

MIND THE DIGITAL EXPERIENCE GAP

A gap is emerging between those who are embracing digital transformation and those who continue to do things the same old way... And there is no sign of that gap closing in 2018.

THIS GAP TRANSLATES TO LOST REVENUE, POOR CUSTOMER EXPERIENCE, FEWER CONVERSIONS, AND LOWER BRAND LOYALTY.

**\$62↓
BILLION
PER YEAR**

Poor customer experience has been found to directly link to lost revenue – and the numbers are going up. **Businesses are losing \$62 billion per year** – up more than \$20 billion since 2013.

THE VALUE OF THE DIGITAL CUSTOMER

BY 2020, CUSTOMERS WILL MANAGE 85% OF THEIR BRAND TOUCHPOINTS WITHOUT INTERACTING WITH A HUMAN.

Which makes a good digital customer experience even more important.



\$0.56 OF EVERY DOLLAR SPENT IN A STORE IS INFLUENCED BY A DIGITAL INTERACTION.

And when we include the primary source of growth in retail - online sales - the impact of digital influence is even greater.

ONLINE SALES CONTRIBUTE TO THE IMPORTANCE OF DIGITAL

56% in store	44% non - digital	\$3.8tn
60% in store & e-commerce	40% non - digital	\$4.1tn

2016

CUSTOMER EXPERIENCE DRIVES SALES

Despite the ever-increasing competition online,

CUSTOMERS WILL PAY UP TO 25% MORE

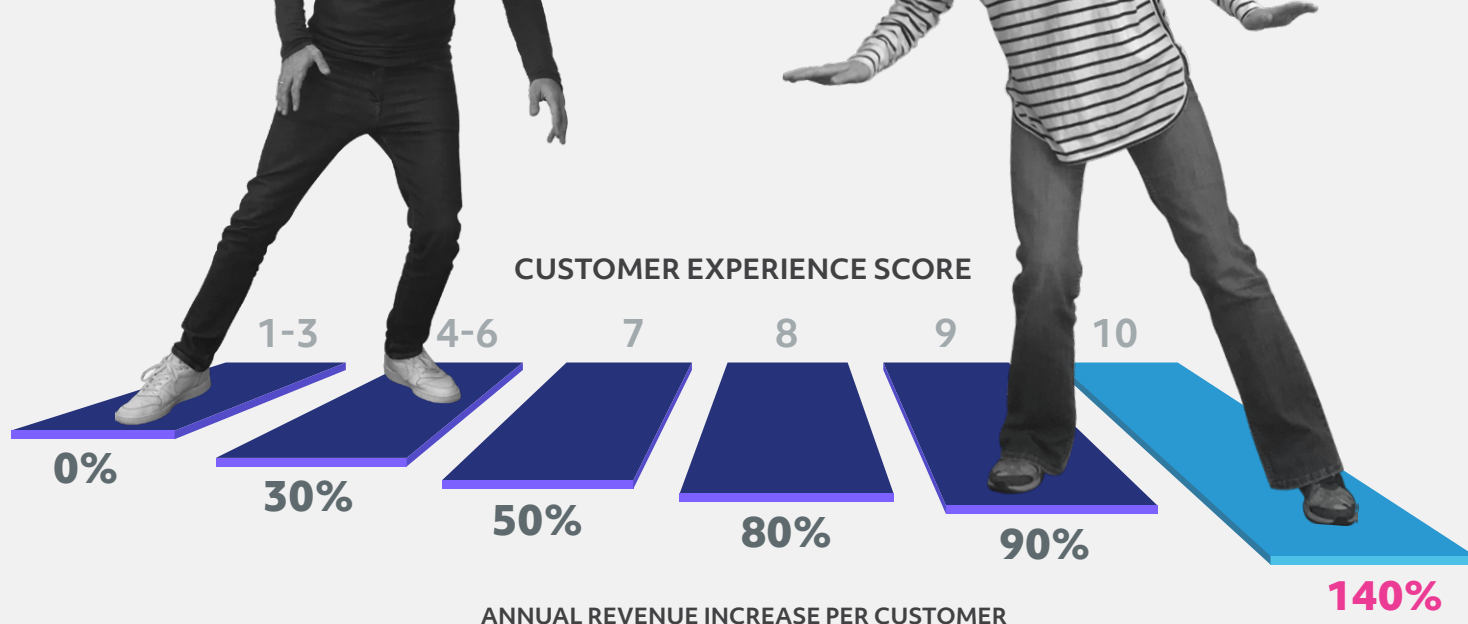
for a similar product if they think the brand will deliver an exceptional experience.

**25%
MORE**

Further research from Harvard Business Review and Medallia has shown that in transaction-based businesses with high experience scores, the returns are huge.

CUSTOMERS WHO HAVE THE BEST PAST EXPERIENCES SPEND 140% MORE

compared with those who had the poorest past experiences.



WELCOME TO THE EXPERIENCE ERA

HYPER-CONNECTIVITY IS BECOMING THE NORM

With 45 billion devices due to be wired to the web by 2023 - consumers are beginning to demand experiences that don't just deliver what they want now, but experiences that anticipate and meet needs they will have in the future.

DIGITAL IS AT THE HEART OF THAT DIFFERENTIATION.



"TOMORROW'S WINNERS WILL USE DIGITAL TECHNOLOGY TO CREATE NEW VALUE

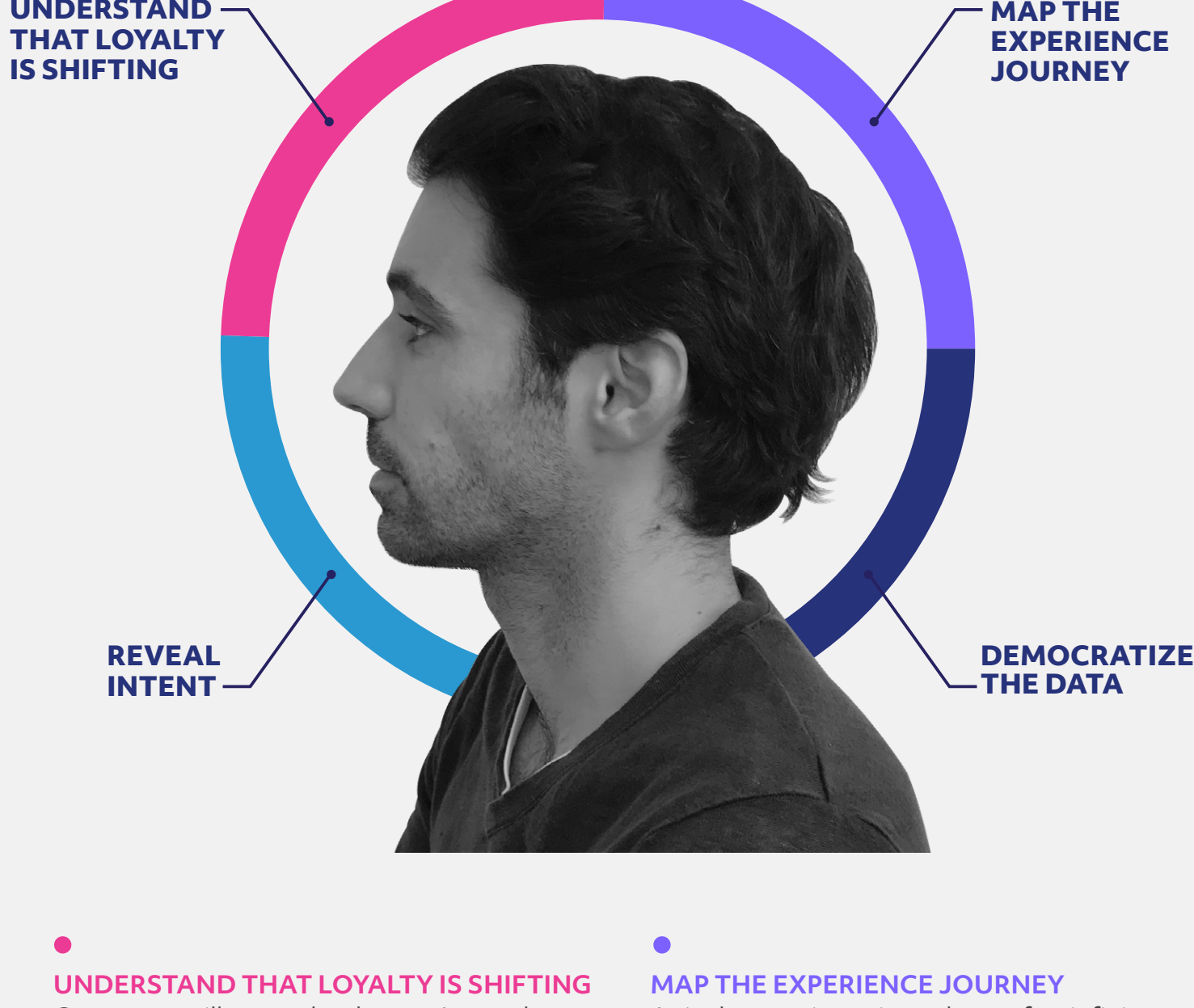
for customers and help them achieve the outcomes they expect."

~ Forrester ~

CLOSING THE DIGITAL EXPERIENCE GAP

Digital customers leave behind a trail of digital behaviors. Every interaction, from clicks to mouse movements, hovers, scrolls and swipes around the page.

Enterprises need to overcome the "screen" barrier by measuring experience instead of just conversion.



UNDERSTAND THAT LOYALTY IS SHIFTING

Customers will remember how we've made them feel. Amazon, Deliveroo, Airbnb and Uber are all famous for their customer loyalty – creating committed-to-memory digital experiences (even habits) that mean customers return time and time again.

REVEAL INTENT

By analyzing the data through the a different lense we can unearth the interactions and behaviors that infer intent, and delve in to the WHY behind conversion. Ultimately, we need to encourage customers to fulfil their intent by delivering experiences that match.

MAP THE EXPERIENCE JOURNEY

A single experience is made up of an infinite number of smaller experiences. By analyzing customers' digital body language throughout the journey, we get a holistic view of the overall experience as well as the constituent parts.

DEMOCRATIZE THE DATA

Each department within the business that absorbs experience insights has a different set of KPIs. We must ensure each team is in a position to analyze and act on the right data; by aligning the insights, visualizations and dashboards against these KPIs.

"IT'S TIME TO DESIGN EXPERIENCES PEOPLE WANT TO HAVE, REMEMBER, AND SHARE. DIGITAL CUSTOMER EXPERIENCES HAVE BECOME THE BRAND."

~ Brian Solis ~

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