How to Create Intent-Driven Customer Experiences? A look at CX, AI and Storytelling

Sheryl Kingstone, Research Director, Customer Experience & Commerce
How to Create Intent-Driven Customer Experiences? A look at CX, AI and Storytelling
Revolutionary or Evolutionary
How Long Has the Industry Focused on Customer Experience?
“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work - he is the purpose of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to serve him.”
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- Mahatma Gandhi, 1890
AI changes the world .... or does it?
Two Truths and a Lie

1. Game of Thrones created the saying “Winter is Coming”
2. Artificial intelligence was officially founded in 1956
3. There were 115 machine learning acquisitions totaling over $9b in the last 3 years
Two Truths and a Lie

1. There were 115 machine learning acquisitions totaling over $9b in the last 3 years

2. Artificial intelligence was officially founded in 1956
Storytelling began with writing on walls
We Are Back to Writing on Walls
So What Do CX, AI and Storytelling All Have in Common?
Where We Take the Future of Digital Immediacy

AI

CX

StoryTelling
Storytelling is Making an Impact

Chat Stories

Instagram Stories has “shown a new side to our business”

Picture Stories

Interactive Personalized Video Stories

Each viewer charts their own unique video experience.
System 1
Fast thinking, automatic and unconscious

System 2
Slow thinking, conscious and complex
RED
GREEN
BLUE
ORANGE
YELLOW
Storytelling and Our Brains- Recap

Storytelling paradigms organize our thinking and how we engage

The brain is programmed to identify patterns

When choices become more complex, we experience stress and avoid decision-making
What Does This Have To Do With AI?
What Do Human’s Do Best?

- Reason
- Tools
- Language
- Cognition
- Self-awareness
Dual representation is our ability to assign meaning to symbols – in essence, contextual reasoning.

AI gets more real, thanks to contextual machine learning.
Machine Learning and Storytelling

Automate Data Discovery

Develop Richer Storytelling

Extract Deeper Insights from Data

Eliminate Error Prone Human-Driven Investigation

Bridges Gap Between Content and Data

Rich Media

Interactivity
AI Makes Creativity Scalable and Intelligent

Old Model

1 Story - MILLIONS
PEOPLE TO READ

New Model

MILLIONS OF STORIES INTENDED TO
AN AUDIENCE OF 1
Humans Can Get in the Way

**John Legere** @JohnLegere

One thing about me? I 💖 unlimited!! Join me, T-Mobile’s CEO, and enjoy unlimited tweets from yours truly! ;)

**John Legere** @JohnLegere

Magenta-wearing, customer-loving @TMobile USA CEO focused on ending wireless pain p...
AI Winter Is Over and We Are Finally in an AI Spring

AI Can Achieve Contextual Relevance That Is Scalable

Intelligent applications can take over the execution part

It requires new levels of trust
What Does This Mean for the Future of CX?
Simplified, Targeted Message Using Intelligence to Tell Stories
Without the Right Data, it Will Fail

Not About the Bot, but the Conversation

Dynamic Engagement
1:1 Rich Media with Dynamic Content

Data
Without the Right Data, it Will Fail

Intelligent Automation
Not About the Bot, but the Conversation

AI Creates Scalable Contextual Customer Experiences
Systems of Engagement Demand Intelligent Software

While context drives omni-channel, context-aware process-driven applications are the future.

Cognitive and self-learning systems as well as the data that drives them play an increasing role in the evolution of customer-facing business applications, whether it be sales, service or marketing.

Intelligent business applications are really the only way to understand, contextualize and embed data intelligently into business process.
Personalization Must Take a Hybrid Approach

- Pre-determined
- Rules-Based
- Segment

- Limited Human Intervention
- Algorithmic
- 1:1

Capture real-time content and data, and then dynamically interact with relevant content based on explicit signals such as search and implicit signals such as first party customer data
Information, Identity and Insight Feed Data-Driven Experiences

CUSTOMER IDENTITY GRAPH

- Value
- Affinity
- Intent
- Churn/Risk
- Sentiment

Natural language processing and machine-learning algorithms to continuously synthesize, learn, adapt, improve and automate in real time

<table>
<thead>
<tr>
<th>STRUCTURED DATA</th>
<th>UNSTRUCTURED DATA</th>
<th>OMNI-CHANNEL INTERACTIONS</th>
<th>RAW SOCIAL MEDIA DATA</th>
<th>BEHAVIORAL</th>
<th>LOCATION</th>
<th>THIRD-PARTY DATA</th>
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80% of businesses state the use of machine learning for automated contextual recommendations is important for creating personalized customer experiences.
Why Should You Care?
THOSE WHO OWN THE DATA WILL WIN, EVERYONE ELSE WILL PAY FOR ACCESS TO IT
Empowered Customers Drive Change

**Customer**
55% prefer self-serve tools to avoid calling a customer service agent.

**Technological**
40% prefer to chat to a business through SMS or social media messenger.

**Communication Channels**
76% prefer digital channels to communicate with businesses.

**Experiences**
42% state that a prerequisite for future loyalty is the ability to resolve issues via digital channels.
Customer Experience Shifts Drive Digital Transformation

- Meeting demands of empowered customer
- Stop asking customers to adapt to company processes or technology constraint
- New competitive threats demand speed to market
- Analytics and data critical component to delivering contextually-driven engagement.
Digital Transformation: A Four-Pronged Strategy

Digital Experience is a key component to transformation initiatives

It’s the new front door for all businesses
Digital Transformation Maturation

No Strategy

- We currently have no digital transformation strategy

Formal Strategy

- We have a formal strategy and are actively digitizing our business processes and technologies

Top Industry

- Healthcare: 44%
- Financial Services: 41%

Company Size

- Under 500 Employees: 60%
- Over 500 Employees: 63%

Top Pain Point

- Managing Risk of Social Networks: 29%
- Managing Data Growth: 39%

Top Drivers

- Innovation: 34%
- Mobile: 39%

Top Transformational Technology

- Location-Based Technologies: 27%
- Innovation: 44%
New Channels of Engagement

Yesterday’s world was about one-way customer interactions; today’s is about self-directed, on-demand two-way engagement anywhere on any device to ensure a positive experience. Customers want to communicate on their terms in their preferred channels.
Customer-Facing Machine Learning Strategies

**Delivery or Send time optimization**
- Based on behavior the service predicts and dynamically adjusts email based on likelihood to open messages

**Subject line optimization**
- Dynamically choose best subject lines

**Dynamic Content Optimization**
- Rapidly find content that will drive conversion for each individual subscriber

**Dynamic Offer Optimization**
- Rapidly create offer that will drive conversion for each individual subscriber
Intelligent Personalization Drives Success Across All Channels

- **Personalized Site**: 34% conversion lift when targeting visitors with industry specific content. 30% Increase in Revenue/Visitor

- **A/B testing on Upsell Offer**: Email conversions less than 1% Utilized targeted in-app messages instead 4-5 times better than email with 71% lift over control

- **Shopping Cart Improvements**: Better insight improved shopping cart retention led to roughly $3 million in additional revenue

- **Ad Revenue Improvements**: 3.5 increase in click-throughs and 60% higher in effective cost per thousand impressions. (eCPM)

- **Personalized Offers**: Over 50% users are adding profile and preferences for personalized offers. 13.4% to 100% Click-through rate on top 25% of offers
Goal is as old as the beginnings of Trade

- Revenue improvements with dynamic experiences
- Cost Reduction using Intelligent Automation
- Extinction -- If you don’t do it, your competition
We’ve Only Just Begun

WHAT'S YOUR STORY?
Let’s Connect

• Customer Experience a Catalyst for Digital Transformation
• Customer Experience & Commerce 2017
• Keynote Presentations
• Digital Transformation Maturation
Thank You!

sheryl.kingstone@451research.com
@skingstone