

# The Algorithm of *Magical* ✨ Customer Experiences

*A look at MarTech, AdTech & DataTech*



Einat Shimoni



Yoav Pridor



Liat Tsafir

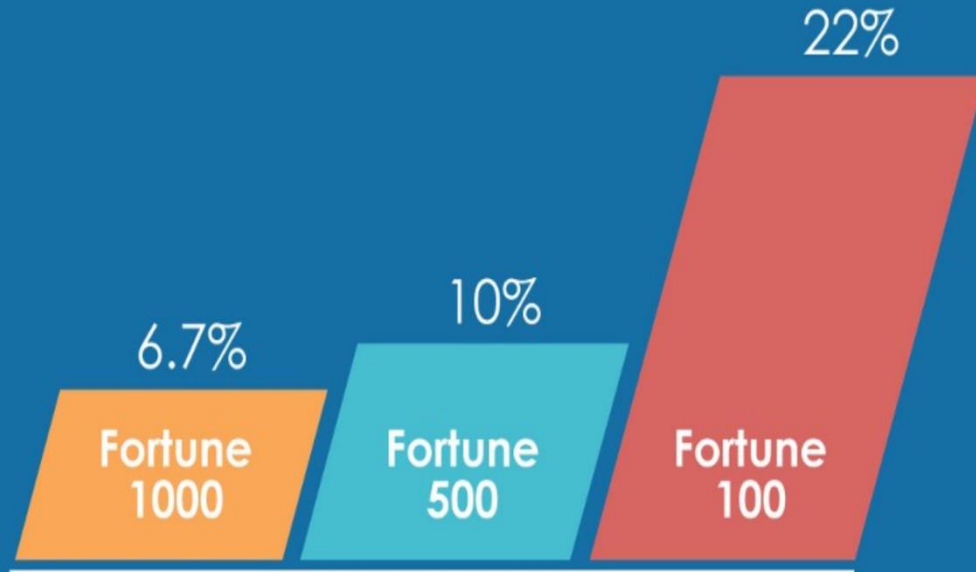


**STKI for CMOs  
& CDOs**

Q: Who's the owner of customer  
experience?

[awkward silence]

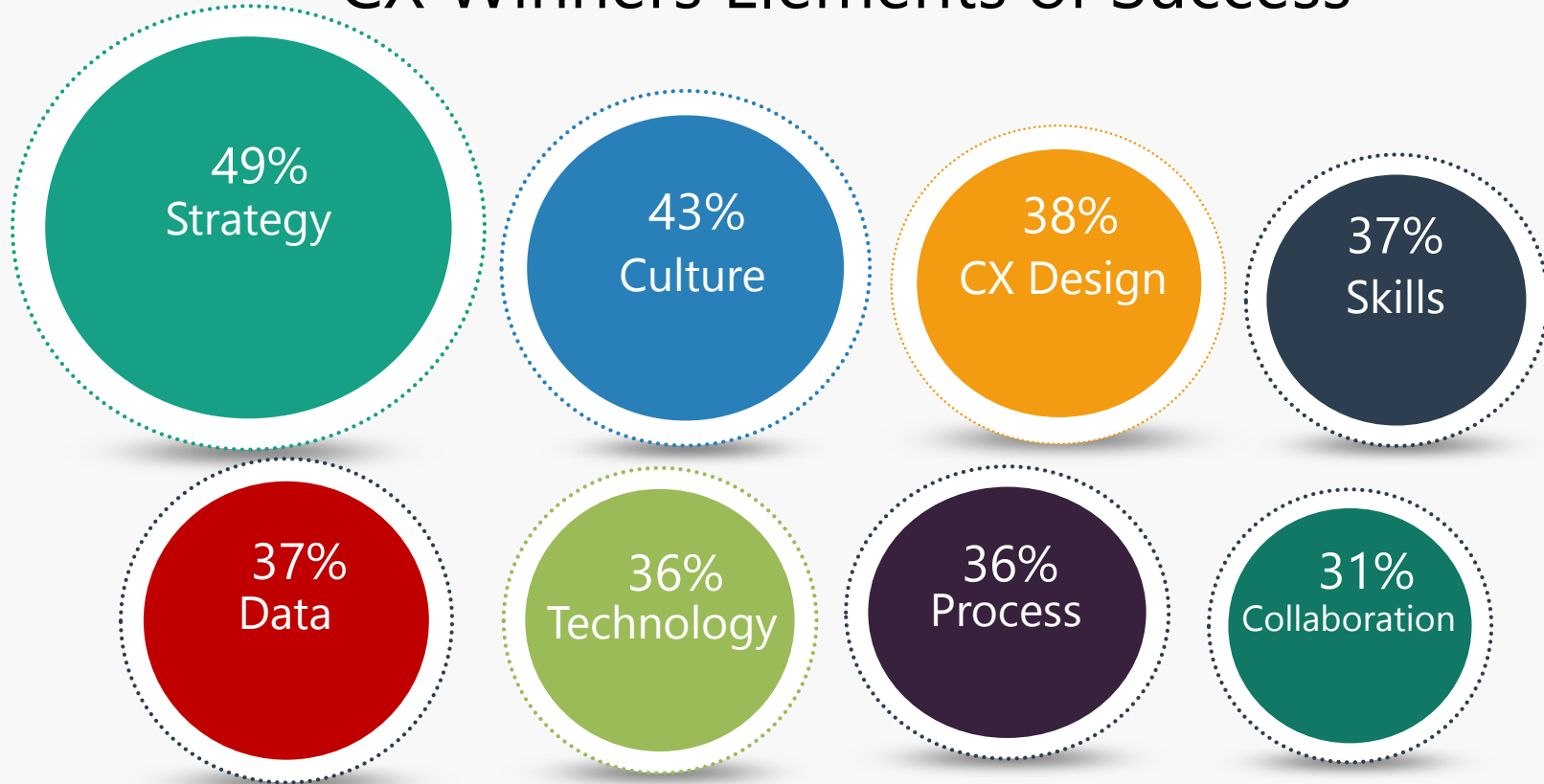
## Fortune Ranked Companies with CCOs



CCO: Chief Customer Officers

Source: CCO Council

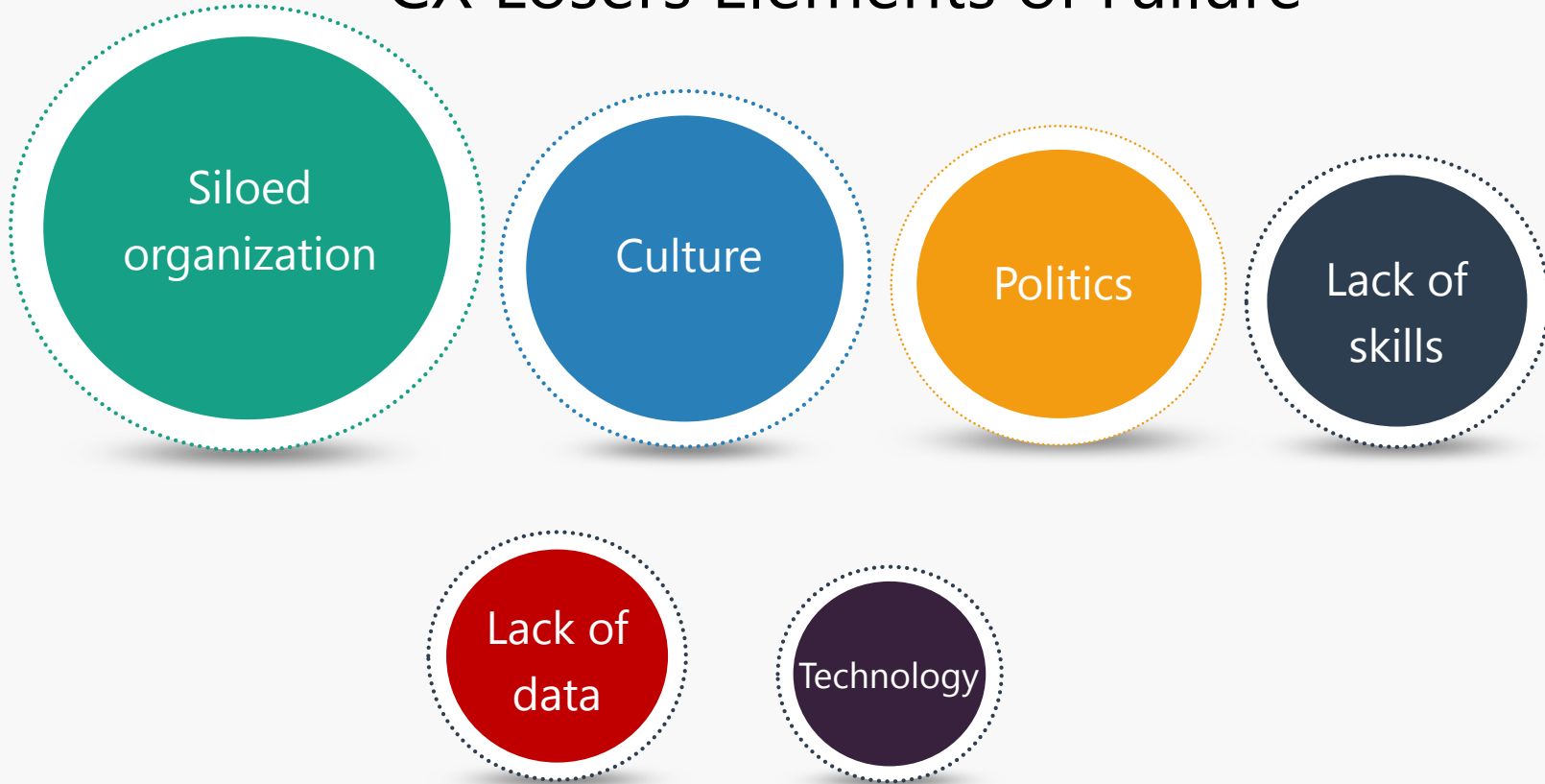
# CX Winners Elements of Success



Source: Econsultancy & Adobe Digital Trends Report 2017

STKI's work Copyright@2017. Do not remove source or attribution from any slide, graph or portion of graph

# CX Losers Elements of Failure



# So Who Should Be In-charge of CX?

It's all about the **Strategy**

It's all about **Digital**

It's all about the **CX design**

It's all about **Insights**

It's all about the **Culture**

It's all about **Innovation**

It's all about the **Touchpoints**

It's all about the **Process**

It's all about the **Channels**

It's all about the **Data**



CCOs/CXOs Long-Term Goal:

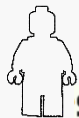
# Customer Experience Transformation



CMOs/CDOs/  
CXOs/CCOs  
Short-Term Goals:

# TO DO

1. Integrate many data sources
2. Build the data platform
3. Manage customer identities
4. Understand the data
5. Extract insights
6. Target audiences and personas
7. Establish a plan, set goals
8. Establish KPIs
9. Map out journeys
10. Choose sub-journeys
11. Orchestrate touchpoints
12. Execute journeys
13. Collect engagement data
14. Analyze it using appropriate models
15. Optimize journeys
16. Go back to #4 (insights).





# Each Organization Will Have Their Own 'Formula'

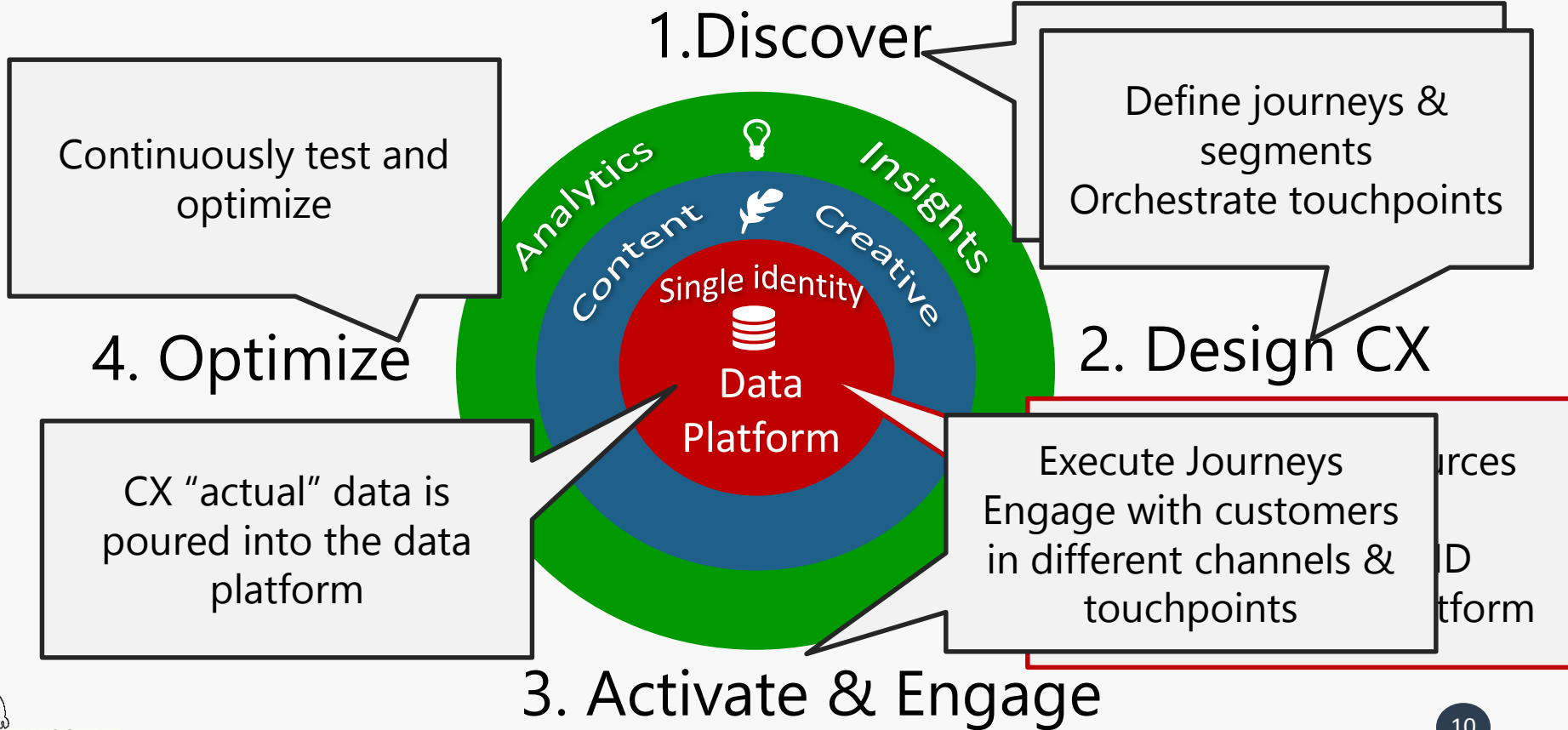
## TO DO

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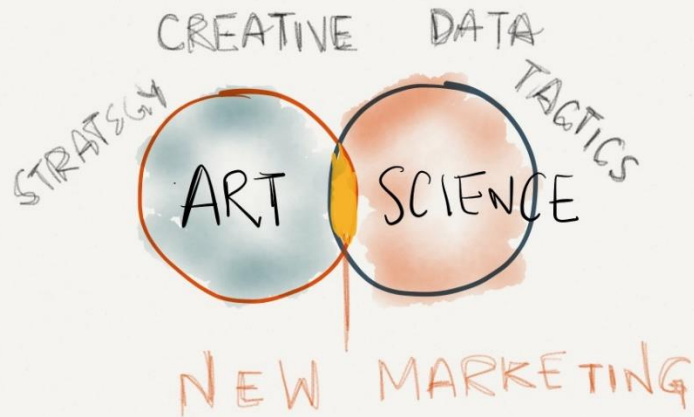


The brand algorithm

# Customer Experience Process Architecture



# But If It's All Science, Where's the Artistic Part?



## THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

### PART ARTIST

**WRITTEN CONTENT**  
Inbound marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

**VISUAL ASSETS**  
Visual content grabs consumers' attention, making it a valuable marketing resource.

**SOCIAL MEDIA**  
Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

**EMAIL MARKETING**  
Email remains the workhorse of most modern marketing departments. Best practices and design remain essential skills for marketers.

### PART SCIENTIST

**PERFORMANCE TRACKING**  
Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

**OPERATIONS**  
With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

**ANALYTICS**  
Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

**CAMPAIGN PERFORMANCE**  
Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

# Advertising Has Mastered Creativity in Certain Medias



# Has Creativity Been Disrupted by Digital?





Test Modeling Message design Omni-channel Experiences Measurements Messa

Monitor A/B Testing Analysis Big Data Segments Optimization Listen

Listen Discovery Targeting Innovation Touchpoints Attribution Curat

gather Data Content CX Journeys Personalization Tailo

There are so many new techniques.  
They all require **creativity**

# What Do Digital Native CX Leaders Teach Us?



# Stealing Borrowing Great Ideas from the Software Community



**Scott Brinker**  
Chiefmartec.com



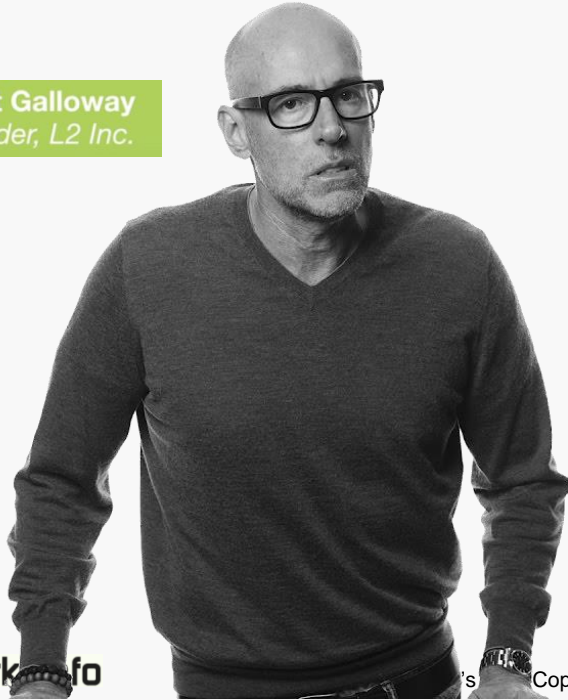
Instagram



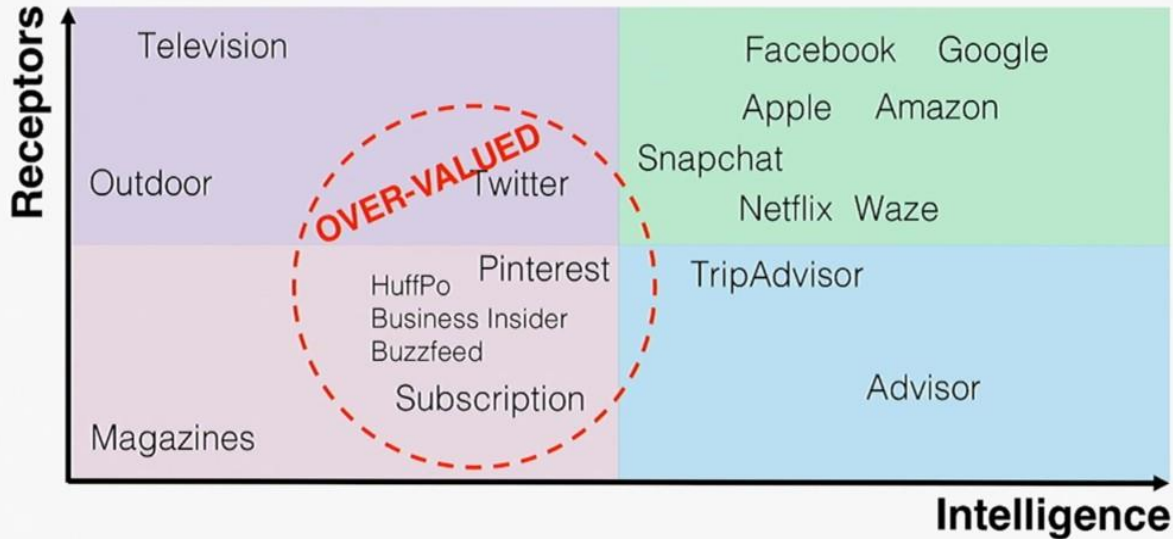


# What is the New Algorithm of Value?

Scott Galloway  
Founder, L2 Inc.



## THE NEW ALGORITHM OF VALUE



# THE TECH UNIFORM

Will your future marketing employees look like this?

**HAIR:**  
I woke up like this.

**FACIAL HAIR:**  
Varying degrees of beard growth. It is entirely enviable to go for

**GLASSES:**  
If glasses, Warby Parker.  
If sunglasses, RayBan.

**HOODIE:**  
Hoodie branded with the tech company you work for. Subtly says "I matter."

**TEE:**  
A t-shirt from another startup that implements your API. \*Can be exchanged for a button up on Thursdays.

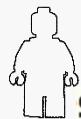
**WEARABLES:**  
A Pebble or FitBit, tracking your steps from the Mission to SOMA.

**MESSENGER BAG:**  
Though practical and smart, messenger bags should be labeled as to not get accidentally swapped at a company happy hour.  
\*Some applies for Swiss Army



I worked at a startup

You're hired.



Or more like this?

Deep understanding of consumer world

Technologist

Data scientist

Story teller

Doesn't mind some "junior" tasks

Team player

T person

Breadth of Knowledge

Depth of Experience



# Ask Yourself 3 Questions:



● What are your data receptors?



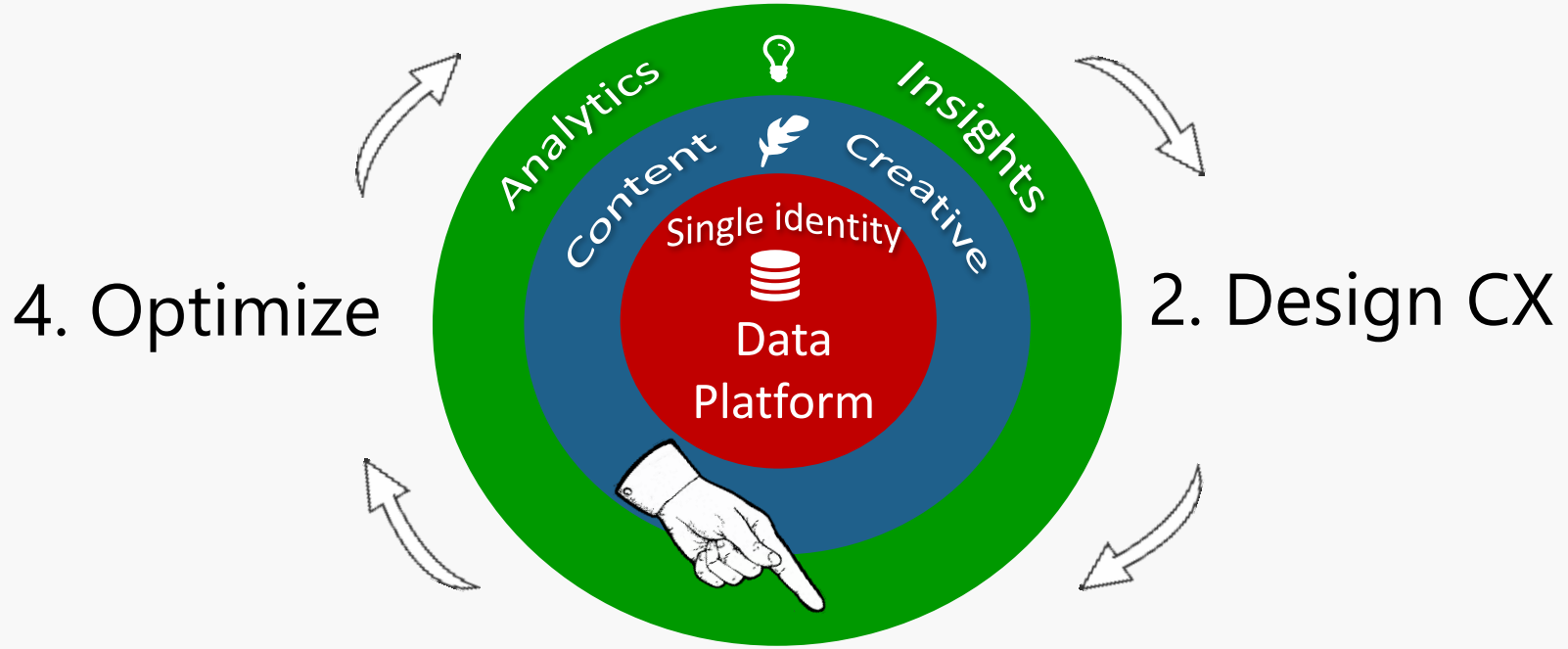
● Does data change CX in real time?



● Are the product and CX bound together?

# How Are We Doing with Engagement?





## 1. Discover



## 3. Activate & Engage

# The Omni-channel War is Over. We lost



-  44% do not feel companies make it **easy** to contact them
-  55% using **>2 channels** before an issue is resolved
-  77% use **social** channels to contact companies
-  21% say they **never** even get a response in social media

Source: +NRG State of Customer Service Experience

# Maybe It's Time to Rethink Our Channel Strategy

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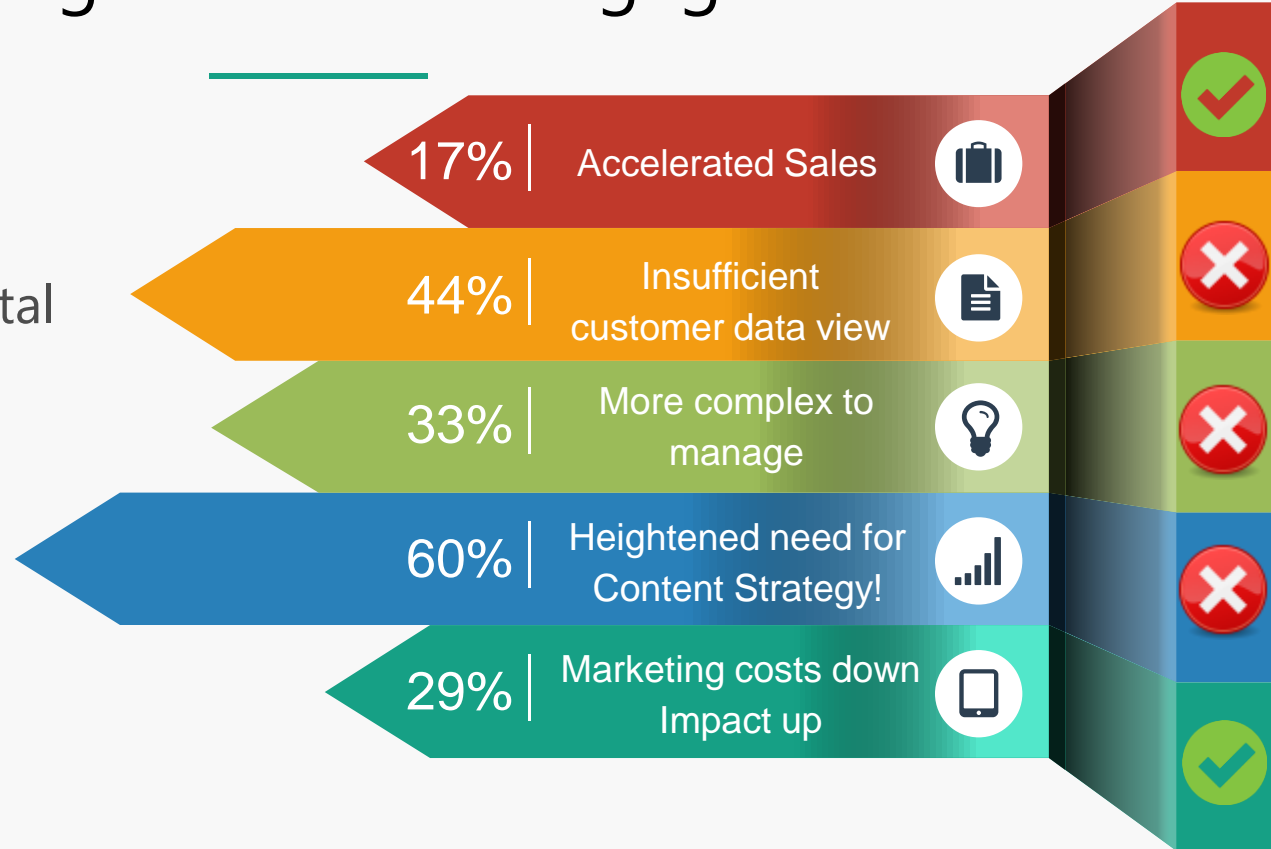


**more**  
**less**

Your channel Strategy shouldn't focus on channels  
It should focus on the bridges

# How Has Digital Affected Engagement?

How has the shift to digital experiences impacted engagement?



Source: CMO Council



# Marketing Automation Platforms are Great Pipes

**Content** is what flows through them



It's all about

Content  
Marketing



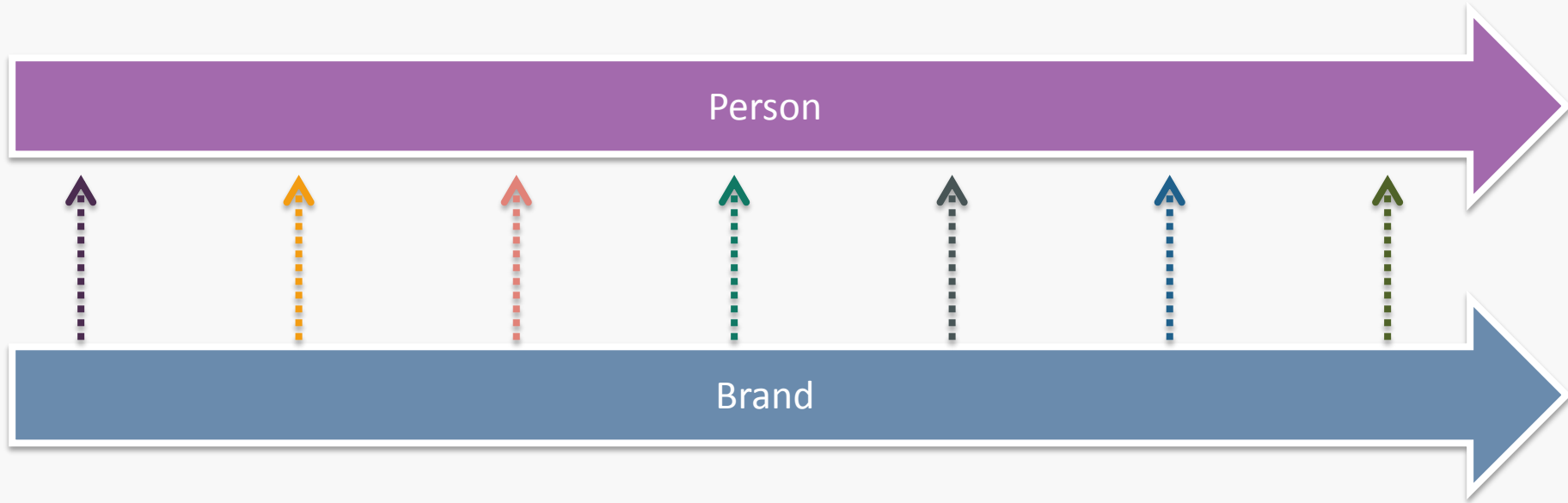
# The Parallel Path

A person's life



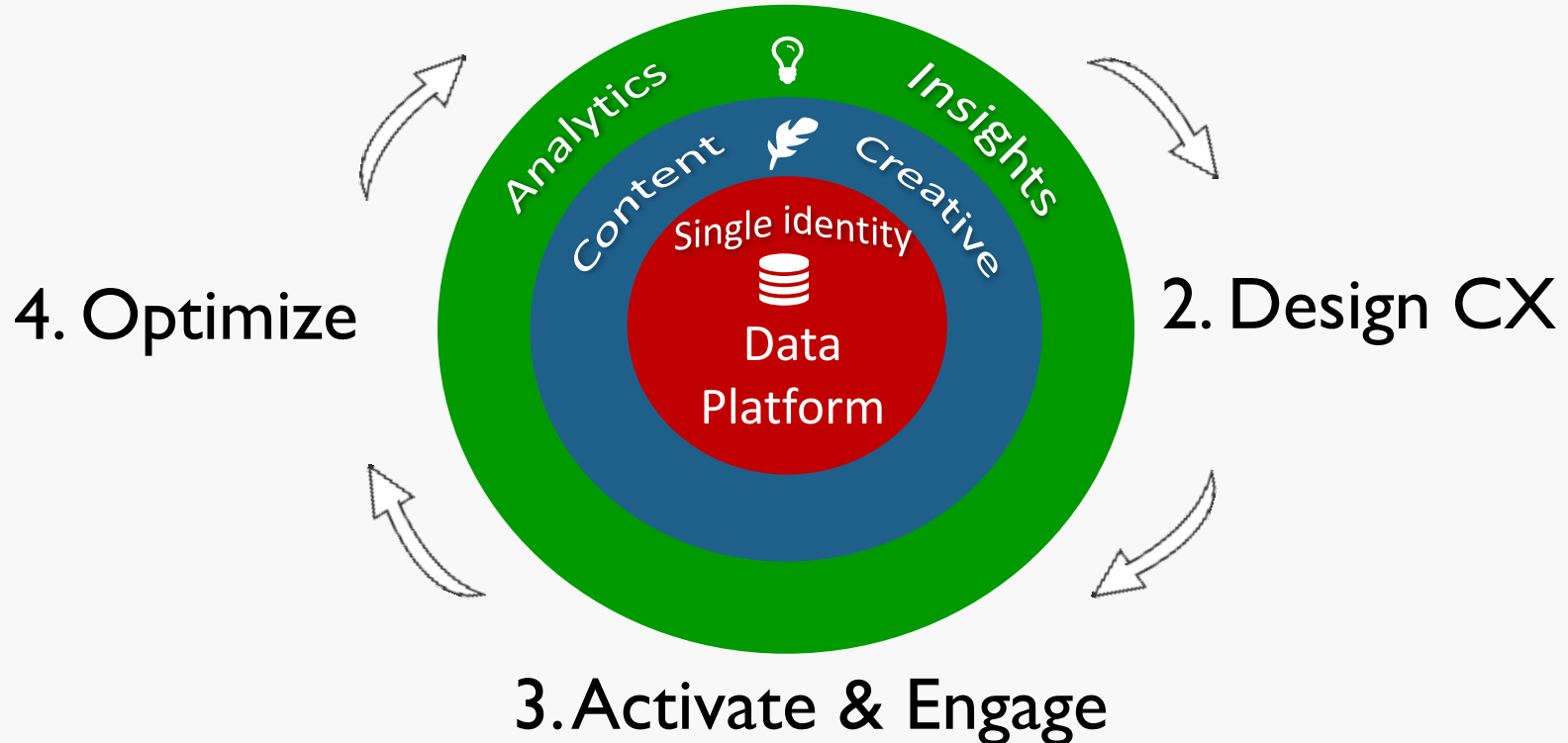
Brand relevant  
part

# The Parallel Path



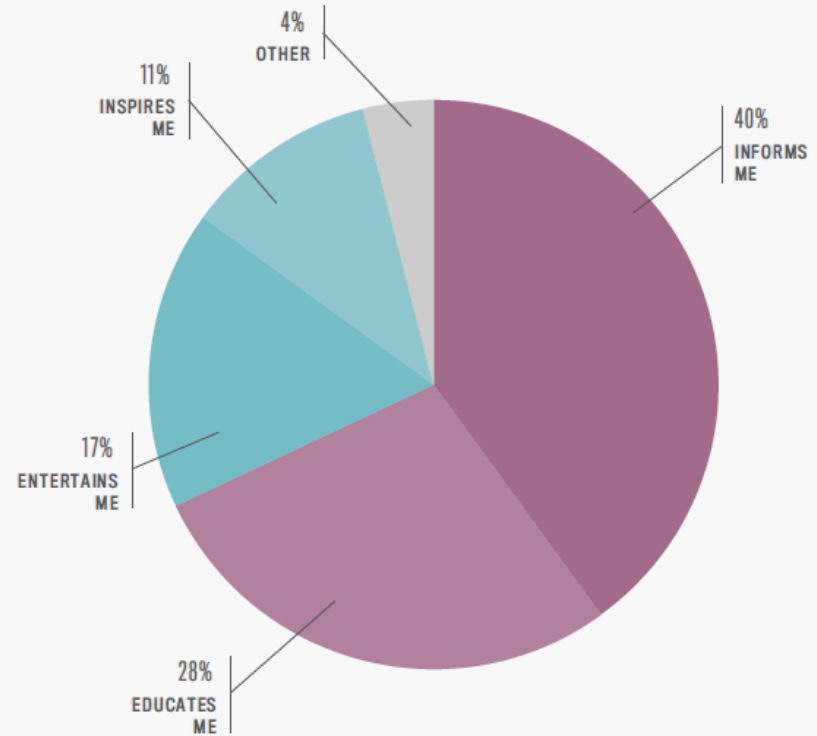
# Customer Experience Process Architecture

## I. Discover



## TOP CONSUMER USE CASES FOR BRANDED CONTENT

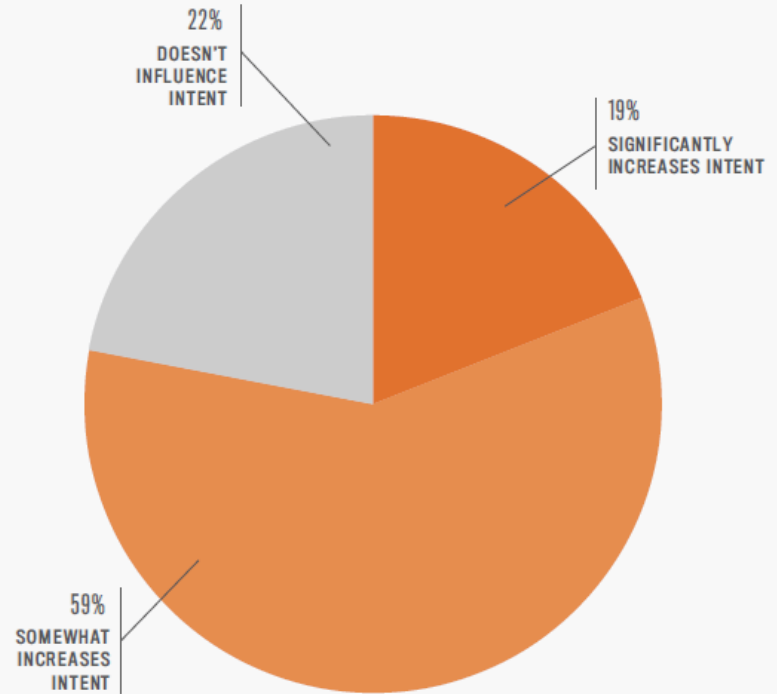
Content is a vehicle  
for value



Marketing Insider Group and One-Spot, Consumer research, December 2016

# Personally relevant content increases intent to purchase

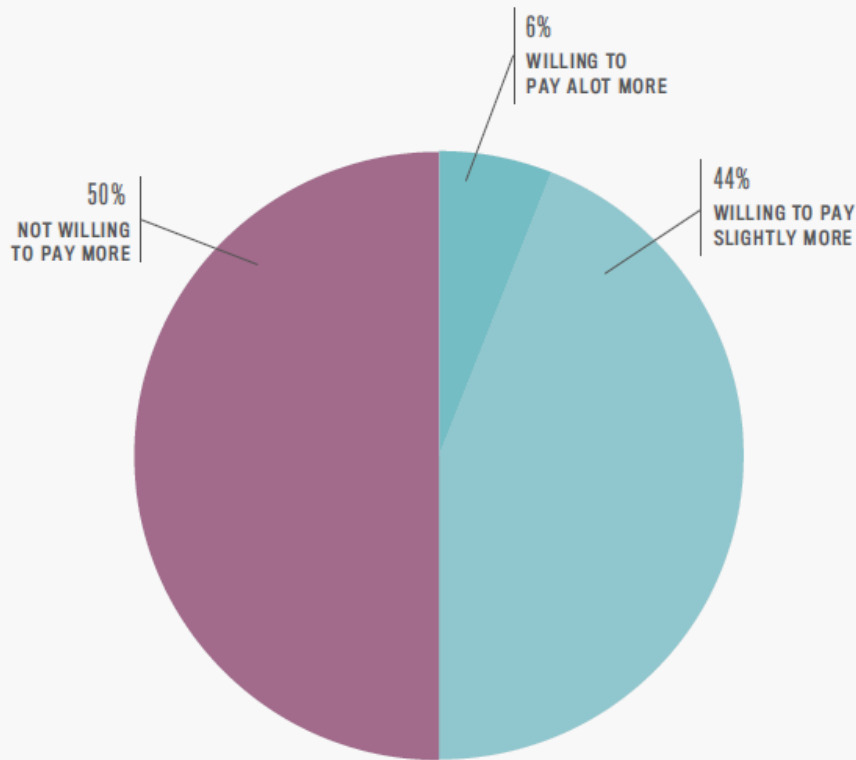
## IMPACT OF PERSONALLY RELEVANT CONTENT ON PURCHASE INTENT



Marketing Insider Group and One-Spot, Consumer research, December 2016

## PERSONALLY RELEVANT CONTENT'S PRICE INFLUENCE

Half of consumers would be willing to pay more for a brand's products or services, if the brand does a great job of delivering personally relevant content.

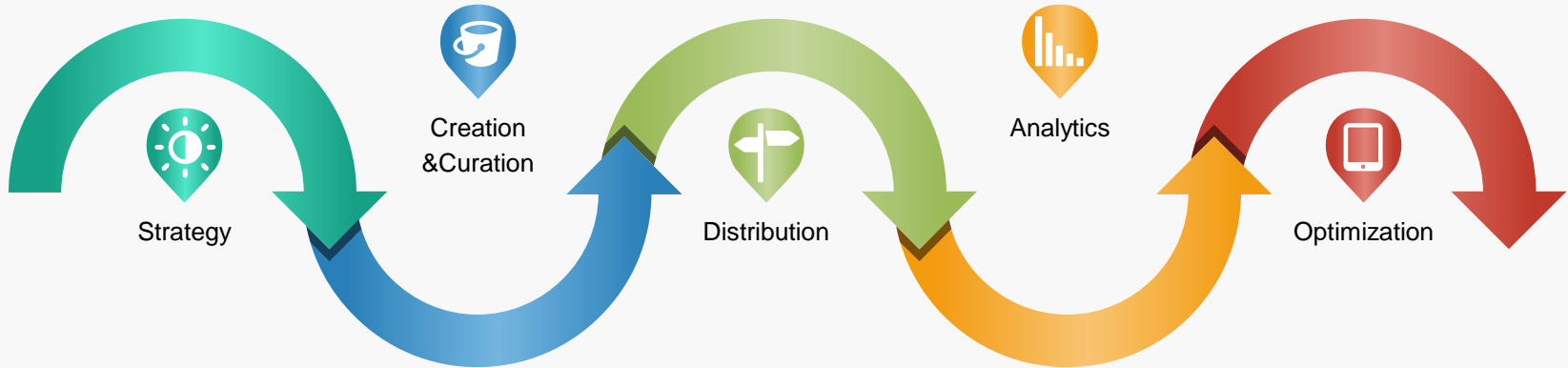


Marketing Insider Group and One-Spot, Consumer research, December 2016





# The Content Marketing process



- **Why** you are creating content
- **Who** you are helping
- **How** you will help them in a way no one else can

# Strategy Content and the relationship cycle



# Strategy Creating Personas

**Name**  
Job Title

- Where she works
- Details about her role

Demographics

- Age
- Gender
- Salary
- Location
- Education
- Family

Goals and Challenges

Marketing Message

Values and Fears

Elevator Pitch

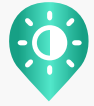


- Hobbies
- Real quotes from interviews with customers
- Computer literacy
- Where they get their news
- Blogs they read

MakeMyPersona by HubSpot



The Awesome Buyer Persona Word Doc Generator.



Strategy

Content Strategy

Creation, publication and governance  
of useful, usable content

# Creation & Curation **Content variations**

In real time, According to personal data

- For channel
- For Persona
- According to stage in Journey



# Creation & Curation **Diversify by Persona**

The image displays three mobile phone screens, each representing a different audience segment for the brand 'Attic & Button'. Each screen features a white overlay with text and a call-to-action button.

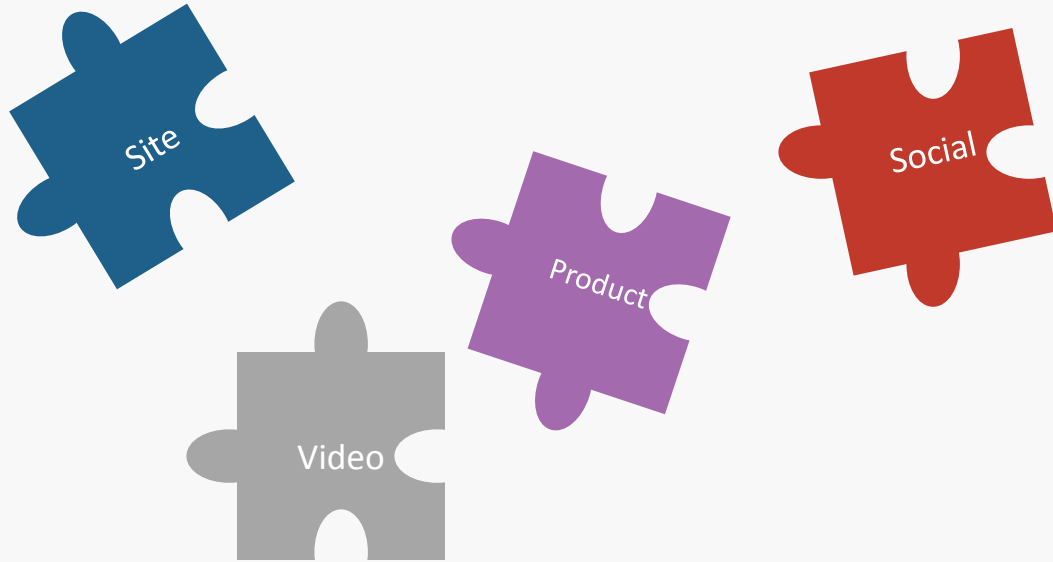
- Screen 1:** Displays the text 'Stay dry in style' and a 'SHOP RAINGEAR' button. Below the screen are two circular icons: a smartphone and a cloud with rain.
- Screen 2:** Displays the text 'Updates on the go' and a 'SIGN UP' button. Below the screen are two circular icons: a smartphone and a thumbs-up icon.
- Screen 3:** Displays the text 'Your cart is waiting' and a 'COMPLETE ORDER' button. Below the screen are two circular icons: a smartphone and a shopping cart.

Below each screen, the audience segment is labeled:

- Mobile + Rain Audience
- Mobile + Social Share Audience
- Mobile + Abandoned Cart Audience

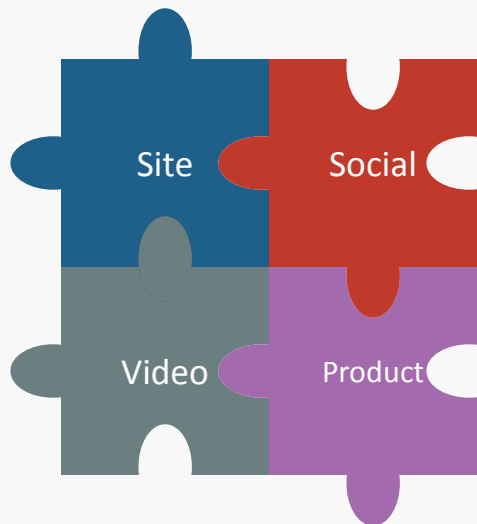
**Optimizely**

# Creation & Curation **Diversify by Channel**



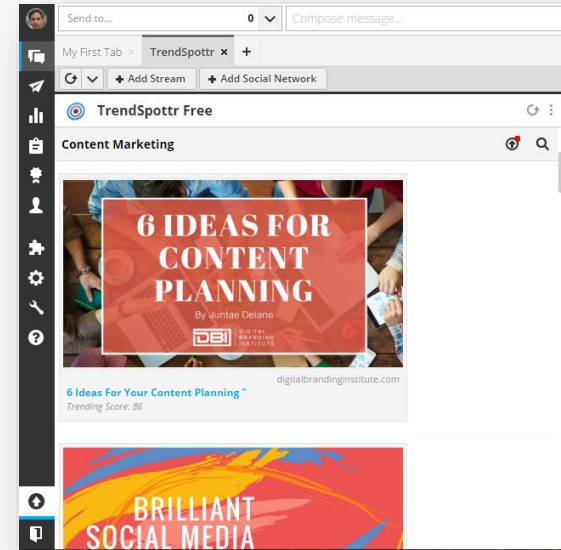
# Creation & Curation

## One Clear Picture



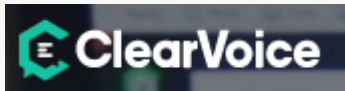
# Creation & Curation Ideation – Social Listening

- Find relevant enticing content
- Share
- Create better content



# Creation & Curation Collaboration

- The experts are on your team
- Harness outside talent
- Collaborate on creation and on QA
- Tools make it easy and fun





# Creation & Curation Promote UGC

## Reviews

### SHOPPABLE INSTAGRAM

Turn Instagram fans  
into buyers, fast

### CURATION

Collect and display  
authentic Instagram  
photos

### ADS FOR INSTAGRAM

Turn real user photos &  
reviews into ads

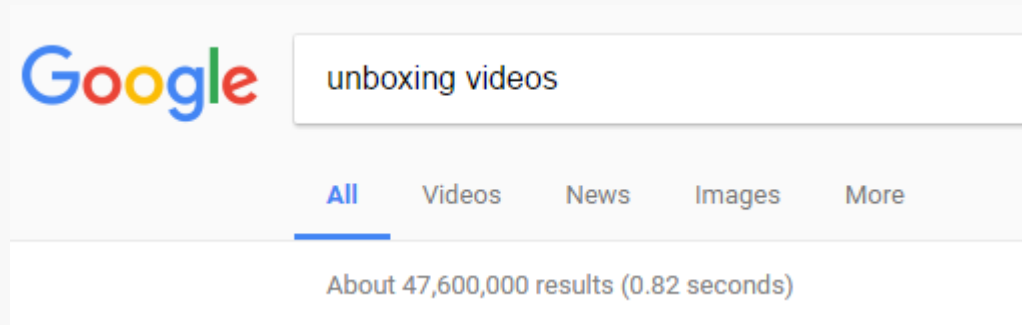
### PUSH TO PINTEREST

Turn real customer  
photos into high-  
converting Pins

YOT  
PO.



## Unboxing videos







# Testing & Optimization **Test everything**

- Ads
- e-mail
- Articles and posts
- Pricing
- Journeys

# Extend your creativity



CUSTOMER SATISFACTION

85

80

75

70

20

40

60

80

100

EMPLOYEE ENGAGEMENT

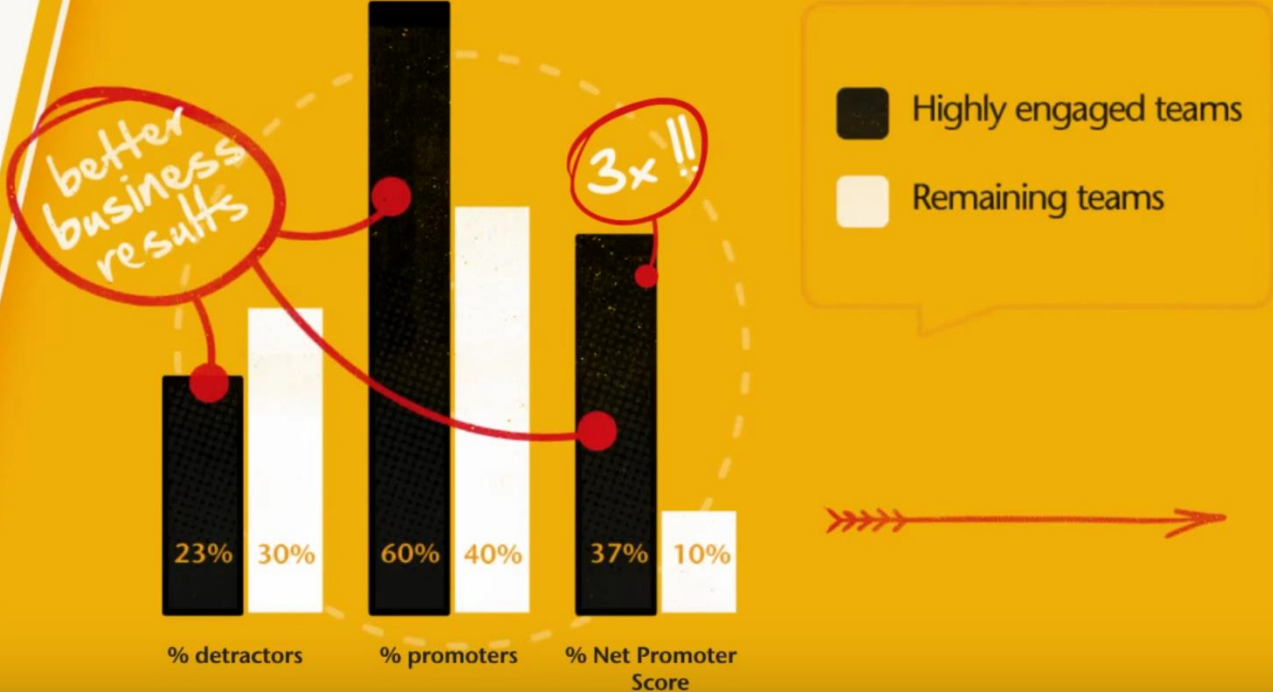


Source: Foresee

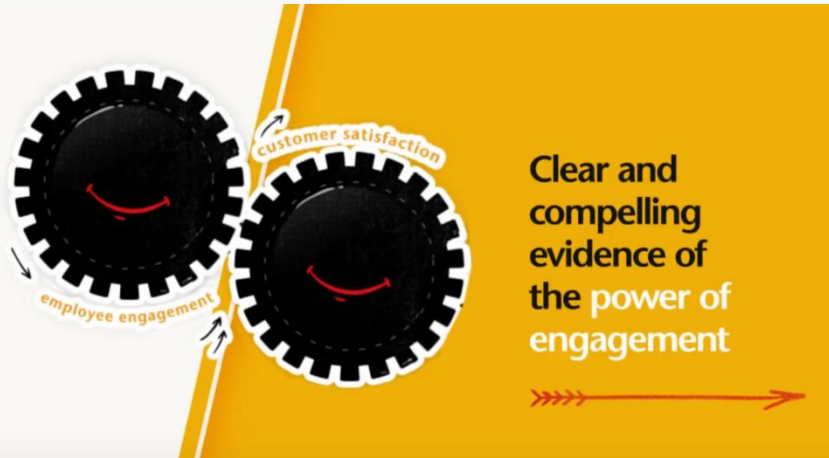
# Global Energy Organization - Case Study

Customers of highly engaged teams are **3x** more likely to recommend the company

## BUSINESS RESULTS



# Global Energy Organization – Business Results



***“5% increase in employee engagement is linked to a 3% increase in revenue growth in the subsequent year”***

**Stronger employee engagement**

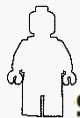


**Happy customers**

**Positive word of mouth**

**Increased loyalty**

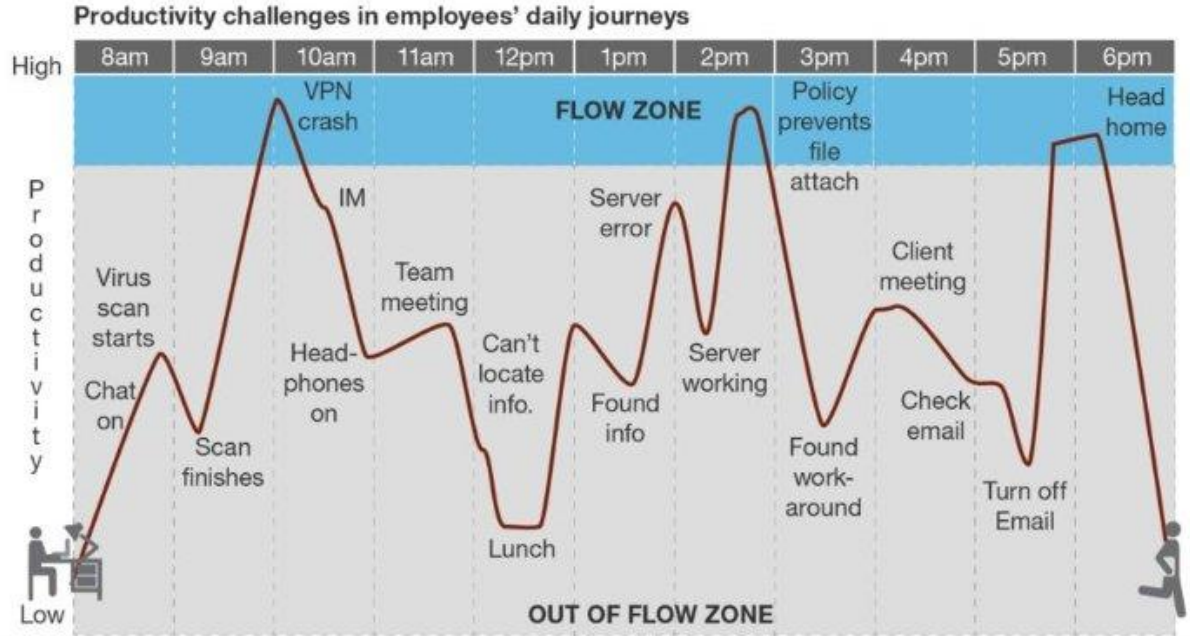
**Improved brand reputation**



Source: Aon Hewitt

**stki.info**

# Employee Journey Map



***IDC: 81% of companies measure customers experiences, but only 30.6% of companies measure the employee experience.***

119992

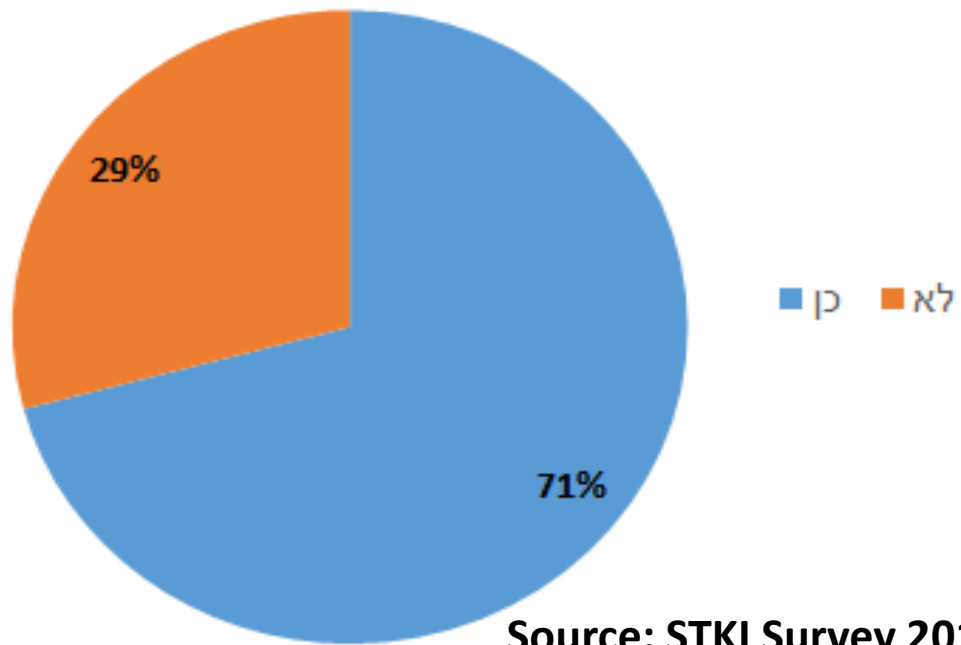
Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Graphic: Deloitte University Press | DUPress.com

# Employee Experience Design



האם החלו ב-2016 או מתוכננים ל-2017 פרויקטי  
? Collaboration tools



Source: STKI Survey 2017



# Employee Expectations



# The Millennials



A photograph of a winding asphalt road through a dense forest of evergreen trees. The road curves to the right. A white rectangular text box is overlaid on the upper half of the image, containing the text 'ONE LITTLE CHANGE CAN'.

**ONE LITTLE CHANGE CAN**

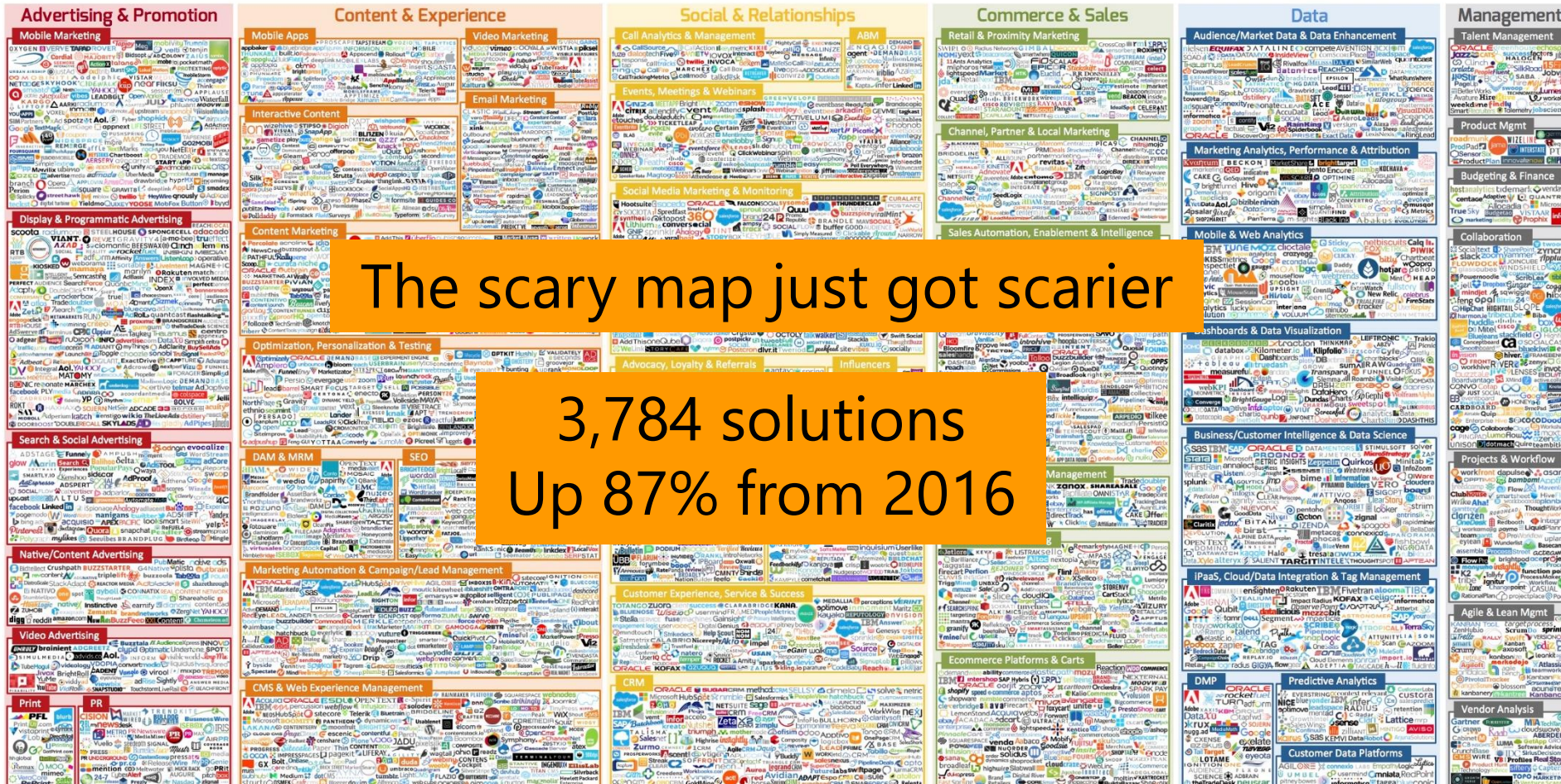
**MAKE ALL THE DIFFERENCE**

1. Listen to your employees
2. Choose 2-3 journey sections
3. Use EX design
4. Measure impact



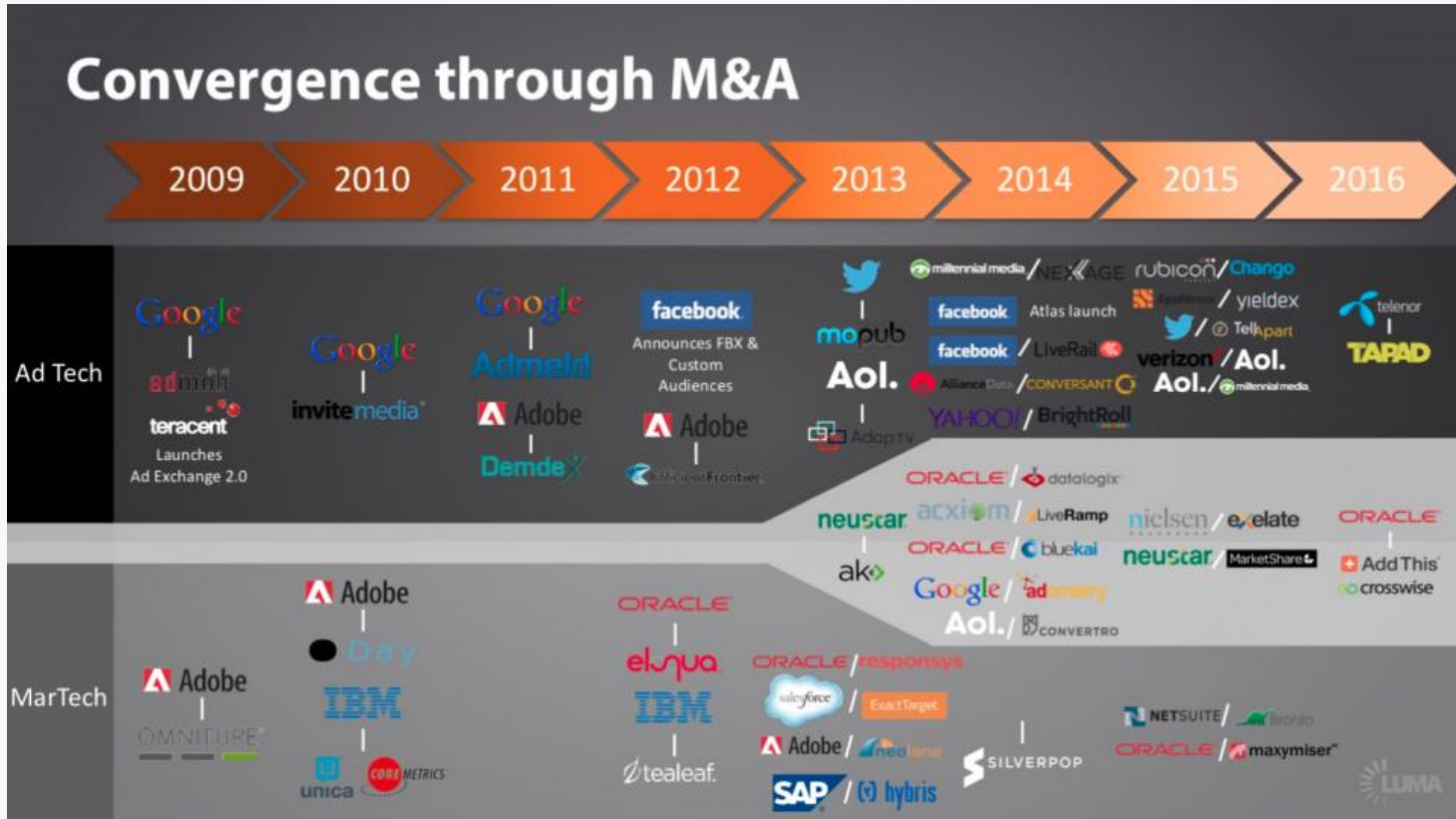
# The Technology Landscape





The scary map just got scarier  
 3,784 solutions  
 up 87% from 2016

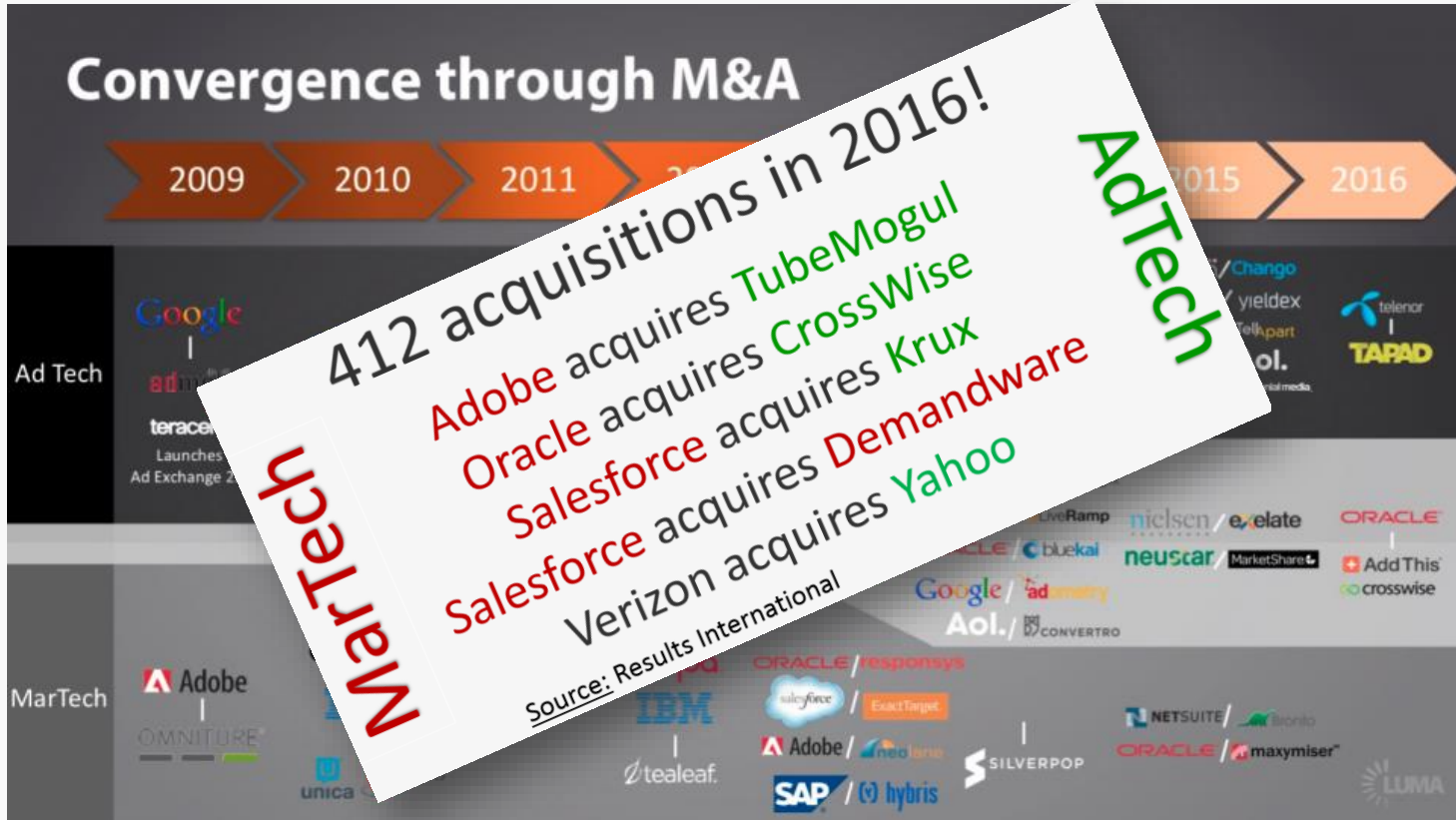
# What Do Recent M&As Tell Us?



Source: Luma

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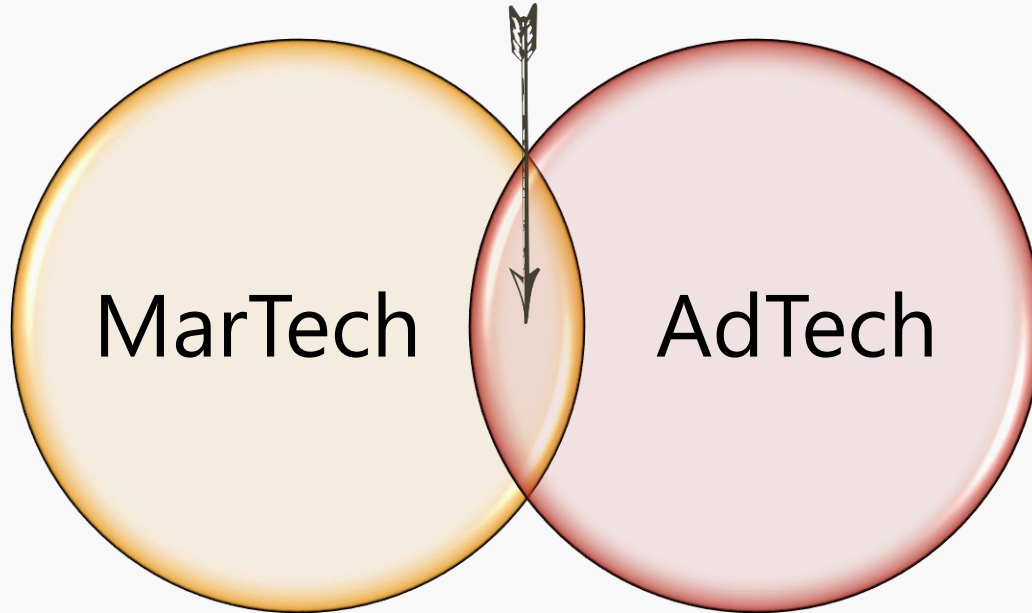
# What Do Recent M&As Tell Us?



Source: Luma

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# MadTech



But do MarTech and AdTech really connect?



# The Marriage Is Off Between Ad Tech And Mar Tech

by [Sarah Sluis](#) // Monday, February 13th, 2017 - 6:00 am

Share:    

Martin Kihn, Research VP at Gartner, will speak about the state of mar tech and ad tech at [Programmatic IQ](#) on April 5 in San Francisco.

mar tech may not converge after all.

Gartner analyst Marty Kihn predicted that owned (h) and paid media (ad tech) technologies would (mad tech). But now he's having doubts.

But I changed my mind," Kihn said.



Martin Kihn,  
Research VP



**MADTECH IS NOT DEAD.**  
It just hasn't reached puberty

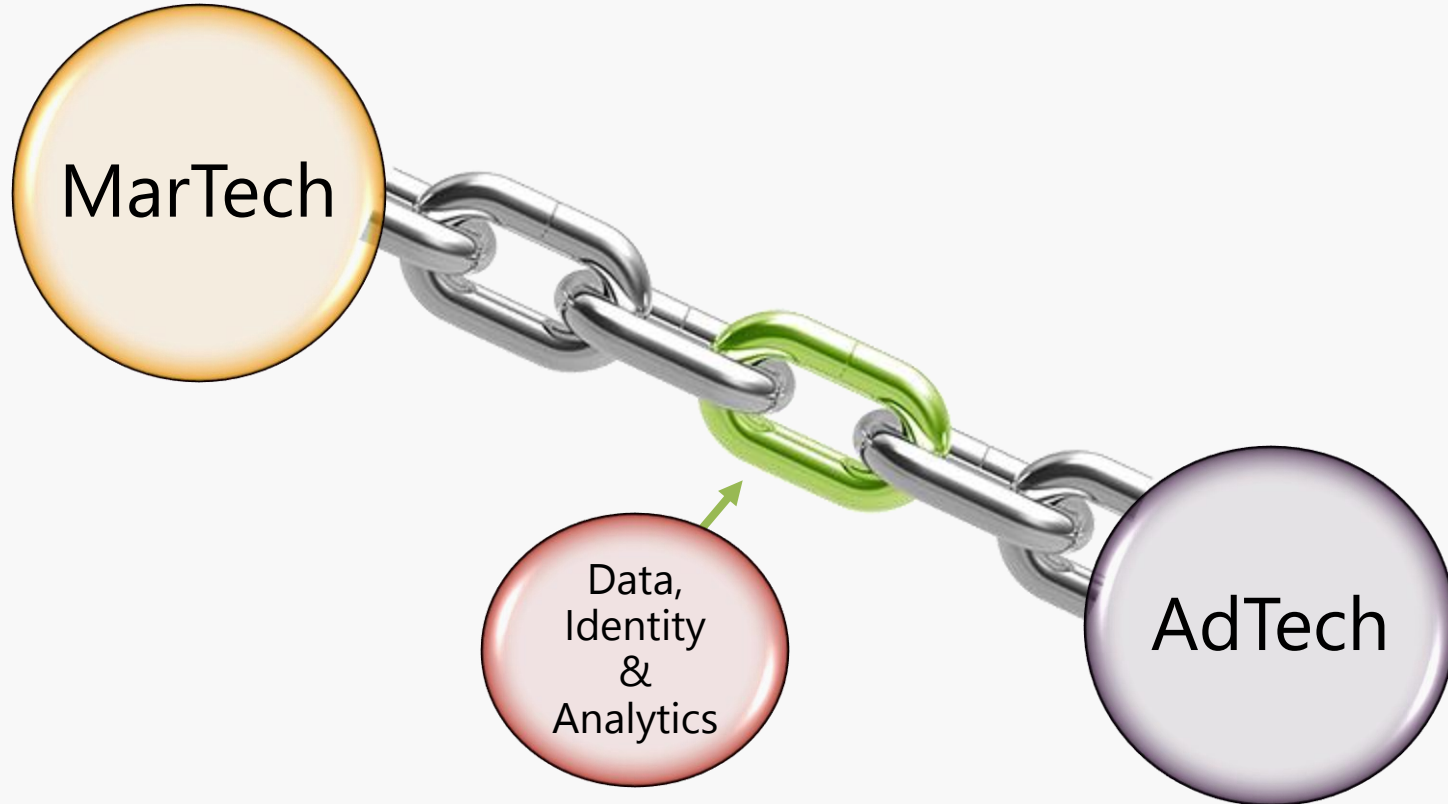
A black and white portrait of Mark Twain, showing his characteristic wild white hair and mustache. He is looking slightly to the left of the camera with a serious expression.

**“THE REPORTS OF MY DEATH HAVE BEEN  
GREATLY EXAGGERATED.”**

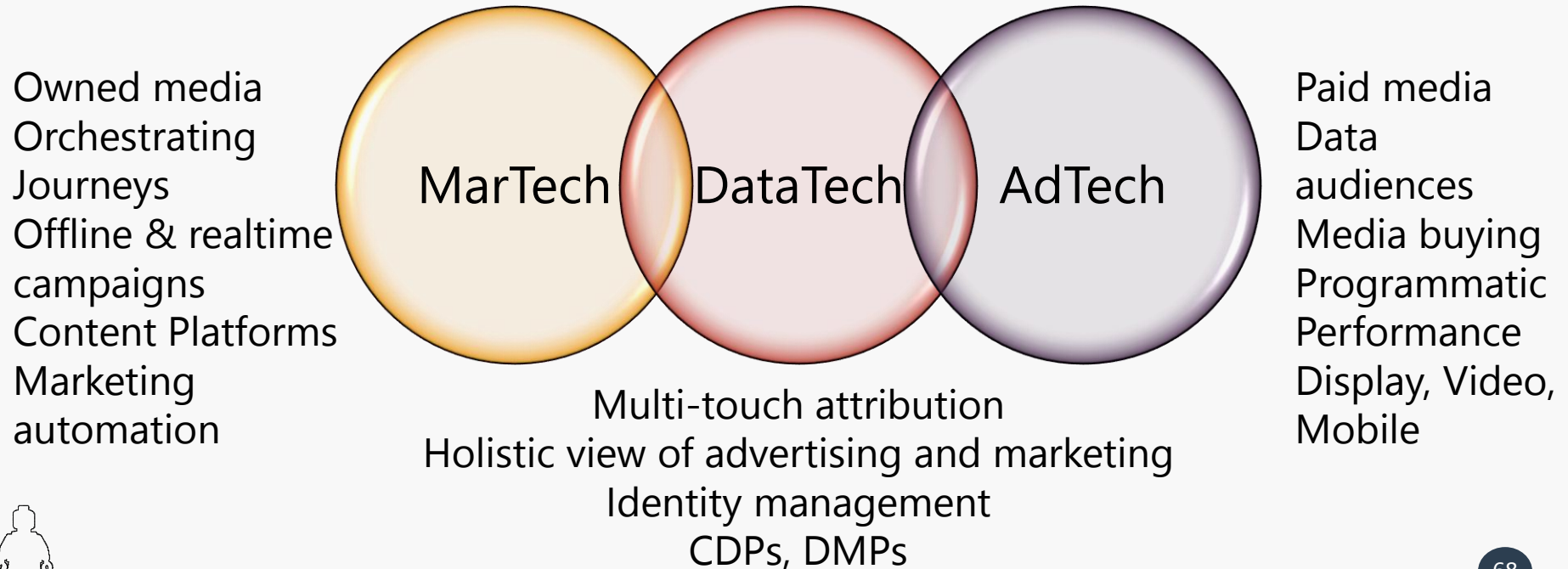
**MARK TWAIN**

© Lifehack Quotes

# The Missing Link: DataTech



# Digital Marketing Hubs Combine All Three



# DMP Adoption (Worldwide) is High

**Current vs. Planned Implementation of a Data Management Platform (DMP) Among US Agency and Marketing Professionals, Aug 2015**

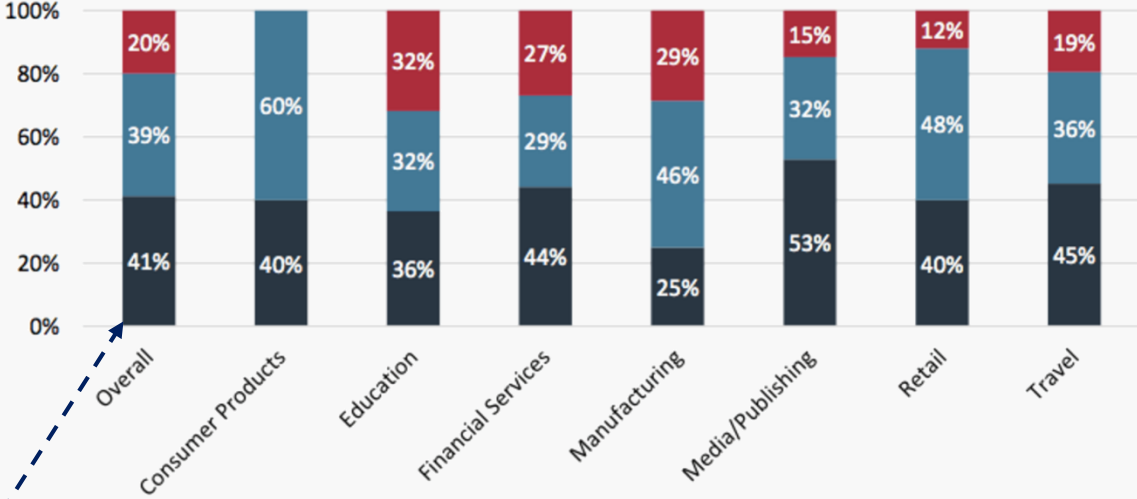
% of respondents



Note: n=290  
 Source: Ad Age Content Strategy Studio, "Picking the Right DMP: What Marketers Want" sponsored by Neustar and conducted by Advantage Business Research, Feb 19, 2016

205667 [www.eMarketer.com](http://www.eMarketer.com)

Figure 6 – Adoption of DMPs by Industry



Currently use

- Do not use and no plans to implement within the next 12 months
- Plan to implement within the next 12 months
- Currently use

Source: AdExchanger



# But DMP Maturity...

There's work to be done before DMP can be a part of your stack:

1. Create an organizational commitment to data unification ("Internal data")
1. Realize that **you are the owner** of customer data
2. Establish guidelines with media agencies – ownership, governance, privacy
3. Third party partners are "activation" partners (programmatic media buying), gradually some of these capabilities will move in-house

Which Meteors Will Hit  
Marketing During 2017-2020?



# Predictive Analytics, NLP, AI & ML



AI: Artificial Intelligence; ML: Machine Learning; NLP: Natural Language Processing

Source: DemandBase

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# Predictive Analytics, NLP, AI & ML



80% of marketing executives believe AI will revolutionize marketing by 2020\*








Only 26% understand how AI is used in marketing.  
Only 10% of marketers currently using AI.

AI: Artificial Intelligence; ML: Machine Learning; NLP: Natural Language Processing

Source: DemandBase

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# How are AI/ML/NLP/NLG Impacting Marketing?

-  Personalization
-  Behavioral-based Segmentation
-  Figuring out Intent, sentiment and emotion
-  Face/Image recognition
-  Marketing-mix modeling
-  Recommendation engines (product/category/promotion...)
-  Calculating marketing effectiveness (Attribution)

# How are AI/ML/NLP/NLG Impacting Marketing?


- 🔥 Personalization
- 🔥 Behavioral-based
- 🔥 Figuring out
- 🔥 Face/Image
- 🔥 Marketing
- 🔥 Recomm
- 🔥 Calculating effectiveness (Attribution)

✓ **Reducing manual work**  
✓ **Greater scale**  
✓ **Faster**  
✓ **Smarter?**



# Cognitive-embedded Solutions Help to Close the **Insight- to-Action** Gap



## Salesforce Einstein



Salesforce Einstein applies natural language processing to analyze text from e-mails exchanged with customers to estimate the likelihood that a user will buy, detect deals a team is at risk of losing, and recommend actions to improve sales.

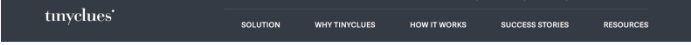
## IBM's Watson for Marketing

Hello, **Watson Marketing** here.




- Autonomous Targeting
- Autonomous Media Buying
- Cross-Channel Execution
- Testing & Optimization
- Analytics & Insights

## Tinyclues' AI Marketing



LET AI **ACTIVATE** YOUR CUSTOMERS



[GET STARTED](#) →

## Adgorithm's Albert

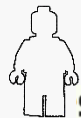
Albert™

Meet Albert™ the First Artificial Intelligence Marketing Platform

Simplifying Modern Marketing. Delivering Exponential Results.



[LEARN MORE](#) [WATCH VIDEO](#)



# It's Raining New Immersive Digital Channels



Chatbots



Voice Assistants



Conversational



Wearables



IoT



Augmented & Virtual Reality

# Bots Hype

*We are here?*



Google

chat bots are

chat bots are **stupid**

chat bots are **the future**

**The hype cycle**

problems  
customers  
have

problems  
your bots  
solve



# Characteristics of Good Bots



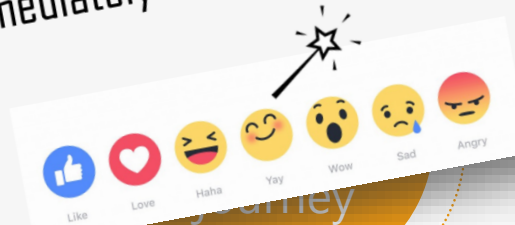


# Characteristics of Good Bots

Creating magic moments

"zero friction for the consumer to get what he or she wants immediately in context" - Forrester

Simple to use

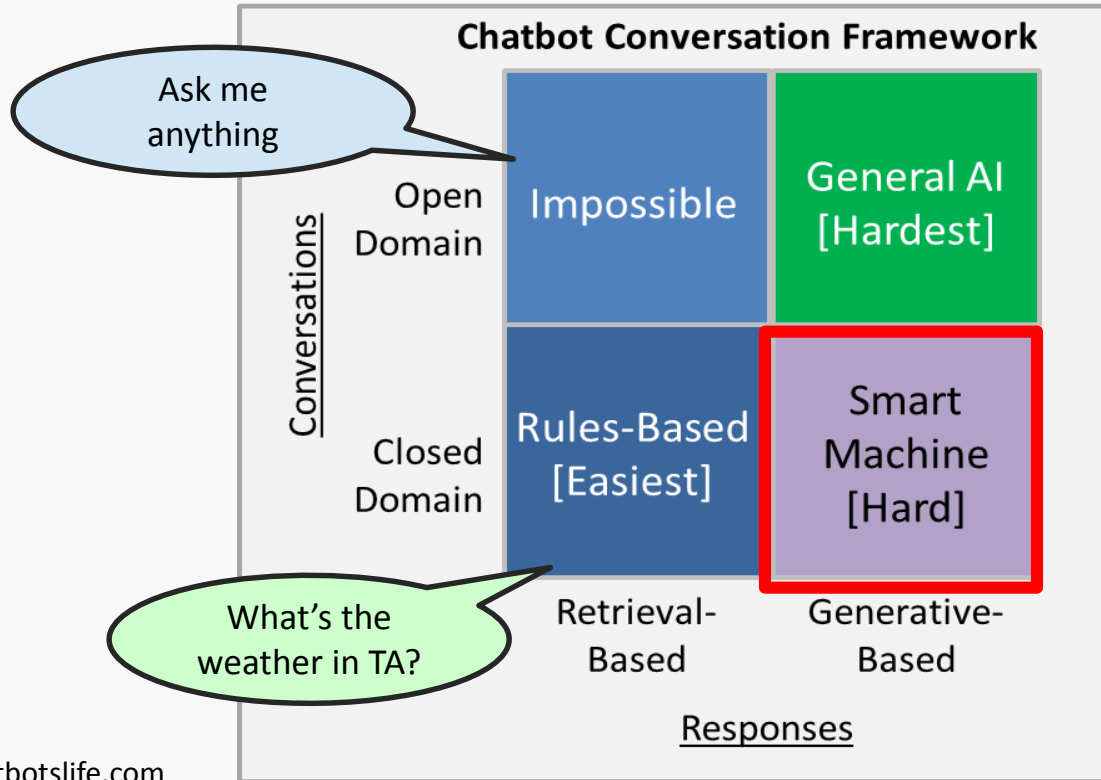


Context





# But What is Possible Today?

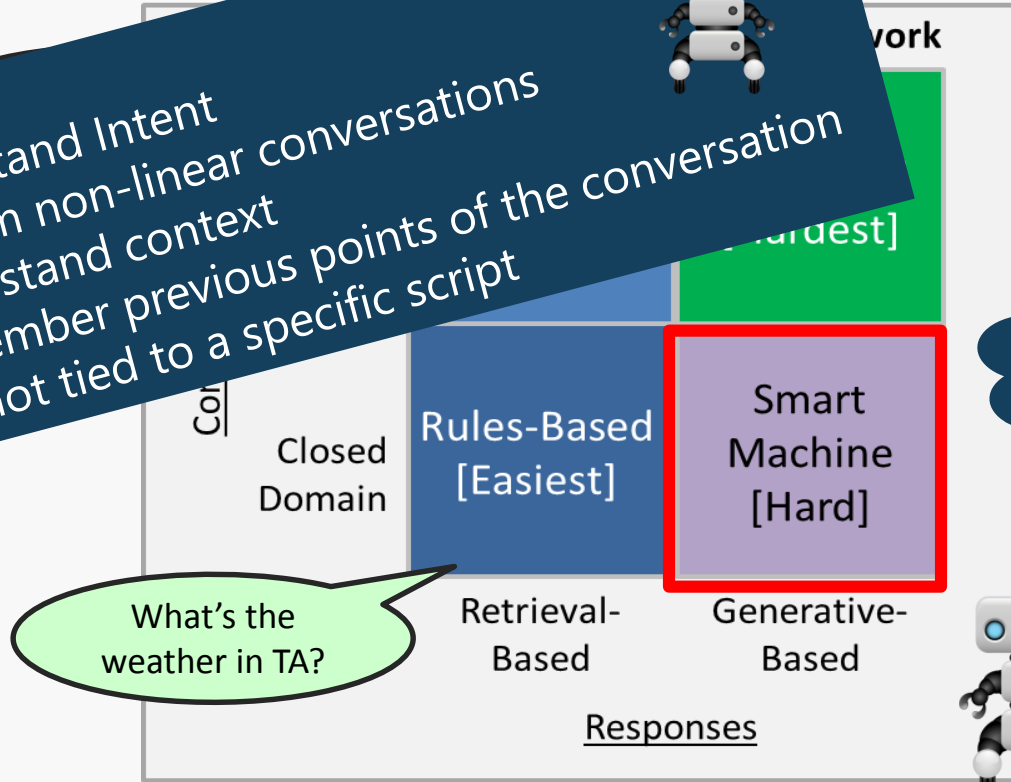


Source: Chatbotslife.com

<https://chatbotslife.com/ultimate-guide-to-leveraging-nlp-machine-learning-for-you-chatbot-531ff2dd870c#.y0uv7gq9I>

# But What is D... Today?

- I can...
- Understand Intent
- Perform non-linear conversations
- Understand context
- Remember previous points of the conversation
- I'm not tied to a specific script



What's the weather in TA?

I was meant to be more than an IVR





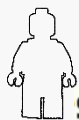
# What's Holding Bots Back in Israel?



They live in the cloud

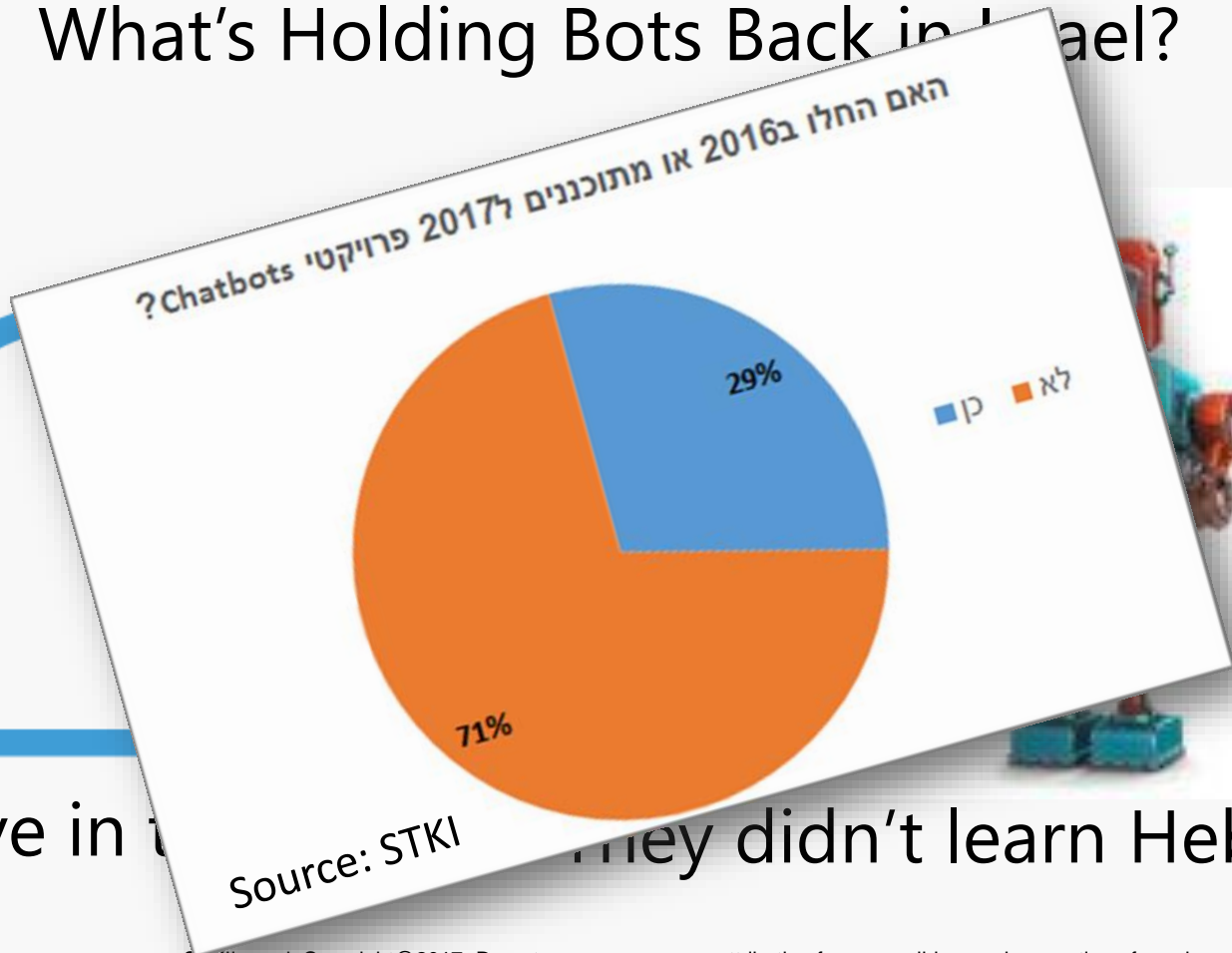


They didn't learn Hebrew yet



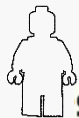


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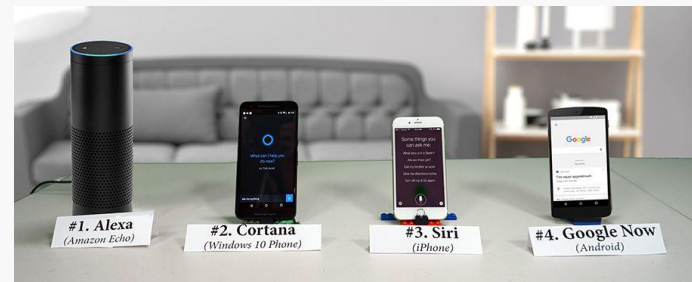




# Forget Bots. **Conversational** is the New Media

Voice commands are the next interface. Why?

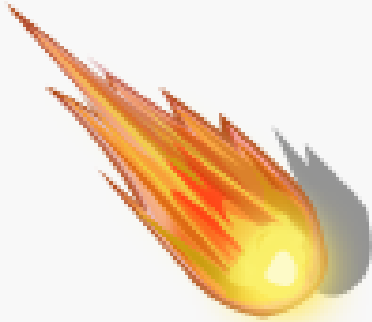
- Voice recognition (x3) faster (20%) more accurate than typing
- Context & Intent has evolved (AI)
- Home assistants are teaching us and our kids how to fulfill tasks



Talking --→ Typing --→ Commanding

Mobile search queries via **virtual assistants** will grow from 20% to >50% by YE2017 (Gartner)

# The Real Meteor: **Real Time Interactions**



Ongoing Dialogues  
Between **Smart Agents** and **Customers**

# So What is Your Algorithm for CX?



# So What is Your Algorithm for CX?

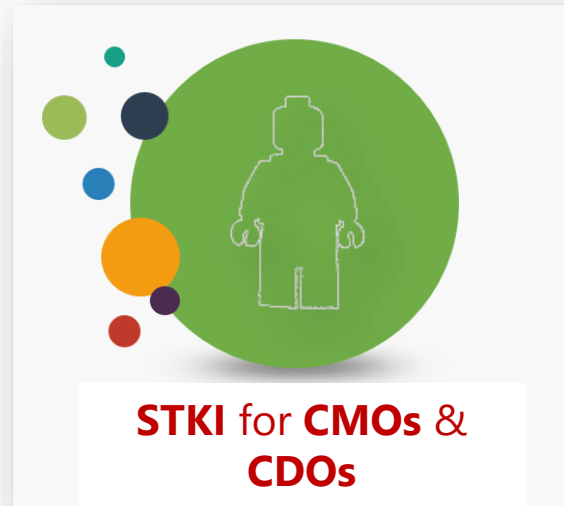




Q: Who's the owner of customer experience?

Everyone.

# Thank you.



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