The Right Customer Experience in Uncertain Times

Company Confidential – For Internal Use Only
Copyright © SAS Institute Inc. All rights reserved.

Business Climate - Anno 2022

Your customers all have been on the biggest digital training ever.

If you are not digital yet, you probably won’t exist much longer.

Business Climate - Anno 2022

Customer loyalty is redefined forever.

Cheap prices are losing their appeal.
Understanding customer context is key.

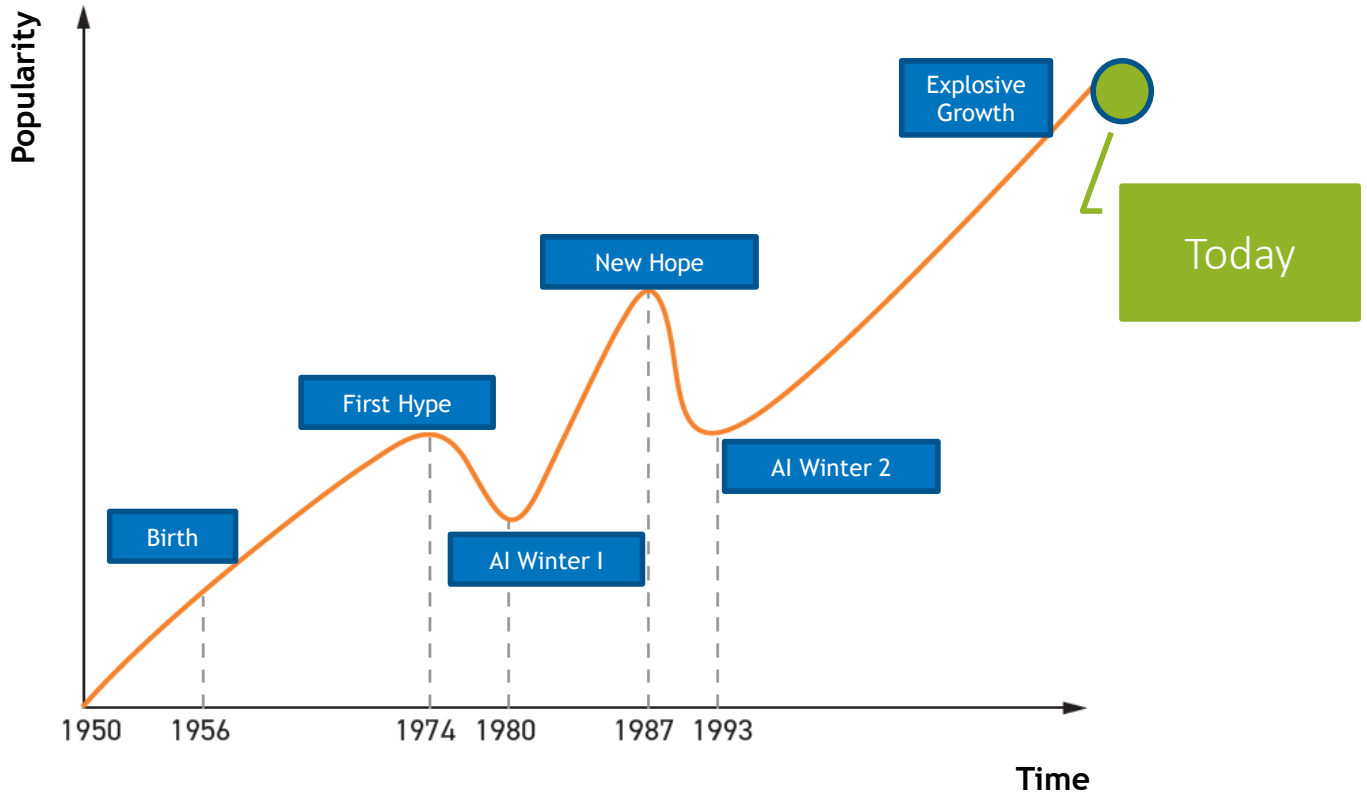
Business Climate - Anno 2022

Customer Centricity in the Digital Age:

It is not the biggest that will survive, but the most adaptable to change.

Redefine Customer Experience - Anno 2022

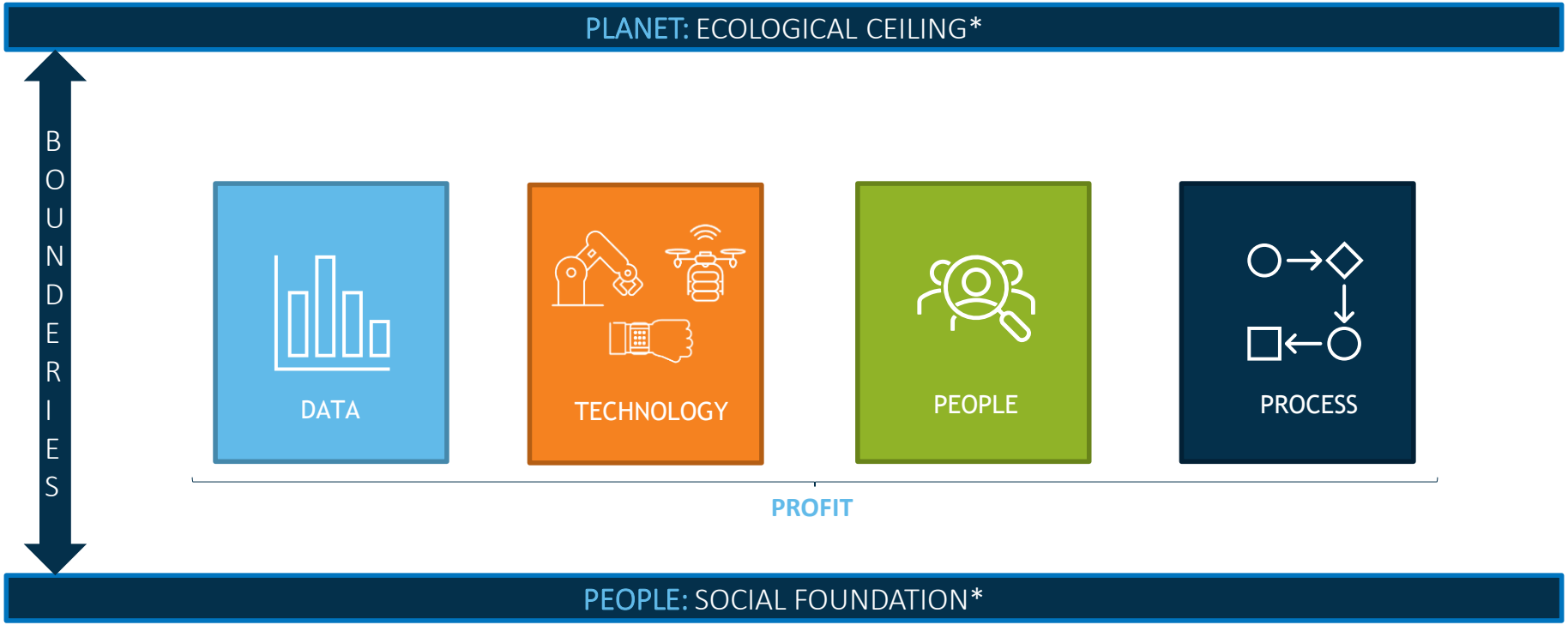
A little History



Digital Transformation: FOMO VS ROMO

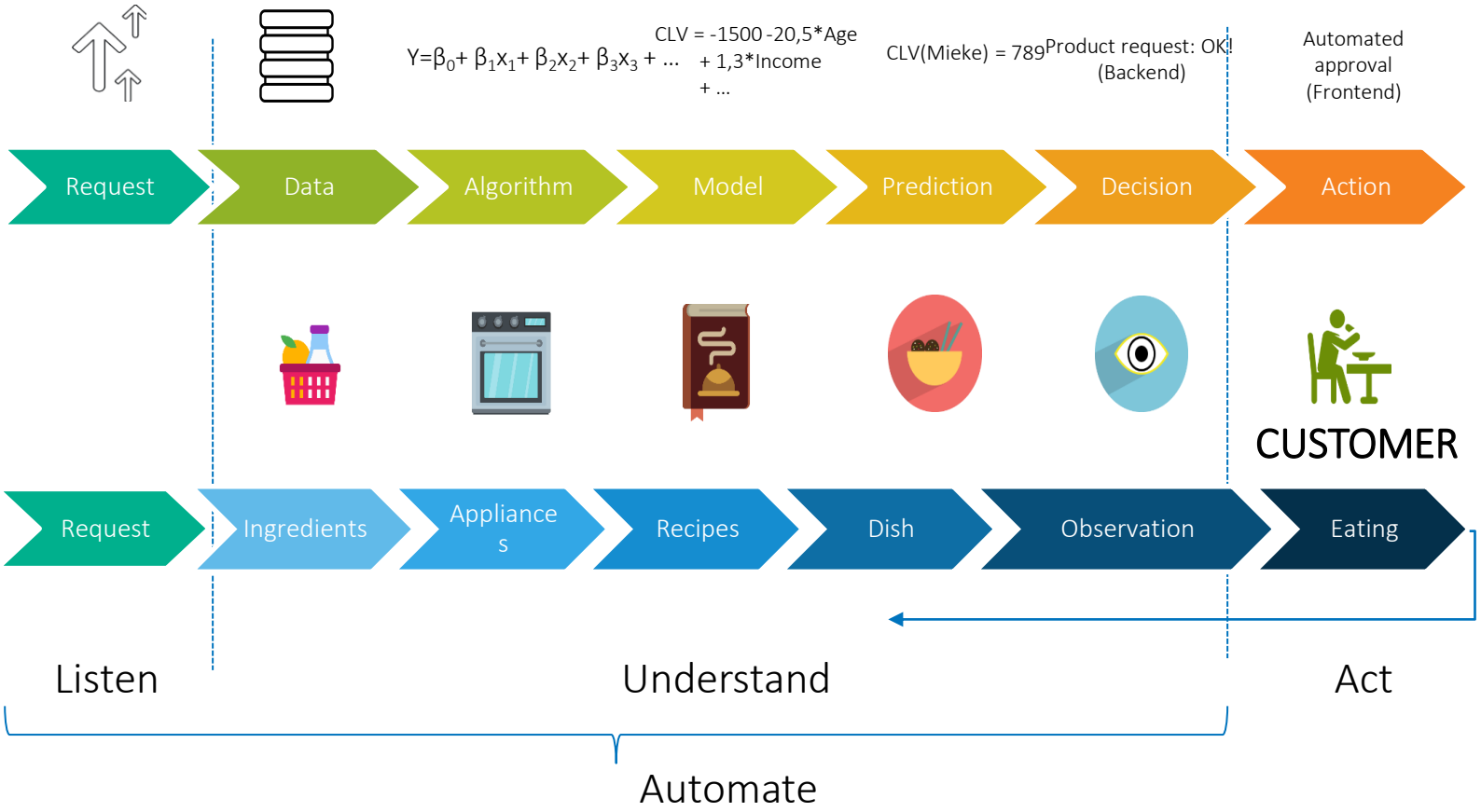
Simple Fact: A fool with a tool is still a fool

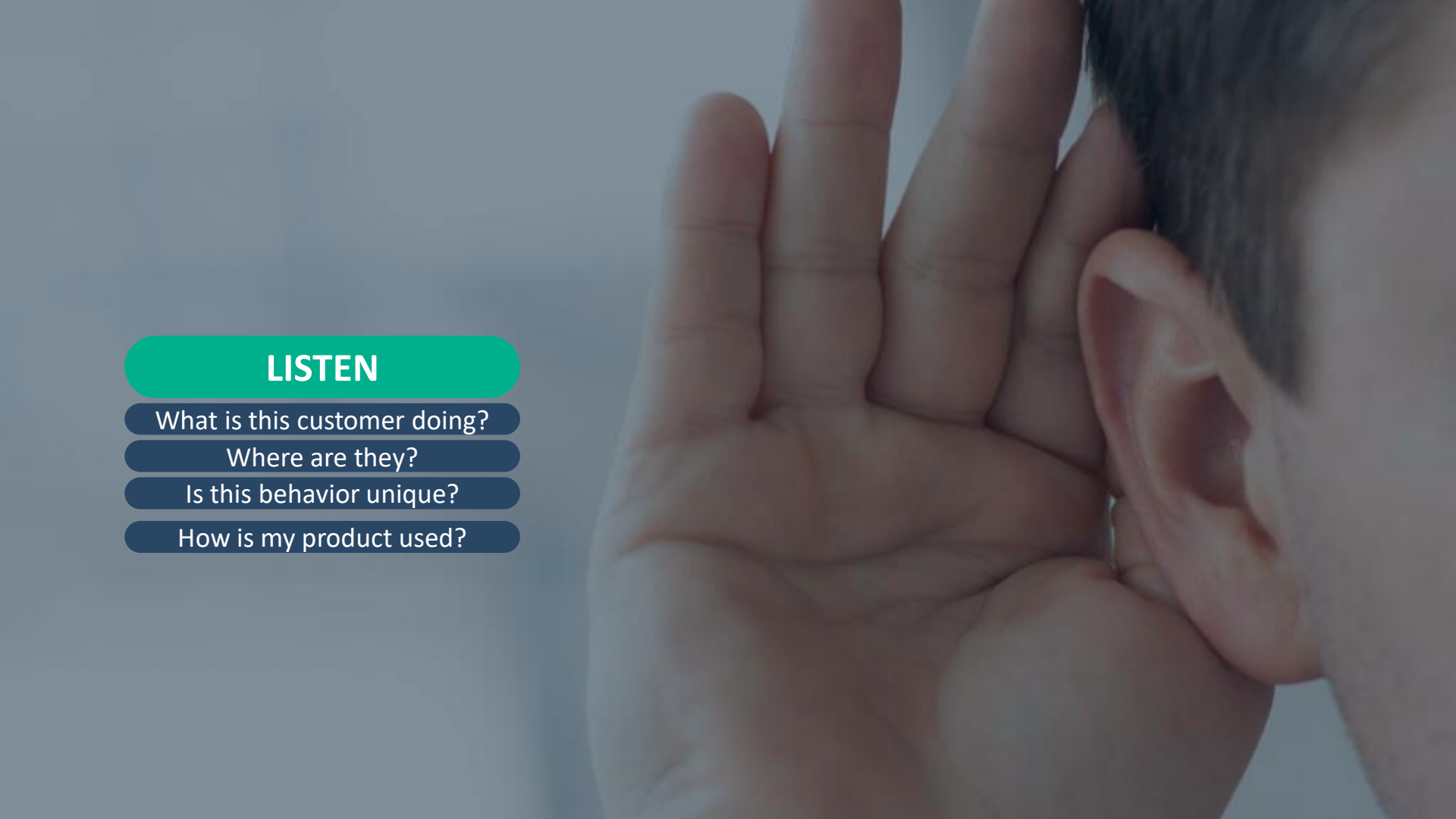
Refocus is needed



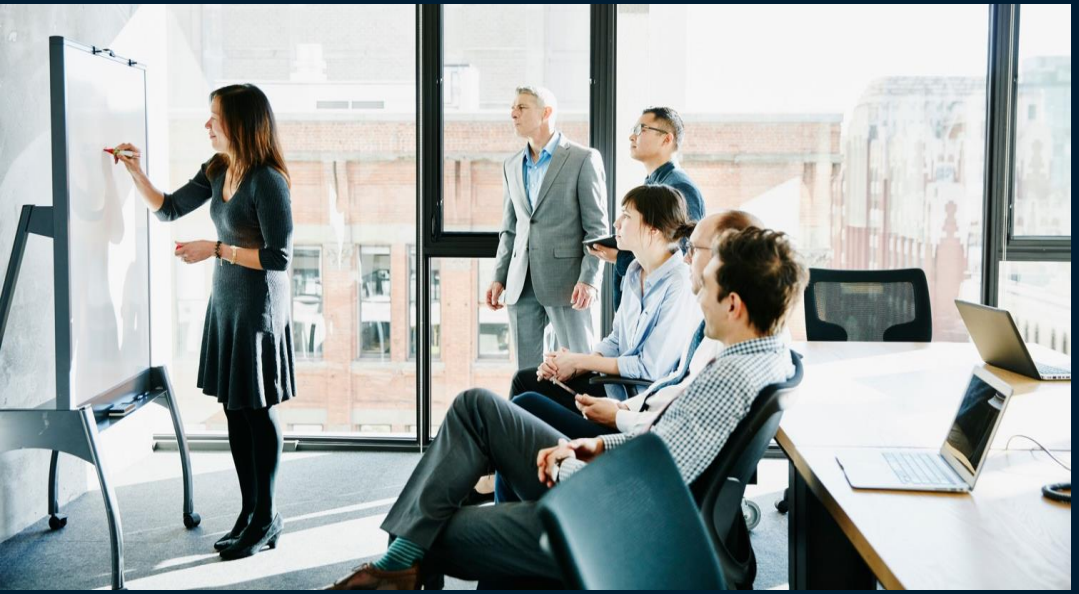
* Donut Economics, Kate Raworth

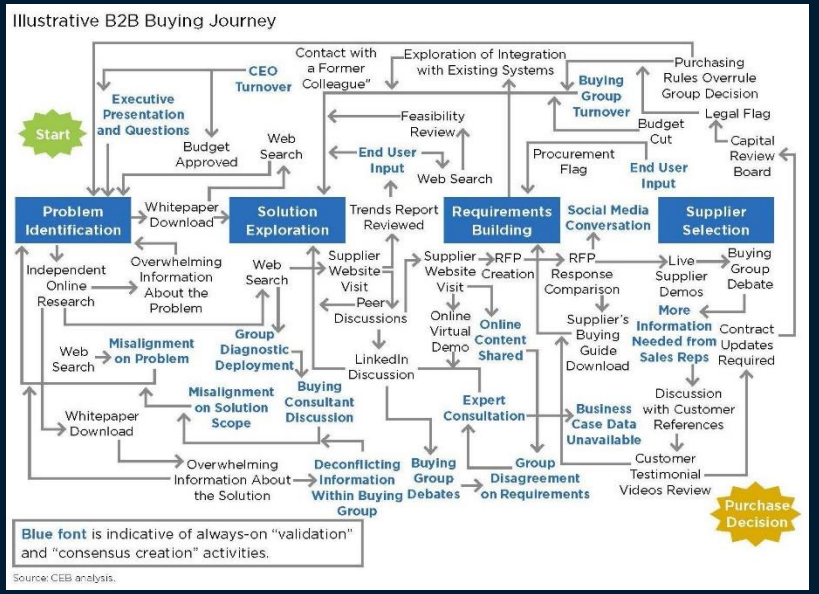
The roadmap towards customer experience




LISTEN
What is this customer doing?
Where are they?
Is this behavior unique?
How is my product used?

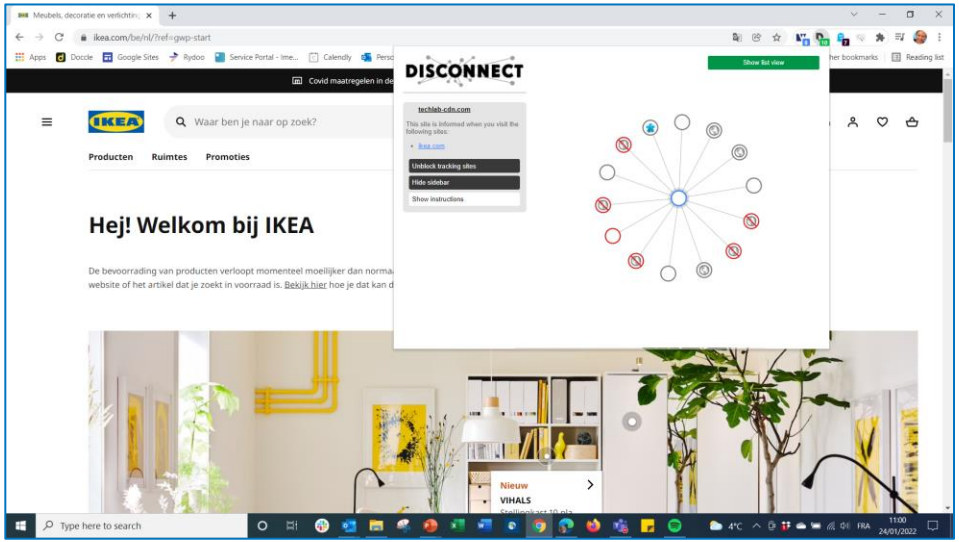
Fact: Customer journey is no longer linear





The New Customer DNA

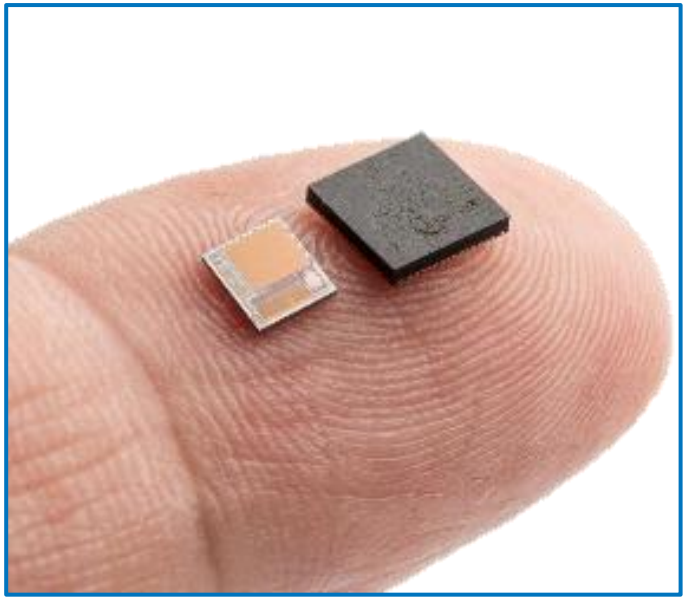
Most Valuable and Low Cost: Online and Offline

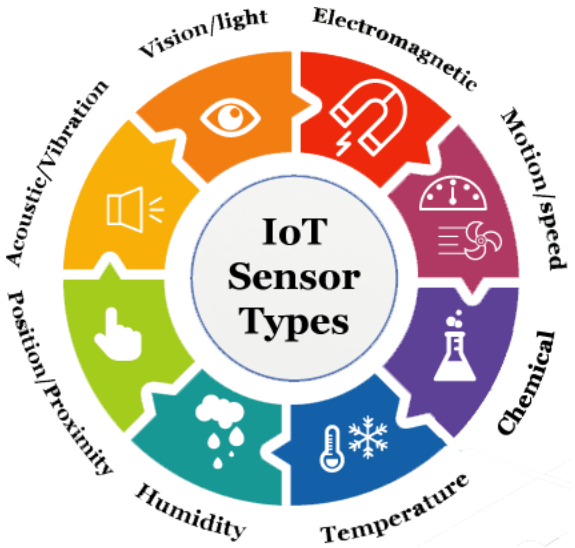


[Customer Journey Mapping Online & Offline: an IKEA Case Study (cieden.com)]

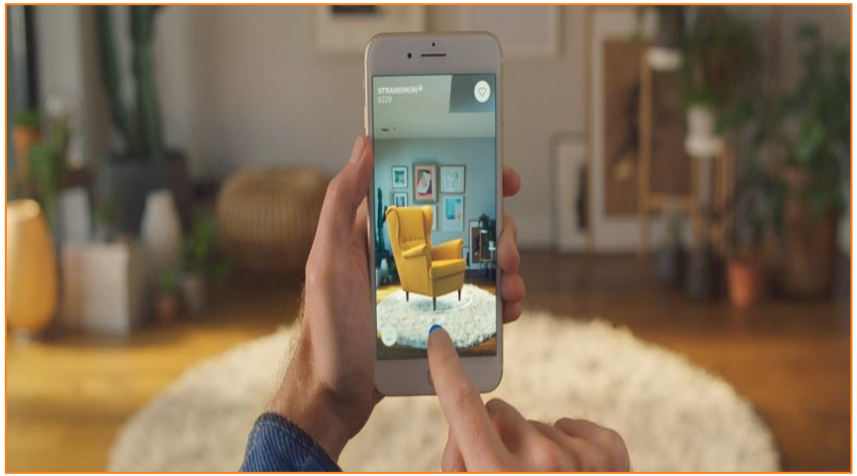
Examples: Smart Spaces – Digital Twin

Smaller, more complex, faster and less power





Examples: AR - Haptic



⌂ / Ultrasound hologram generation for haptic feeling and directional loudspeaker

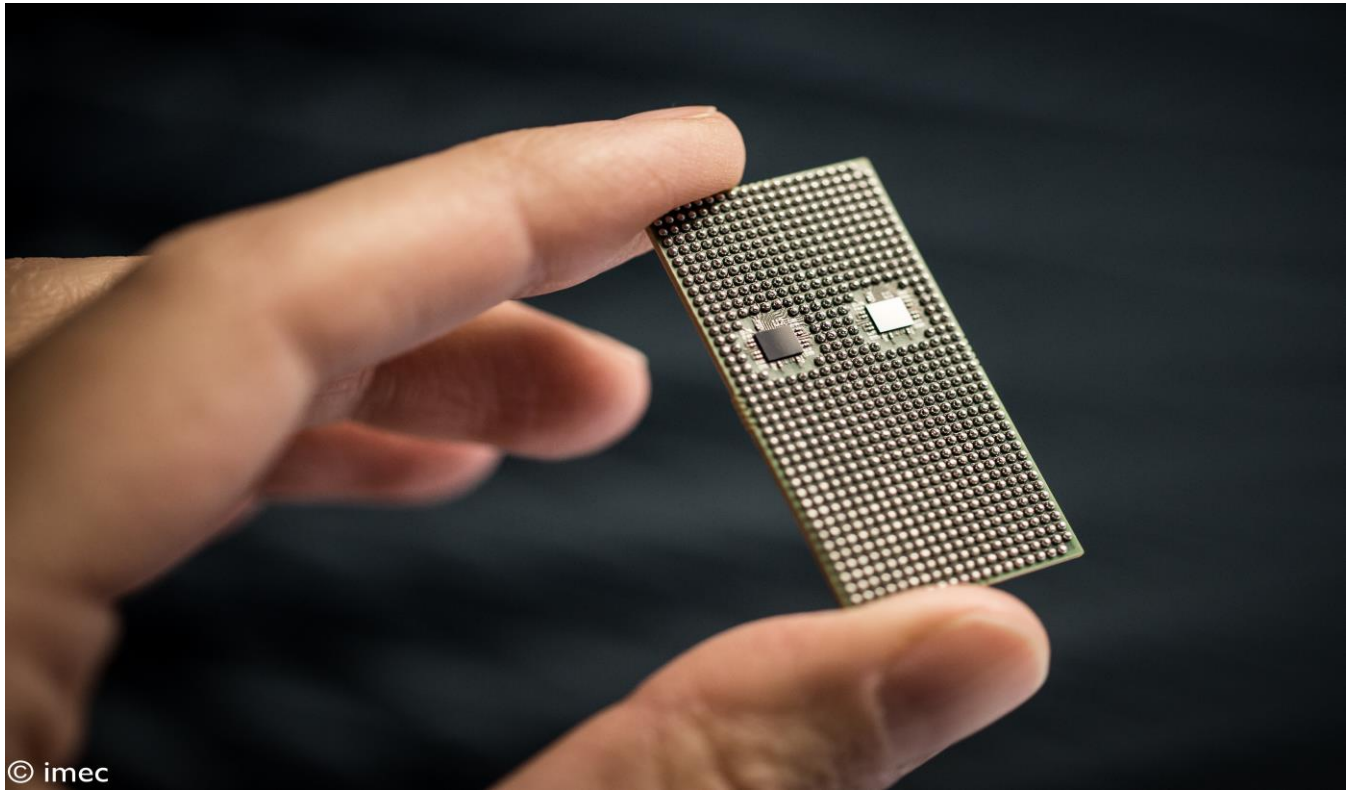
Ultrasound hologram generation for haptic feeling and directional loudspeaker

PhD - Leuven | More than two weeks ago

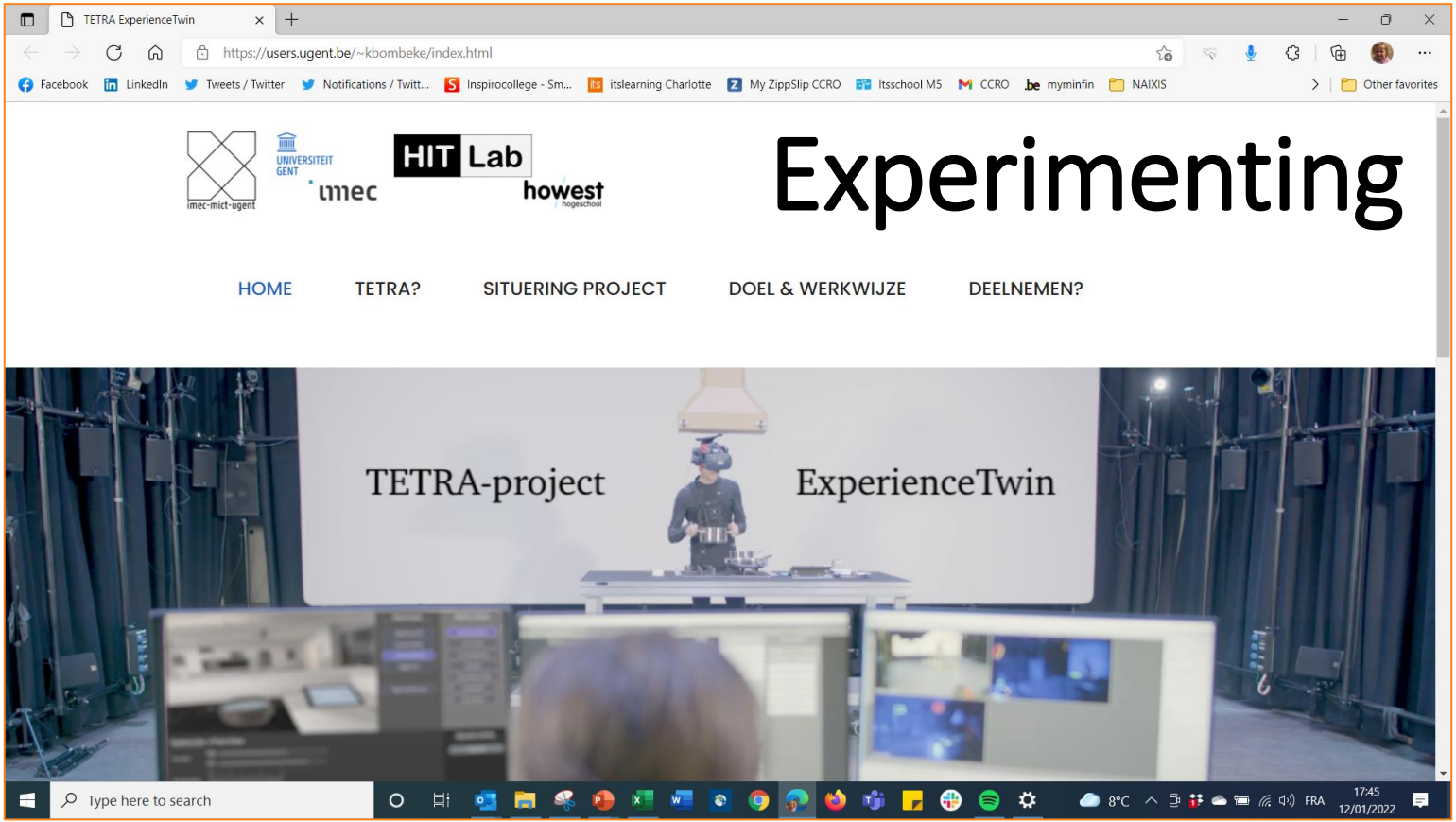
Ultrasound hologram: the next step in smart interfacing

Apply →

From GUI to TUI to NUI



Non-contact vital sign sensing | imec (imec-int.com)



https://www.ugent.be/mict/en/research/projects/2020/experiencedna-user-experience-measurement-in-virtual-smart-spaces

UNDERSTAND

- Do we know them?
- What are their interests?
- What do they need?

Understand: The Power to Know

Response Modeling

Cross and Up Selling

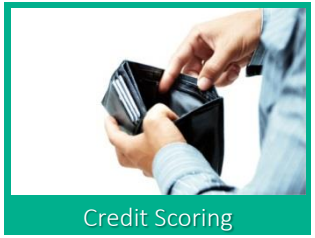
Churn Prediction

Customer Segmentation

KPI Forecasting

Customer Lifetime Value

Web Mining


Credit Scoring

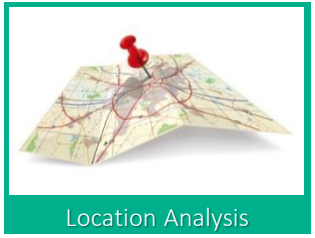
Fraud Detection

Marketing Optimization

Market Basket Analysis

Customer Link Analytics

Social Media Analytics


Location Analysis

Marketing Mix Analysis

More Recent Examples

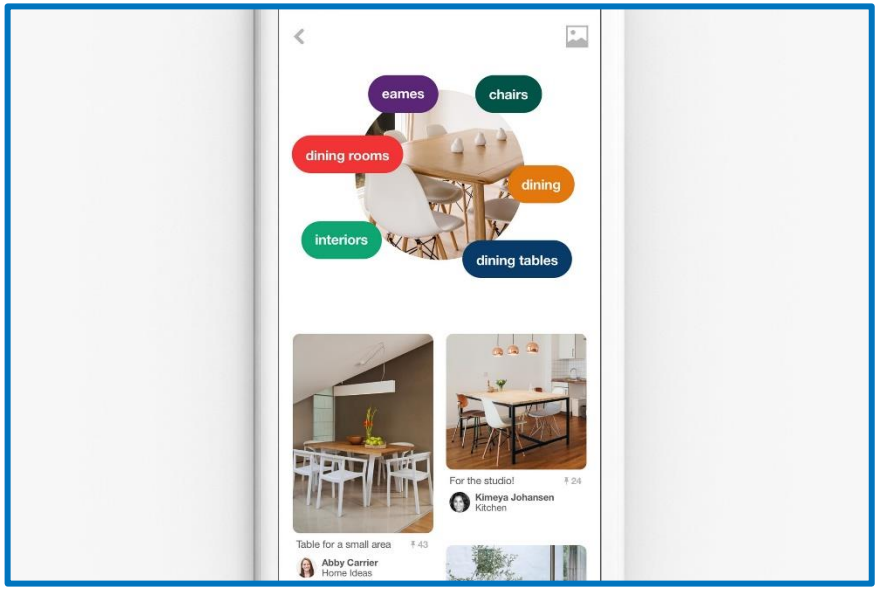
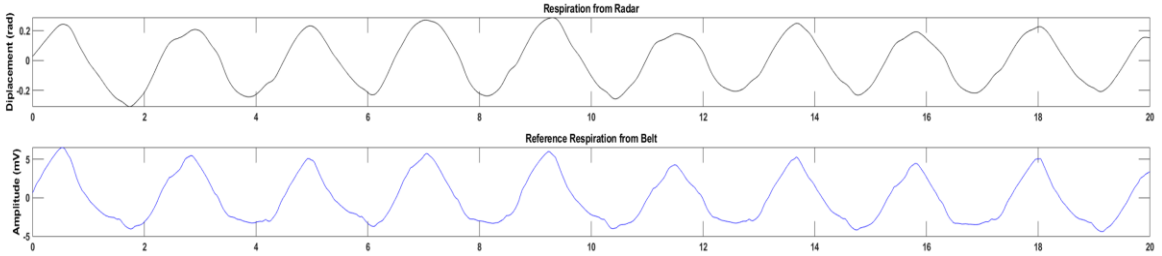


Image Recognition

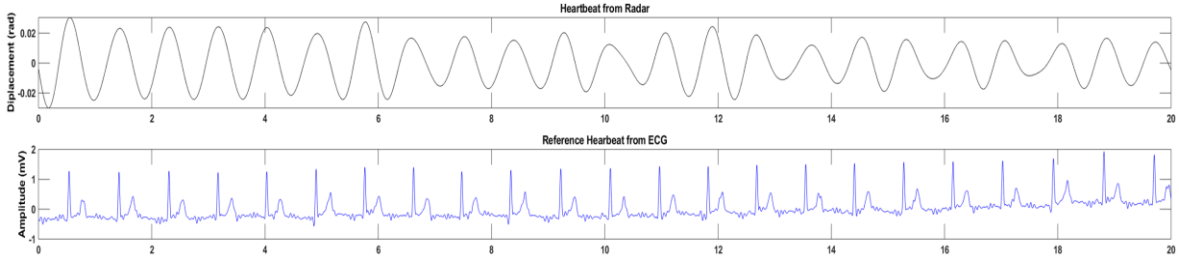
Voice Recognition

From GUI to TUI to NUI: Emotion Recognition

Respiration

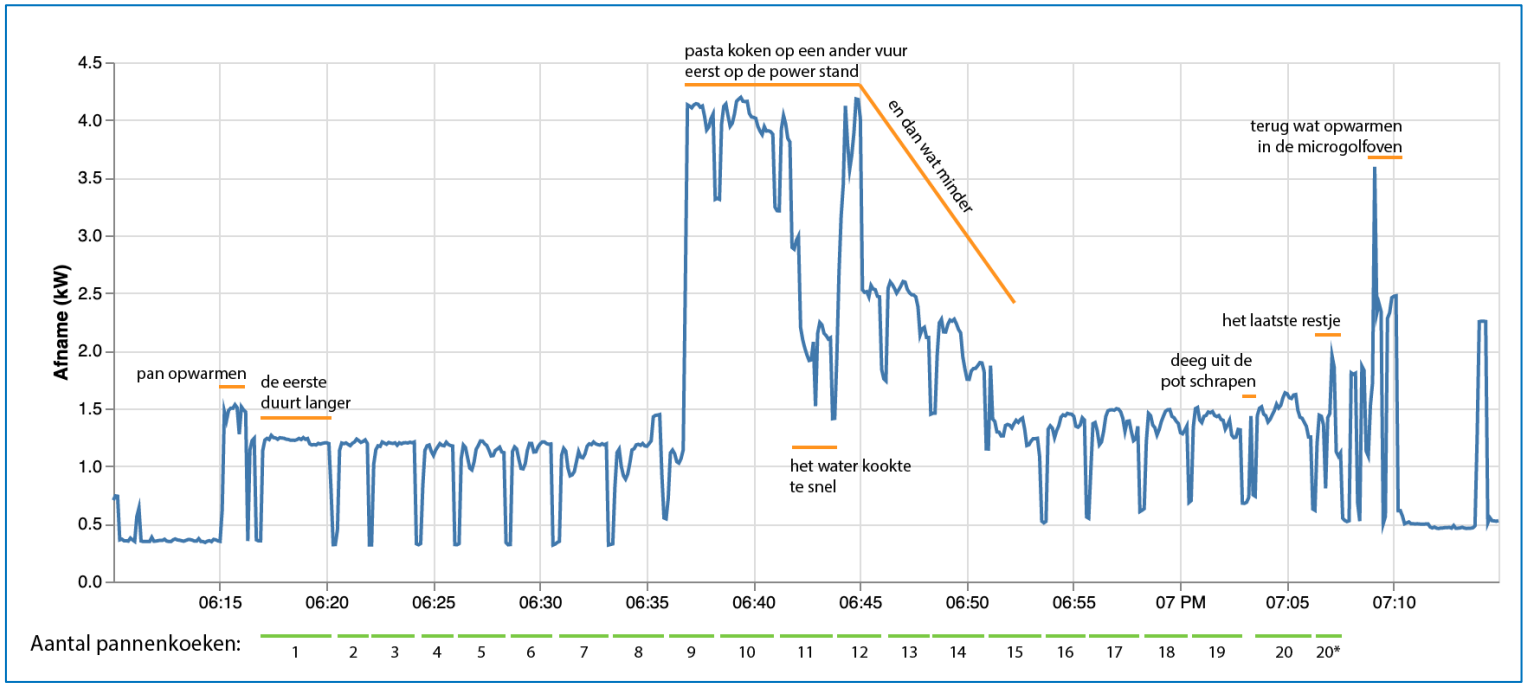


Heartbeat



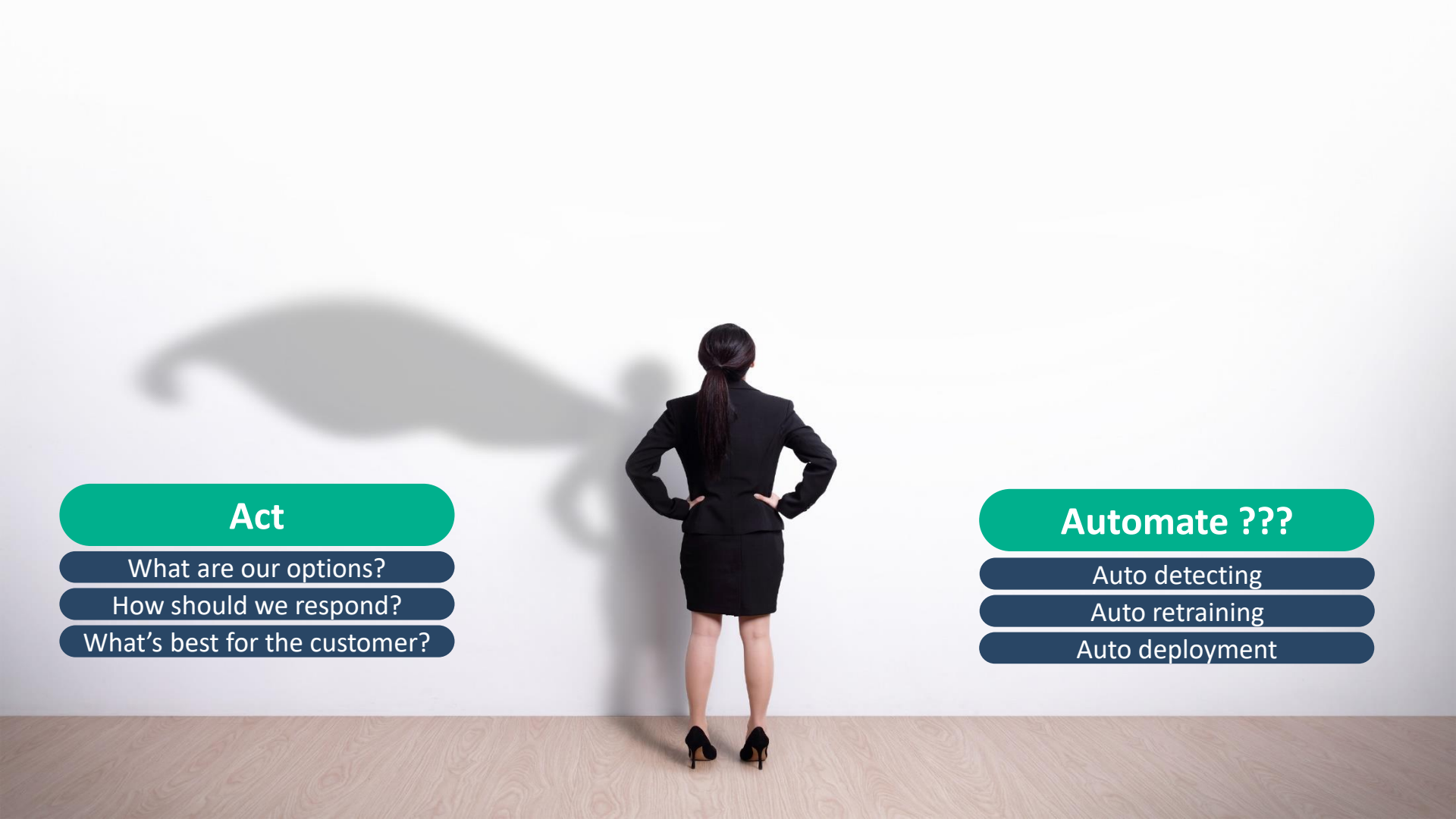
Non-intrusive Monitoring

https://github.com/dsmrreader/dsmr-reader

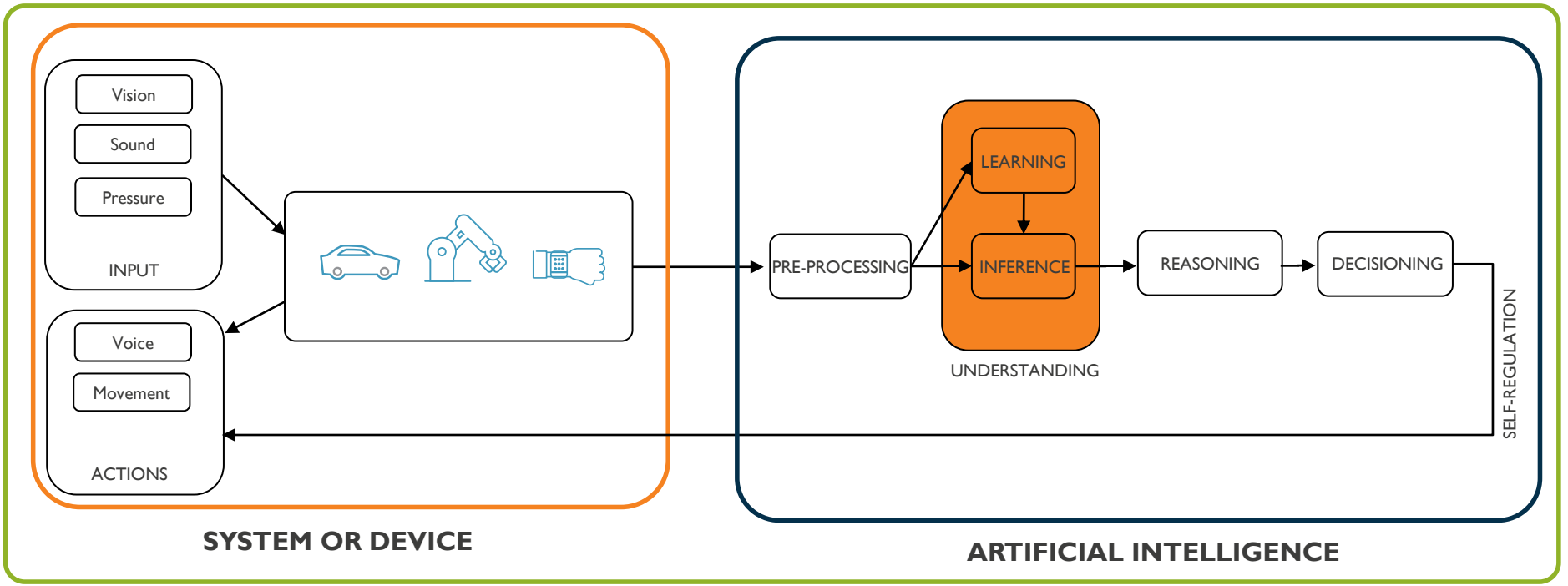


Fluvius Smart Meter Data

*Bart Mesuere, UGent


Act
What are our options?
How should we respond?
What's best for the customer?
Automate ???
Auto detecting
Auto retraining
Auto deployment

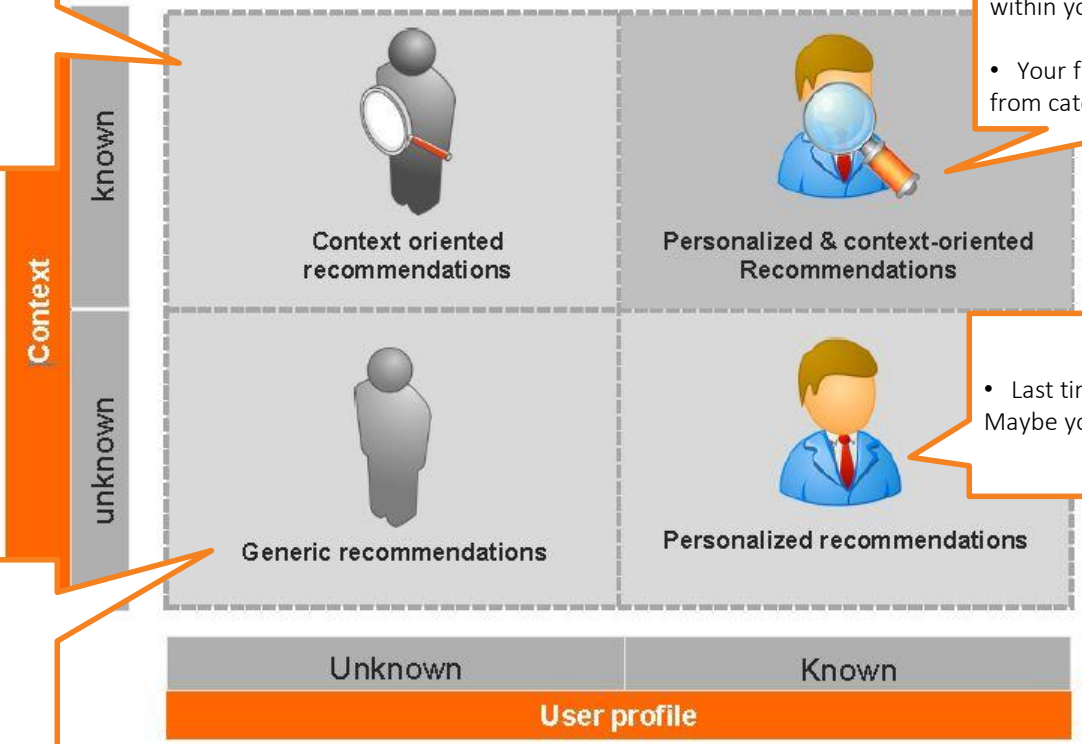
AI Systems Today



Example: Real-Time Online Personalisation

- Show related categories in search result
- Customers bought X, also bought Y

- Frequently bought together within your segment
- Your friend also bought X from category Y



- Last time you've bought X, Maybe you like Y?

- Most popular products
- New product releases
- Recently sold

Example: Automated Customer Service

Chatbots Are Killing Customer Service. Here's Why.

Christopher Elliott Senior Contributor ⓘ
Travel
I'm a consumer advocate. I write about customer service.

Follow

It's time for a reality check. Chatbots are killing customer service.

Obliterating it, maybe.

If you're a customer, you probably already know that. The computer programs that conduct clumsy conversations with you when you have a customer question are maddening. But if you work for a company, maybe you won't believe chatbots are killing customer service until you see the evidence.

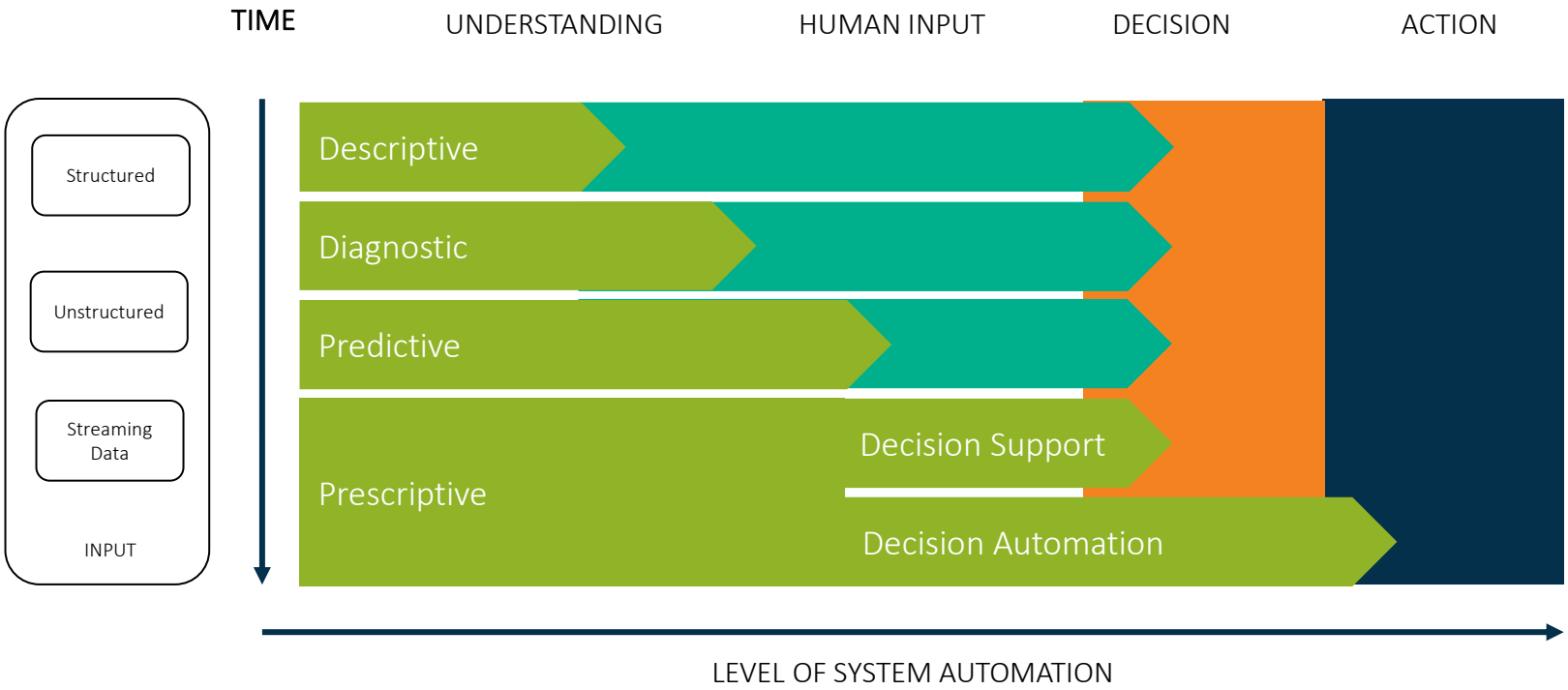
New research from the UK's Institute of Customer Service says more customers rely on telephone service than anything else – but that doesn't mean they're happy.

Telephone Customer Service will Make or Break your Customer Experience

For anyone interested in customer experience, the results of the UK Institute of Customer Service's most recent Customer Satisfaction Index make essential – and in some cases, worrying – reading.

Drawing on data from 42,500 customer experiences with 200 organizations in 13 sectors – across 30 different metrics – the UKCSI is as comprehensive a view of British customer experience as you're likely to get.

The Evolution of Autonomous Systems



*Gartner

AI Anno 2022

	HUMAN INTELLIGENCE	ARTIFICIAL INTELLIGENCE
1. Speed of processing		x
2. Knowledge Transfer		x
3. Decision Accuracy		x
4. Operational Modus		x
5. Size of storage	x	
6. Energy Usage	x	
7. Parallel Processing	x	

AI Anno 2022

	HUMAN INTELLIGENCE	ARTIFICIAL INTELLIGENCE
8. Adapt to Change	x	
9. Type of Input Data	x	
10. Physical Collaboration	x	
11. Human Dialogues	x	
12. Creativity	x	
13. Emotions	x	
14. Consciousness	x	
15. Ethics (Bias)	x	x
16. Ethics (Noise)	x	x

GM De Ketelaere