New Approaches to Cross-Channel Interactions

Rob Brosnan, Principal Analyst
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July 11, 2013
Source: NBC News and The Associated Press (http://photoblog.nbcnews.com/)
The Myth Of Marketing

IS MARKETING EQUAL TO DELIVERING THE RIGHT MESSAGE AT THE RIGHT TIME
The Myth Of Marketing

IS MARKETING EQUAL TO DELIVERING THE RIGHT MESSAGE AT THE RIGHT TIME

Source: Textually.org
Mobility transforms the customer experience

Square Wallet. Now accepted at Starbucks.
Now you can use Square Wallet at participating Starbucks and discover more neighborhood businesses.
Mobility transforms the customer experience
Mobility transforms the customer experience
Agenda

- Consumer transformation
- Building the post-campaign future
- How to get started with decision management
Consumer transformation
Meet the evolving consumer

“It keeps me from looking at my phone every two seconds.”

Image source: The New Yorker (cartoonbank.com)
How the consumer is transforming

1. Mobile mind shift
2. Engagement across the life cycle
3. Data generation
Mobile penetration nears saturation

- Mobile subscribers as a % of total population
- Smartphone subscribers as a % of total population

Note: ForecastView data reflects entire regional population (including under age 18).
EU7 includes United Kingdom, France, Germany, Spain, Italy, Netherlands and Sweden; Asia Pacific includes: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam; Latin America includes: Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela
Sources: Forrester Research World Mobile Adoption Forecast, 2011 To 2016 (Global); Forrester Research World Smartphone Adoption Forecast, 2012 To 2017 (Global)
Mobile Internet usage is growing rapidly

Source: Forrester Research World Mobile Adoption Forecast, 2011 To 2016 (Global)
Product research is the new norm
EMPOWER CONSUMERS TO EXPLORE BEFORE THE POINT OF PURCHASE

82% researched a product before buying in 2012

66% research even low-consideration products

54% primarily use digital channels

Source: August 27, 2012, “The Role Of Digital In The Path To Purchase” Forrester report
Customers want a relationship

BRANDS MUST BUILD RELATIONSHIPS ON NEEDS AND ACTIONS

- 54% want deals, discounts, or promotions
- 41% want free samples
- 33% want to learn about new products

Source: September 18, 2012 “Brand Engagement The Consumer Way” Forrester report
Customers want a relationship

BRANDS MUST BUILD RELATIONSHIPS ON NEEDS AND ACTIONS

Of those who engage,

54% want deals, discounts, or promotions
41% want free samples
33% want to learn about new products

Source: September 18, 2012 “Brand Engagement The Consumer Way” Forrester report
As Much Information Every 2 Days As Prior To 2003

Eric Schmidt
Building the post-campaign future
A customer relationship strategy that aims to deliver and guide individuals through all relevant interactions with a focus on lifecycle stages ignored by conventional CRM programs.
Customer lifecycle
Implement PCM with decision management

Tools that increase relevance in and guide customers through every interaction
What are the characteristics?

1. *Journeys, not just campaigns*
2. *Decisions, not just rules*
3. *Interactions, not just profiles*
Journeys

Guiding individuals
An event based interaction model

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NEXT BEST ACTION

RESTART

WAIT

REROUTE
Decisions

Implementing adaptivity
How to choose the best interaction?

Brand ———— Customer
How to choose the best interaction?
Learn

Observe

Present

Action
Interactions

Optimizing actions
Interaction Data Store

Customer Database

Interaction Data Store

- Interactions
- Identities
- Events

SQL

NoSQL
The IDS stores the customer state
THE CUSTOMER STATE IS IDENTITY, BEHAVIOR, AND CONTEXT
Post-campaign marketing

- Individual journeys
- Real-time decisions
- Interaction & event data
Putting the pieces together
The risk is further fragmentation
Start with a customer journey map

Source: July 2012 “How To Get Value From Customer Journey Maps” report.
Build a digitally savvy organization

**BALANCE DIVISIONAL AND FUNCTIONAL ORGANIZATION IN DIGITAL MARKETING**

Source: October 2012, “Building The Agile Organization” Forrester report
Develop & scale emerging capabilities

BUILD A MARKETING TECHNOLOGY OFFICE TO INCREASE YOUR TECH IQ

Source: March 2013, “Take A Startup Approach To Develop Customer Relationships” Forrester report

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## Build a marketing technology roadmap

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**Time**
Back at your desk

» Map technology to customer journeys

» Bring marketers, marketers, and technologists together

» Review or build your technology roadmap