There is no Customer Experience without Customer Engagement
Businesses are navigating a difficult path
Technology can help Everyone – especially your Customers
And they are using it ...

Source: SAP
... to follow their Journey – not Yours!

Source: SAP
Prioritizing Customer Experience is Good For Business

Results of a [2016 study](#) by Avanade and Sitecore
But the Reality is
The Way it Should Be

Continuous Learning

Personal
Transaction
Behavioral

Signals

Relevant Engagements

Marketing

Sales

Service

AI / Machine Learning / Analytics / Integration Platform

Customer Data

Product Data

Transaction Data

ECM

WCM

Continuous Improvement

aheadCRM
Together ahead into the future of CRM
Privately held Retail Company in AU

• 1st store opened in 1973
• ~ 200 stores across two brands
• Operating in Australia, Malaysia, New Zealand, Singapore
• ~7,000 employees
• ~25m Sales transactions per annum
• 500,000 Articles (150,000 active at any one time)
• Growing at ~10 stores p.a.
• Membership Program
Challenges

• Mediocre customer data quality
• IT capabilities bound by not so valuable activities
• Different customer facing systems with poor integration
  • PoS
  • Second, and distributed, CRM system
  • E-commerce
  • Mail house
• Sign-up to membership programs with paper forms
• ‘volume’ challenges with data
• “The sale must be protected”
Objectives

- Single Customer View / One Truth
- Increased systems resilience
- Simplification
- Better ability to deliver to business needs
Their Way

- Master system for customer data
- Frequent alignment between IT and Business Units
- “High Priority List”
- Frequent Deliveries of Value to Business Units
A City Council

- City of roughly 1.5 M people
- 20 councilors plus 149 members of local wards
- ~10,000 full time staff
- 25 Customer Service Centers
- Budget of ~$2 bn US; ~$20.5 bn US in assets
- Amalgamated seven councils into one with
  - Different system landscapes and technologies
  - Including paper based filing systems
Challenges

• Complex legacy landscape with substantial duplication and technology variety
• The business must go on
• End-of-Lifetime systems
• Different service levels and processes
• Different sets of meta data
  • Terminologies, meanings, values, coverage
Objectives

- Consolidation and Simplification of
  - Customer-
  - Regulatory-
  - Rates-
  Systems and Processes

- Single City-wide Platform

- Customer data mastered in CRM
Their Way

- Establish a strong core!
- Re-Platforming
- No Disruption!
- Big Bang Delivery
- Strong and continuous stakeholder involvement
Microsoft Outlook for Mobile

- Founded in June 2013 As Accompli
- PIM, rather than mail app, focusing on enterprises
- First Release April 2014 (iOS) and September 2014 (Android)
- Acquired by Microsoft in Dec 2014
- Weekly releases through Android Play and Apple AppStore
- Distributed team, support is outsourced
Challenges

• With the growth the scope and number of customer issues grew too fast to be effectively handled

• Need for a very low cost of support

• End-user – development distance perceived as too high

• Outsourced support team needs to be managed efficiently

• “3 dot”-expectation
Objectives

- Low cost of support
- Reduction of no of incoming tickets, to keep up with scaling
- Decrease distance between end-user and development
- real-time support
- Provision of a contextual support experience
Their Way

- 100% pure Mobile in-app support
- Speed, Speed, SPEED
- Listen to the end-user
- Contextual support
Retail Co-Operative in Switzerland

- 1st store opened 1864
- ~2,500 stores
- ~85,000 employees
- 28.3B CHF 2016 / 114 M CHF ecom
- 45,000 Articles / 15,000 ecom
- E-Commerce platform offered since 2001
Challenges

• Outdated eCommerce platforms

• Single platform strategy, replacing WCEM and ISA with Hybris

• UX was perceived as insufficient

• High expectations towards Hybris
Objectives

• Long term: True Omni-Channel
• Scalable platform as a toolbox for other shops
• Integrated web shop and native apps
• Intuitive shopping experience
Their Way

- Customer orientated approach using interviews
- Identification and analysis of shopping behaviors
- Intensive UX test
- Platform strategy
What do these Examples have in Common?

1. Platform
2. Prioritization

Stakeholder Engagement
Data

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3 Key Messages

There is no experience without engagement

Start from a strong core as your platform, involve stakeholders and use data to decide

Think Big – Act Small to stay nimble while supporting strategic objectives