

Keynote Presentation | **[Next-Gen CX]** Shaping a Modern Customer Experience (CX) Tech Stack for Good Business Growth



Verticurl

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NEXT-GEN CX : SHAPING A MODERN CUSTOMER EXPERIENCE

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PRINCIPAL CONSULTANT OF EXPERIENCE

Vertical

WHAT IS CX. AND WHAT IT ISN'T.

CX DESIGN IS NOT...

- A single discipline
- A step in the process
- A tactic
- About the technology
- User interface design

THE VALUE OF CX ALONG THE E2E CUSTOMER LIFE CYCLE

Acquisition

Fully understand your customers' needs

Deliver the right content at the right moment via the preferred channel(s)

Frictionless experience

Engagement

Create a delightful experience beyond functionally useful to represent your brand

Orchestrated Omnichannel experience

Growth

Personalised experience

Measure on Performance & Satisfaction

Create true bond



Data insights enablement

THE VALUE OF CX ALONG THE E2E CUSTOMER LIFE CYCLE

Acquisition

Increasing business value from the CX along the life cycle



Data insights enablement



WHY

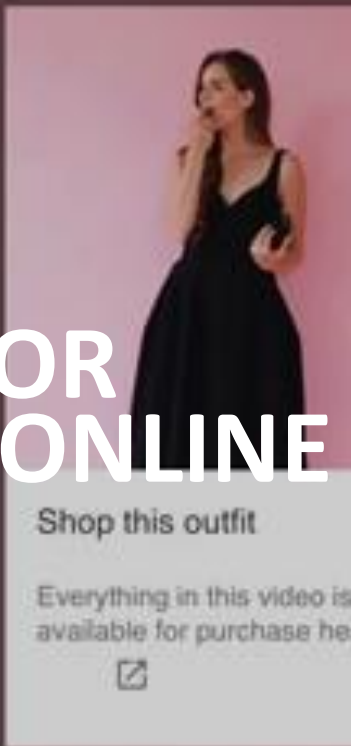
CUSTOMER EXPERIENCE

MATTERS



73% CONSIDER CONVENIENCE TO BE THE MOST IMPORTANT FACTOR WHEN SHOPPING ONLINE

Consumers want the ability to shop from anywhere, at any time, using any device, and they want quick and easy access to information about products and services.



But few businesses lead.

ONLY 15% OF CONSUMERS RATED THEIR COMMERCE EXPERIENCES AS EXCELLENT



71% EXPECT A BETTER MORE PERSONAL EXPERIENCE FROM THE BRANDS THEY INTERACT WITH

Expectations in the customer experience are high, and personalisation is table stakes.

Source: Next in Personalization 2021 Report – McKinsey & Co



But few brands deliver table stakes.

76% GET FRUSTRATED THAT THESE EXPECTATIONS AREN'T MET BY THE SAME BRANDS

Source: "Skill Shift: Automation and the Future of the Workforce," McKinsey Global Institute, 2018.



60% SAY THAT BEING HEARD BY THE BRANDS THEY DO BUSINESS WITH IS “IMPORTANT”

Consumers expect to take action on data, feedback, interactions and co-creation.



Brands are failing to deliver.

14% SAY BRANDS KNOW THEM, REMEMBER THEM, AND UNDERSTAND THEIR NEEDS

QUIET REVOLUTION

Consumers are taking back control. Of place, pace, purpose and privacy –
and therefore only brands get it, get in.



WHAT CUSTOMERS NEED

BRILLIANT BASICS

MAGIC MOMENTS

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73% CONSIDER CONVENIENCE TO BE THE MOST IMPORTANT FACTOR WHEN SHOPPING ONLINE

Consumers want the ability to shop from anywhere, at any time, using any device, and they want quick and easy access to information about products and services.

Shop this outfit

Everything in this video is available for purchase here

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FUNCTIONAL

EMOTIONAL

BRILLIANT
BASICS

SEAMLESS OMNI- CHANNEL EXPERIENCE

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SIP & SHARE NOW?



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Consumer
Ecosystem



CHANNEL/MECHANIC



Phone, Tablet, PC



CTA URL, SMS



Sip & Scan,
Product Codes



Coca-Cola App

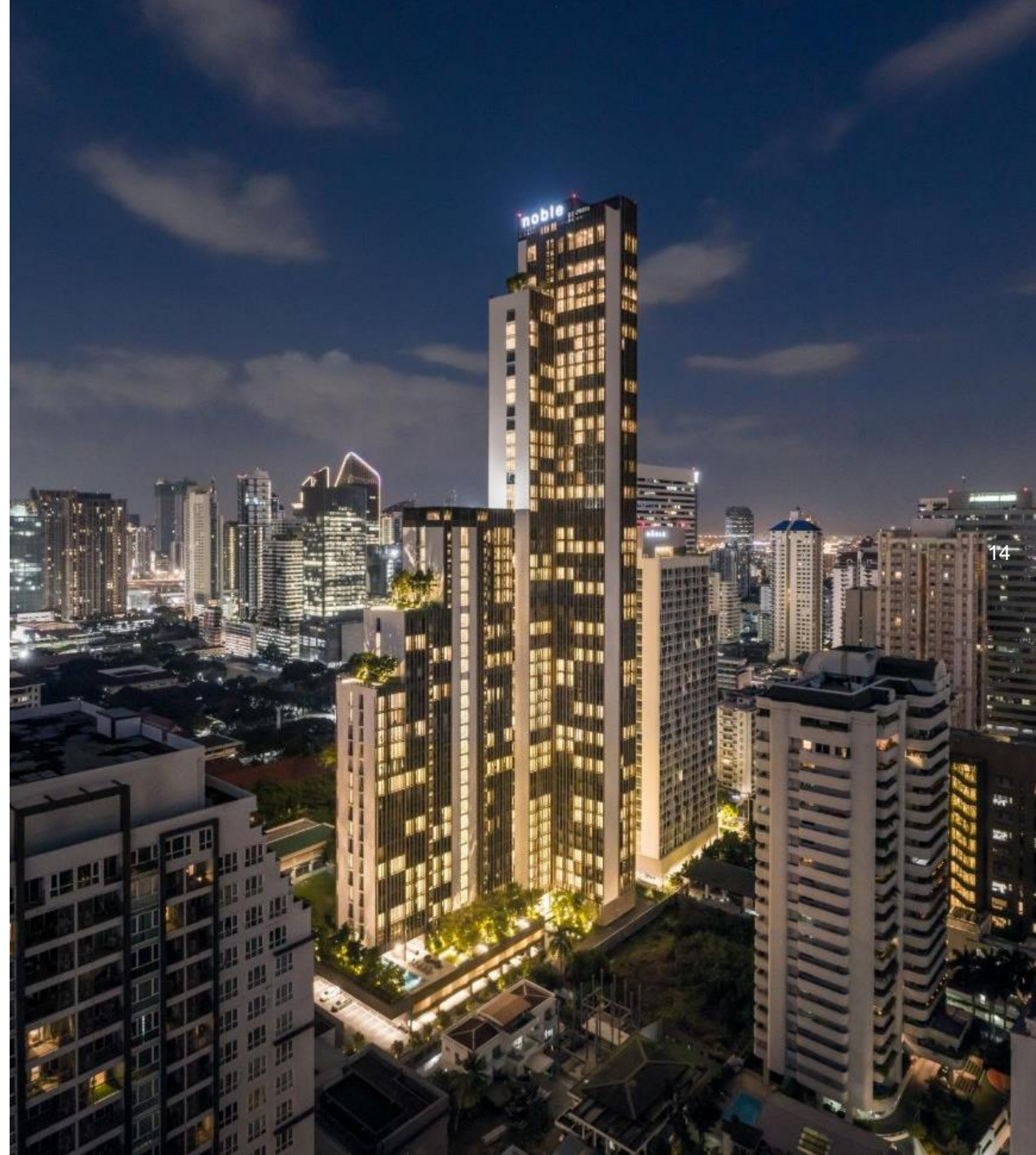


Vending Card/Mobile Wallet



Coke.com/Offers,
Product Locator

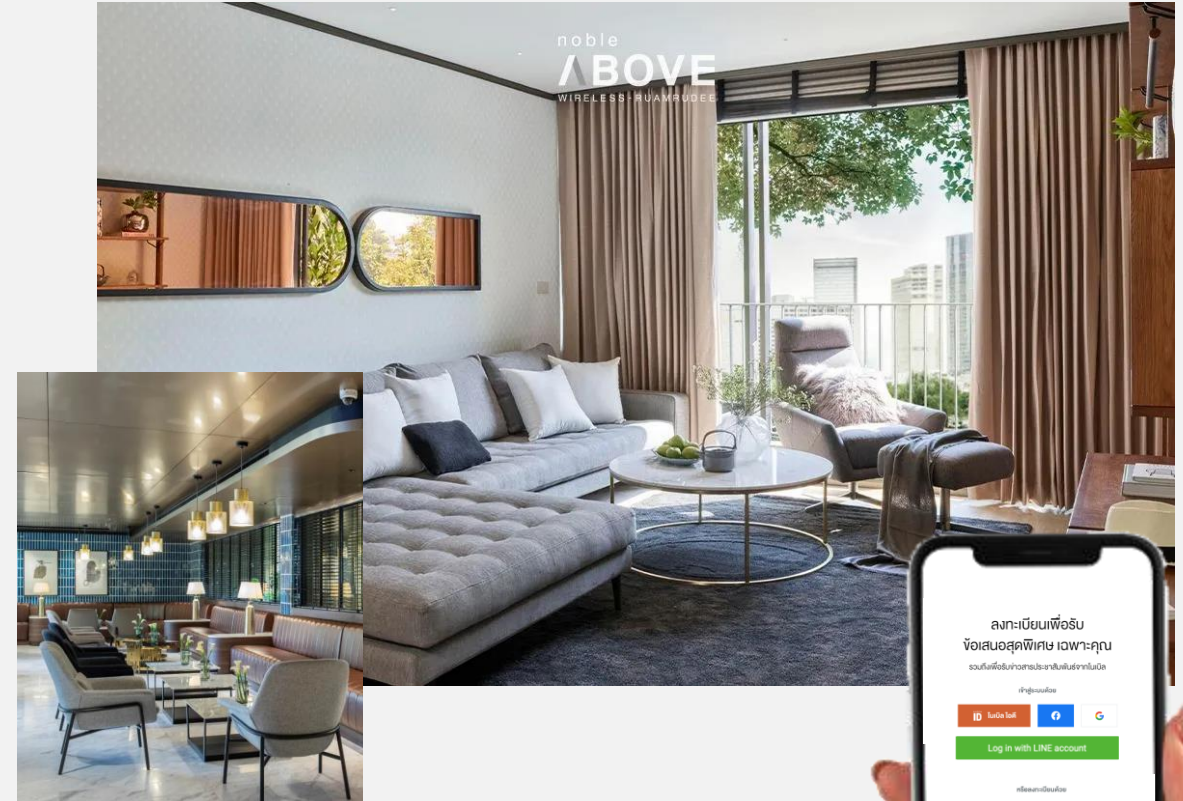
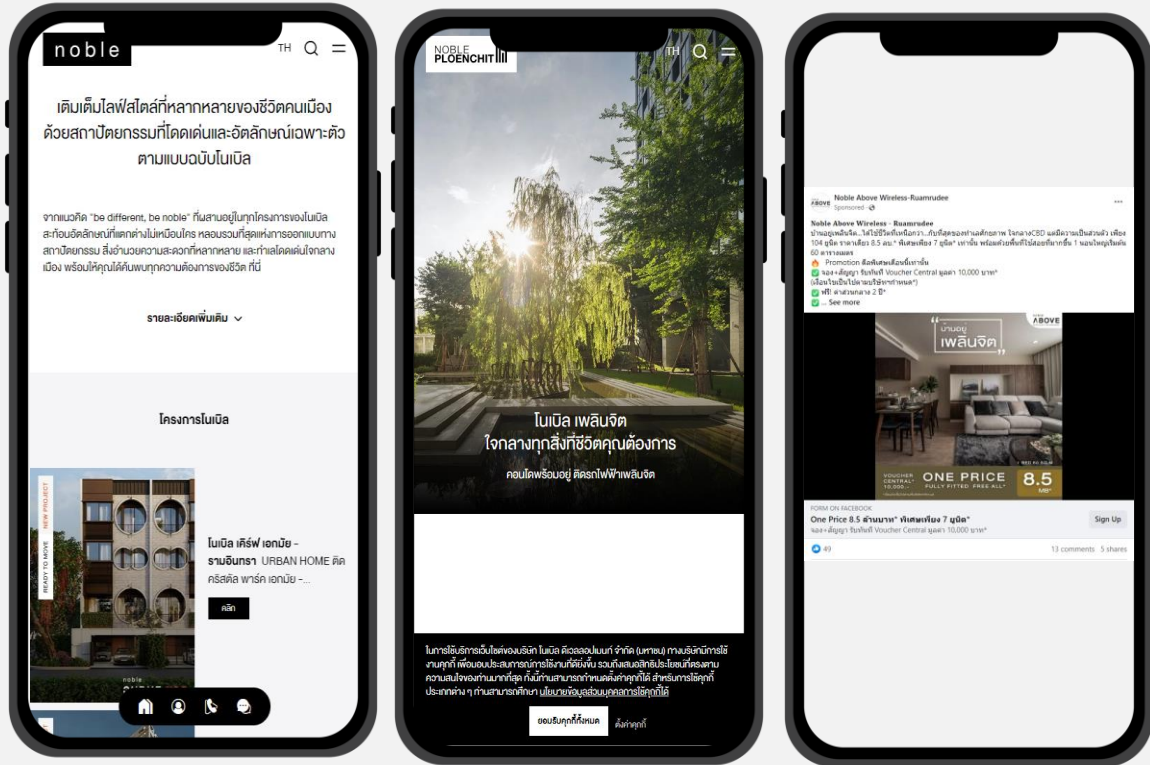
REMOVE
FRICTION
REMOVE PAIN
POINTS



REMOVE FRICTION : REAL-ESTATE CASE

MAPPING OFFLINE TRAFFIC WITH ONLINE CUSTOMER ID

VERTICURL

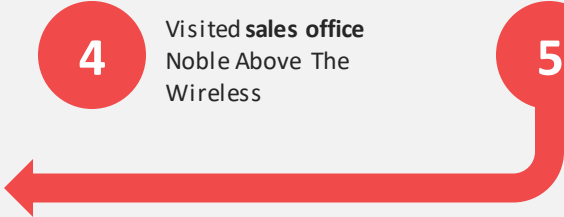


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Converting from **unidentified visitor** to **identified profile** → Not just interested in Noble Above the wireless but also Ploenchit... and now starting to collect additional customer profiles and behaviors

4 Visited sales office Noble Above The Wireless

5 Fill in e-questionnaire with profile and Facebook / LINE login



BRILLIANT
BASICS

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SIMPLIFY PURCHASING EXPERIENCE

...AND ACTIVATE COMMERCE ACROSS THE JOURNEY

OGILVY



...AND ACTIVATE COMMERCE ACROSS THE JOURNEY



OGILVY



HUMANIZE & PERSONALIZE DIGITAL EXPERIENCE



Financial

Financial bonds give the customer a financial or value-based benefit for continuing loyalty to the brand (i.e. low cost, discounts)



Emotional

Emotional bonds build an emotional affinity between the brand and the customer (i.e. shared values)



Structural

Structural bonds make it easier for the customer to keep buying the brand or harder for them to switch brands (i.e. a telco offering free wifi)

Social bonds create value between a brand and the customer's social networks (i.e. ability to share and create social status)

Social

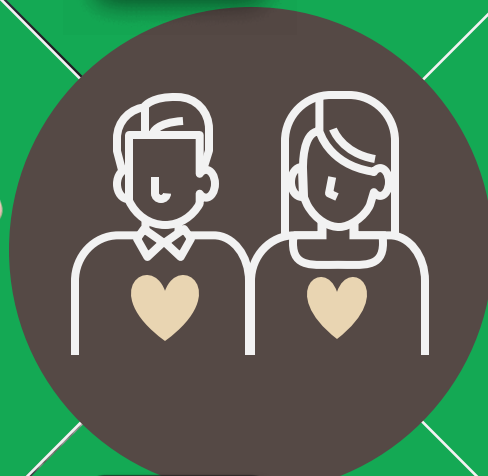
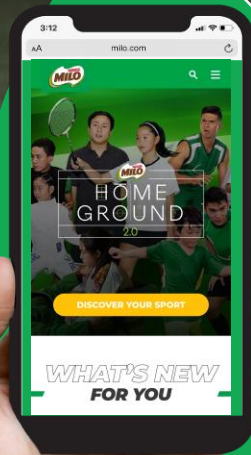




REAL LOYALTY

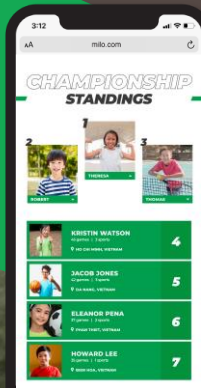
Kid's Development and Health

Focus on the brand's best self, energy, activity, goodness and sustainability brought to life by connecting parents and kids



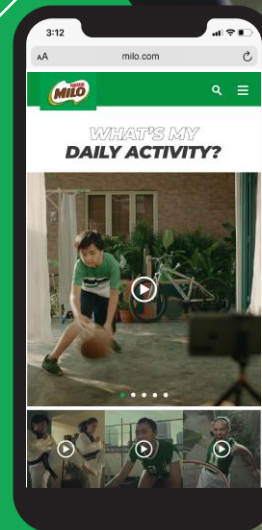
Bragging Rights and Healthy Competition

Social bragging value created in every engagement, amplified with athletes and partners



Points Earned and Burned

For both product purchases as well as program actions.



Daily Routines

Structural bonds through meal and health routine, technology and partnerships, such as schools.

**MAGIC
MOMENT**

**CREATE
PEAK
MOMENT**

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A hand is shown holding a glowing globe in the center of the frame. The globe is surrounded by a network of white lines and dots, suggesting a digital or data-driven environment. The background is dark and slightly blurred, showing a person's face in profile. The text is overlaid on this scene.

WHAT WE NEED BEYOND MARTECH

STRATEGY FOR EXPERIENCE-LED GROWTH

OUR LONG-TERM THINKING THAT
UNLOCKS CUSTOMER VALUE

- 1 Create a “single view of the customer.”
- 2 Prioritize real-time marketing initiatives
- 3 Iterate with every interaction.



EXPERIENCE-LED GROWTH PLATFORM

BRAND PLATFORM

OUR LONG-TERM THINKING THAT UNLOCKS CUSTOMER VALUE

INSIGHT

“Single view of the customer.”



COMMERCE

Real-time marketing initiatives



EXPERIENCE

Iterate with every interaction.



Data Acquisition
Customer Persona
Customer Journey Design

Engagement Campaign
Conversion Optimization
Automated Campaign
Proximity/Location-Based Campaign

Sexy & Smart
One-To-One Experience

Magic Moment

Brands that focus on long-term customer relationships

2X

Grow revenues twice the speed than those that don't.

IT'S NOT JUST ABOUT TECH. IT'S ABOUT HOW CAN WE GENERATE VALUES FROM DATA AND TECHNOLOGY

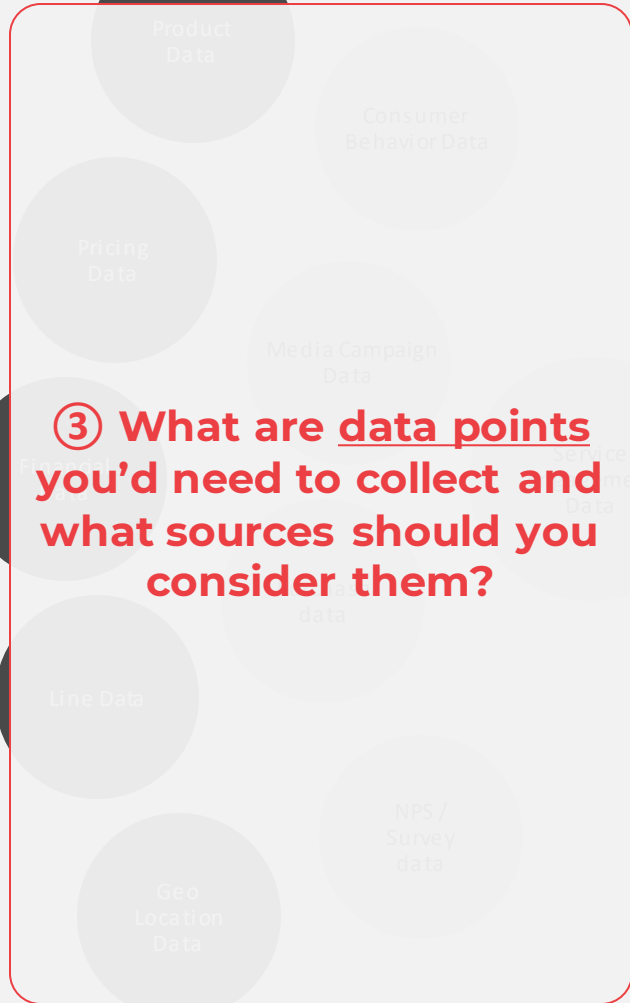
Example Only

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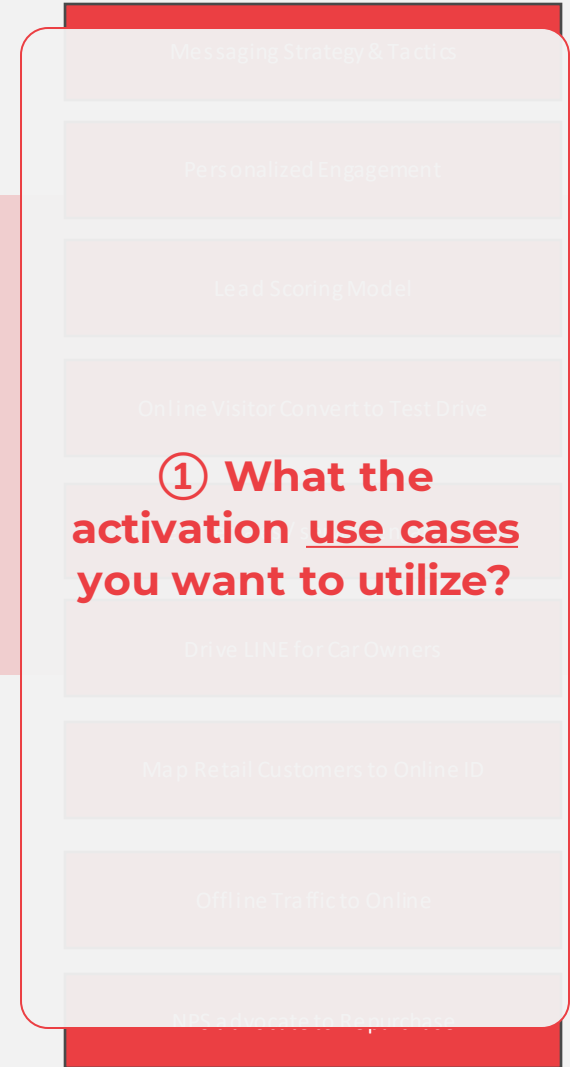
DATA SOURCES

DATA ORCHESTRATION

DATA ACTIVATION



SINGLE CUSTOMER VIEW

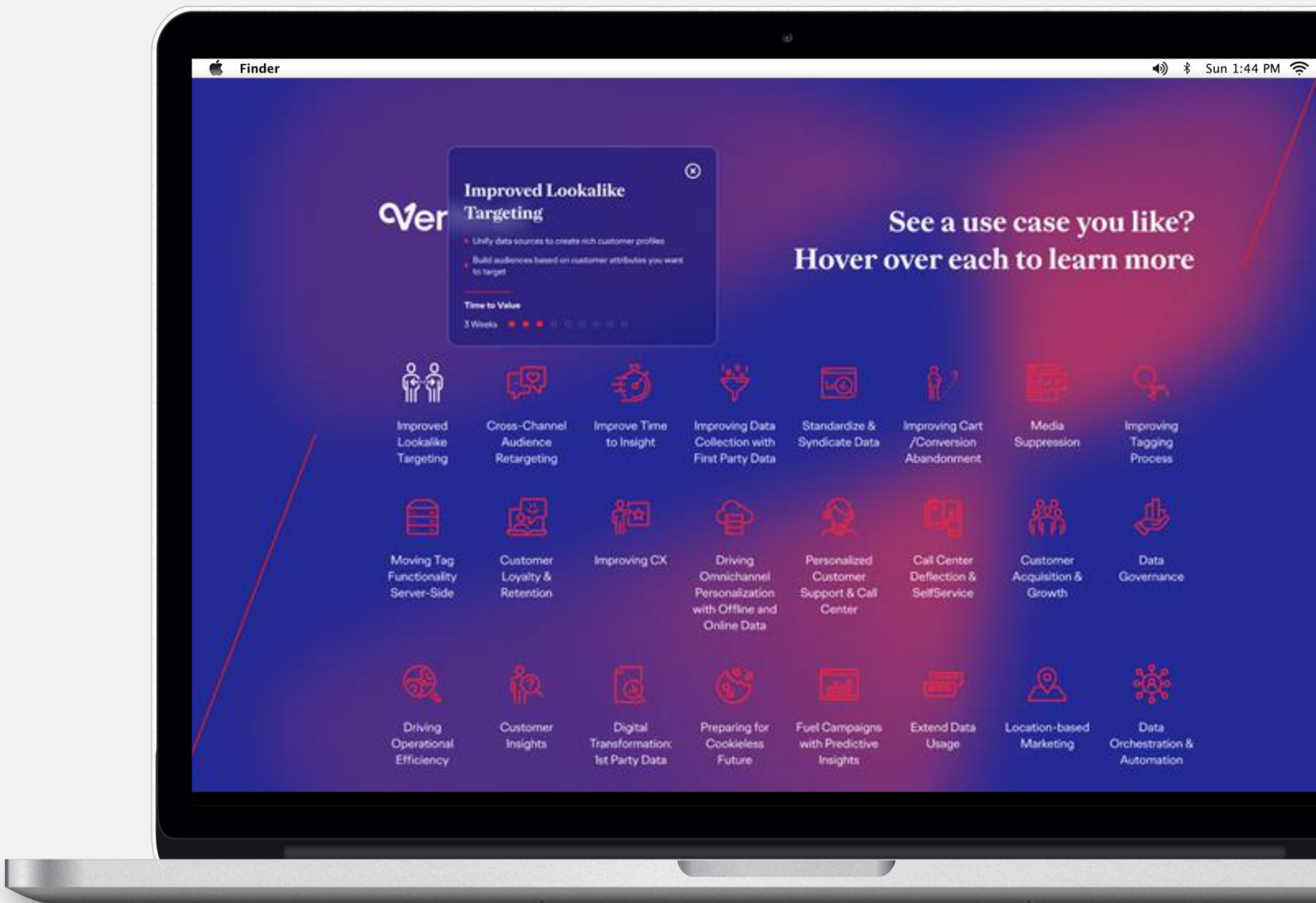


GET STARTED

WITH OUR CDP ACCELERATION



VERTICURL



**THANK
YOU**

Verticalurl