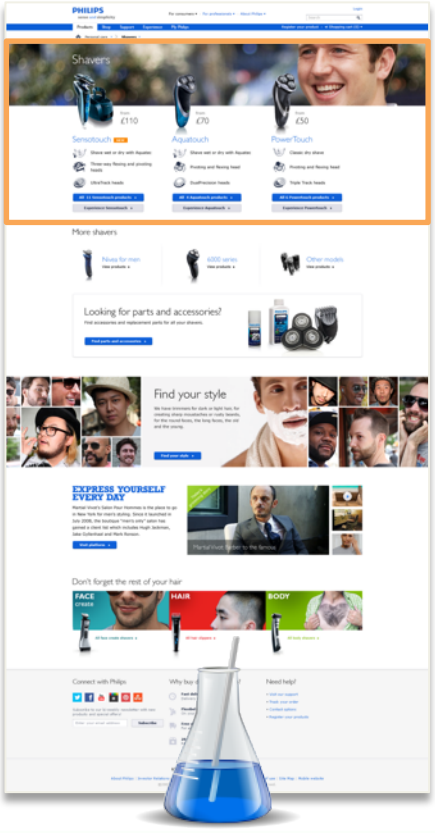
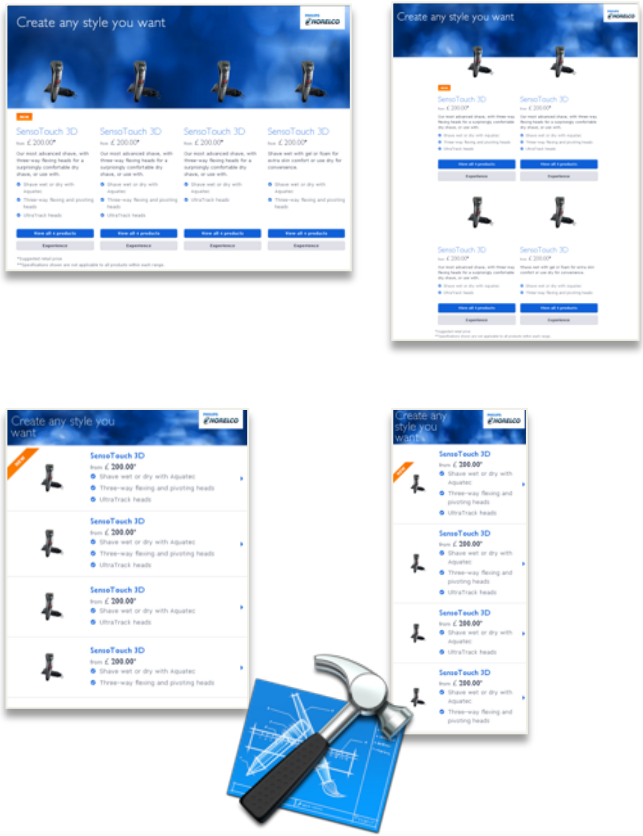
Sketch > Component





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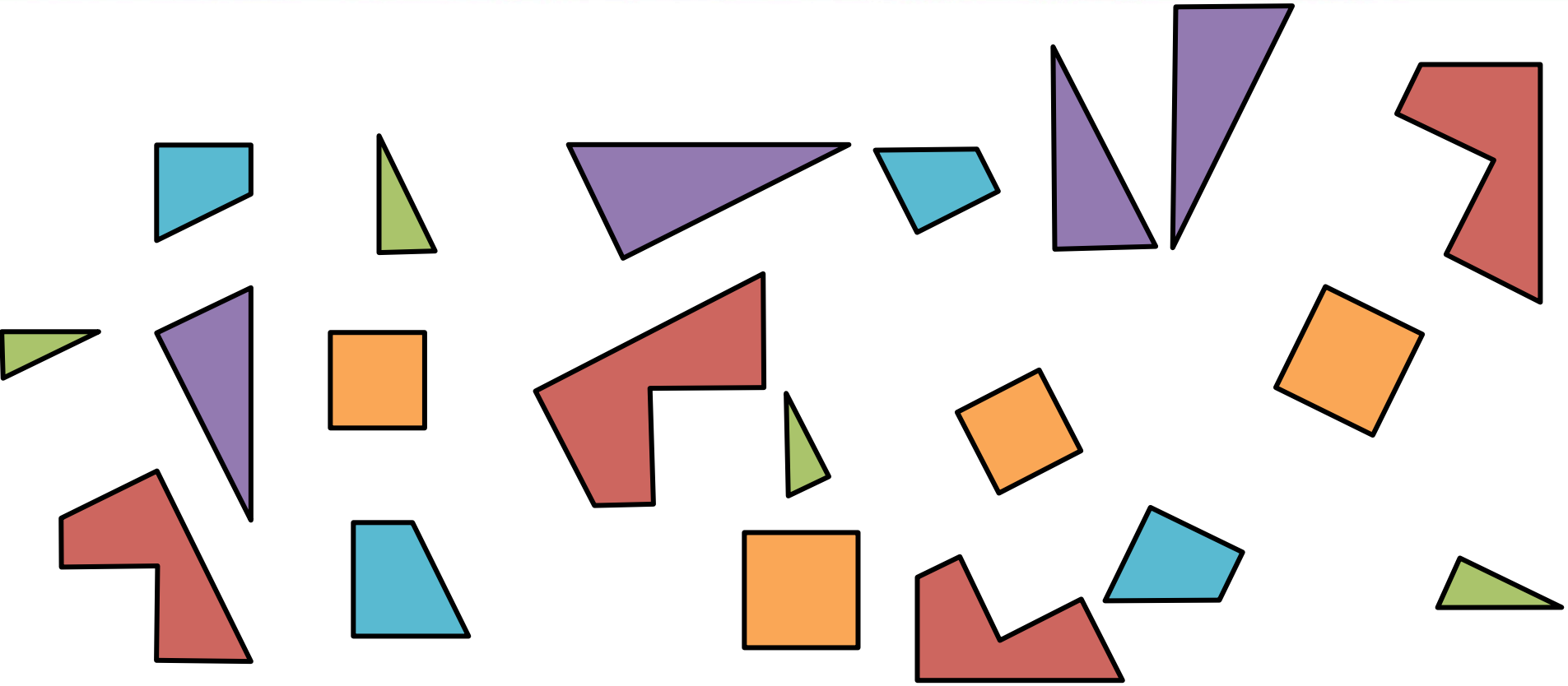
Generic Components



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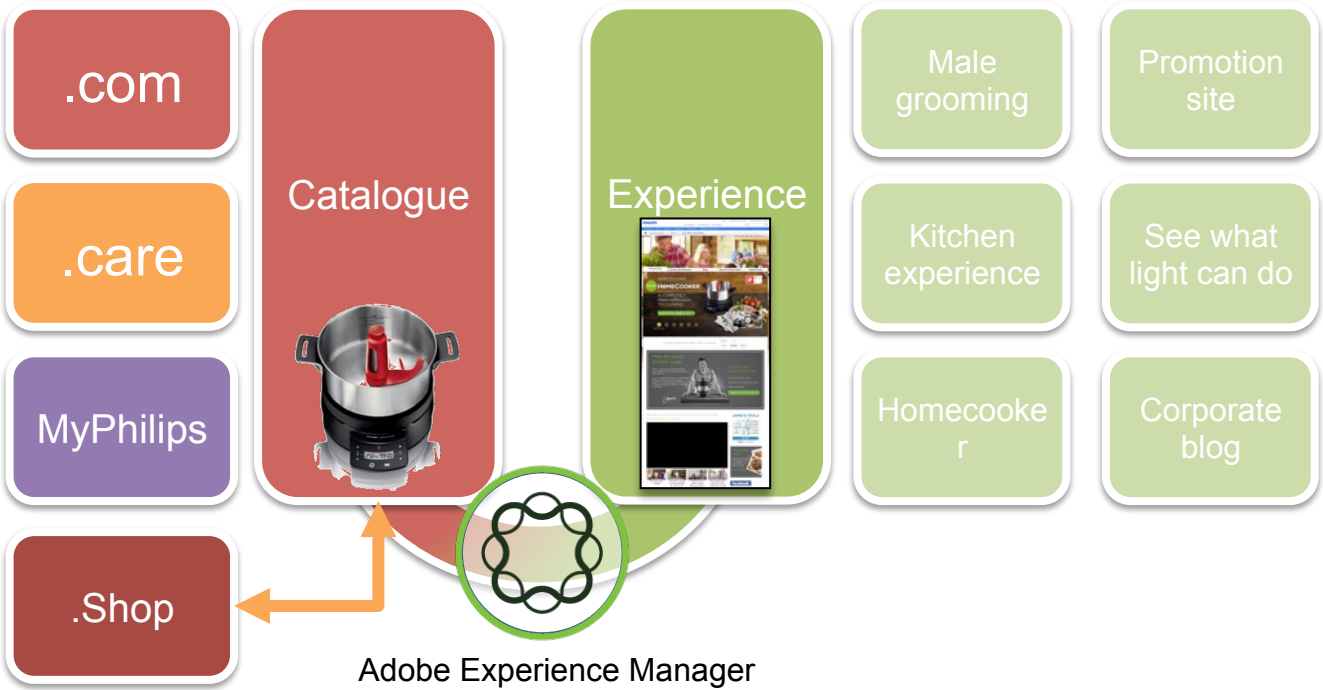
Merging and Moving



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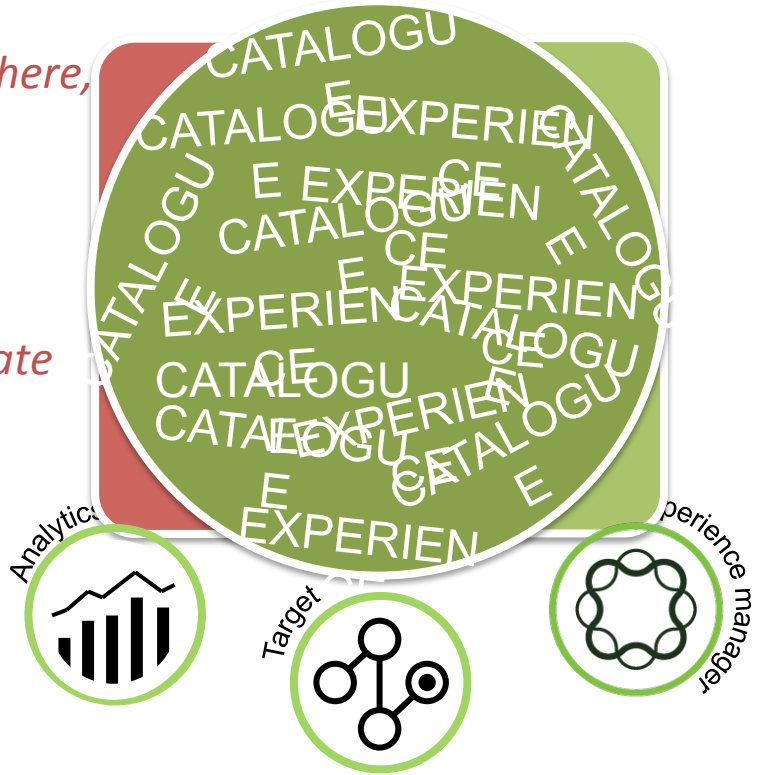
ICE - Integrated Customer Experience

- *Easy to experience any where, any time*
- *Engaging content and experience*
- *Locally relevant*
- *Higher g completion rate*



- *Driving integrated marketing*
- *Breaking up silo-ed structure*
- *Improved time-to-market*
- *Consistency across the CDJ*

PHILIPS

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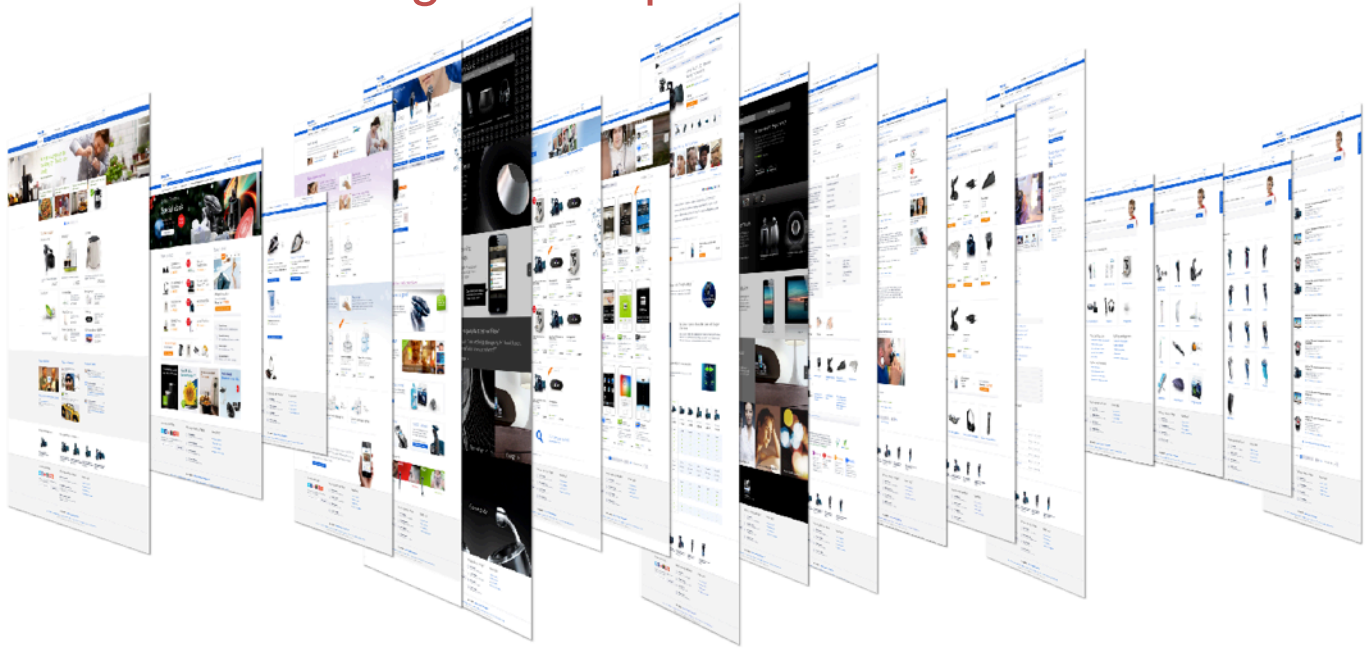
Creating a unified and integrated experience…..



…to go from Click to Browse towards Click to Convert

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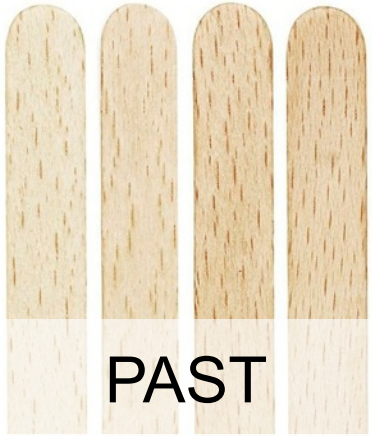
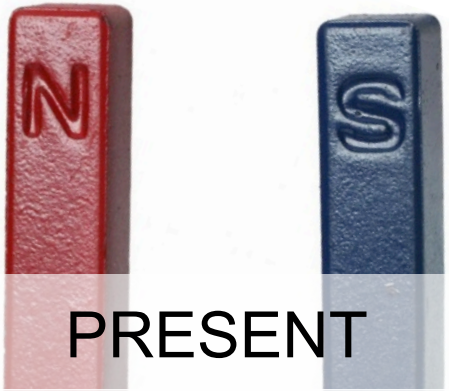


PAST

Have a silo approach in experience, organization setup and technical landscape

←2012



PRESENT

Developing a landscape of common digital marketing capabilities

2013

FUTURE

Creating an integrated and seamless consumer journey between catalogue and experience content

2014 →

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