It used to be so easy...
Remember when...

- It was all about Technology
  - Launch and forget websites
- Success was getting visitors through the door
- One channel to control
Web evolution

The Digital Experience

Conversions

Analytics

Content SEO

Usability

Technical SEO

CM

1990-2000 Web 1.0
- Static websites
- GroupWare

2000-2010 Web 2.0
- Semantic Search
- Weblogs
- Wikis
- Keyword search
- Localication

2010- Web 3.0
- Social Networks
- Social Media Sharing
- Simplified Email Mgt
- Office 2.0
- Workflows

Founded

DMS, Social

OMS

Predictive experience
Intelligent personal agents
The personal Experience
Holistic Customer Intelligence
Multichannel Marketing
The connected Goals
Social Media Sharing
Simplified Goals
Visitors and Visits
Simplified Email Mgt
Weblogs
Office 2.0
Localication
The demand is changing
The rise of Generation C...

**Digital Revolution**

**The Last 10 Years**

- **274 Million Americans Have Internet Access**: More than double the number with internet access in 2000.
- **81 Billion Minutes Spent on Social Networks/Blogs**
- **64% of Mobile Phone Time is Spent on Apps**
- **42% of Tablet Owners Use Them Daily While Watching TV**

**Number of Laptops Surpasses Desktops within TV Homes**

- **132.2 Million Americans Had Internet Access**
- **6.6 Billion Minutes Spent on Member Community Sites**: (Now known as Social Networks/Blogs)
  - DVD overtakes VHS as predominant home video format
  - DVD represented 2/3 of all units sold
  - Top Member Community was MSN Spaces (2 million unique U.S. visitors)
- **3.2% of Mobile Subscribers Owned a Smartphone**
- **Debut of Blu-ray**: Discs offer increased storage capacity, high definition video and audio

**Social Networks/Blogs Become Top Online Destination**

- Accounted for 9.2% of Internet time, passed former top category, Email.

- Americans averaged 1 hour, 50 minutes watching video online
- 11 million Americans watched video on their mobile phones

**Nearly 30 Million Americans Accessed the Mobile Web**

Source: Nielsen
We live in the age of the Customer

Figure 2 We Have Entered The Age Of The Customer

Sources of dominance
Age of information
- 1900-1960
- 1960-1990
- 1990-2010
- 2010-

Age of distribution
Global connections and transportation systems make distribution key.

Age of manufacturing
Mass manufacturing makes industrial powerhouses successful.

Successful companies
- Ford, RCA, GE, Boeing, P&G, Sony
- Walmart, Toyota, UPS, CSX
- Amazon.com, Google, Intuit, MBNA
- Contenders include Facebook, IBM, Best Buy, and Apple.

Empowered buyers demand a new level of customer obsession.

Source: Forrester Research, Inc.
Sitecore Customer Engagement Platform

WEB CONTENT MANAGEMENT

DIGITAL MARKETING SYSTEM

CUSTOMER ENGAGEMENT PLATFORM
Digital Marketing System (DMS)
To harvest the value
It’s all about People, Process and Technology!
## Business Optimization Services - What

<table>
<thead>
<tr>
<th>Workshops</th>
<th>Best Practices</th>
<th>Tools</th>
<th>Frameworks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops that supports the initial project and continuous optimization</td>
<td>How to and Best practices guides, that can be used after Workshops in support for the configuration</td>
<td>Different sets of tools, that help in assessing which capabilities should be used according to time, budget and maturity</td>
<td>Different Frameworks, like the Digital Relevancy Map, that can be used strategically and as input for configuration</td>
</tr>
</tbody>
</table>
Business Optimization Services - Methodology

- Analyzing Digital Maturity
- Customer Engagement Platform Scoping Workshop
- Optimization Workshops
- Roadmap for Implementing the Customer Engagement Platform
- Engagement Value Point Scale Workshop
- Personalization Workshop
- Digital Relevancy Map
- Assessment Workshops

ROI Generation

Customer Engagement Platform End User Training
Customer Experience Maturity Model
The path to build Lifetime Customers...
Customer Experience Maturity Model

Initiate
At this first step organizations have a "brochure site" presence on web, with email campaign capabilities and web analytics in place.

Radiate
Focus is to distribute content across channels, starting with the most used channels, such as establishing a mobile site and sharing content on social networks.

Align
Organizations begin to align digital initiatives with strategic objectives, where analytics is used for actionable insights with execution by optimization initiatives, such as testing and personalization.

Optimize
Focus is to optimize digital initiatives, which is initiated by blending measurement, where analytics is used for actionable insights with execution by optimization initiatives, such as testing and personalization.

Nurture
Putting the customer in focus and build strong relationship, through automated trigger based dialogue, where relevant conversation happens in preferred channels.

Engage
Establish the data infrastructure, connecting online & offline customer repositories into a central data hub, where customer profile data can be accessed and used real time for relevant 1:1 dialogue cross channels.

Advocate
Lifetime customers
Use intelligence and predictions to optimize cross channel customer experience, by anticipating the needs of the customer and timely initiate relevant 1:1 dialogue.
Customer Experience Maturity Model

**Initiate**
- Objectives: Presence on web, with information about company and services.
- Focus areas: Focus on competitive offering, CPC, CPC, CPC, CPC
- Email used as mass mailing.

**Align**
- Objectives: Use digital strategically to grow outcomes.
- Focus areas: Contextual use of content, starting with mobile sites. Social integration, where customers can share & like content.
- Enable Display Advertising. Support sales channels, like links to Ecommerce services.

**Optimize**
- Objectives: Optimize digital presence to get higher engagement.
- Focus areas: Use testing to optimize conversions and experience. Tracking of Campaign Performance (ROMI).
- Understand customer behavior, by profiling content with personas and other relevant profiles. Starting with the early stages of personalization, using rules based personalization.
- Enable collection of unstructured data. Enable customer communities.

**Engage**
- Objectives: Building up customer profile, with relevant data from online and offline.
- Focus areas: Integrate and bridge the online and offline world, by establishing a shared view of the customer in a central data hub.
- Establish the processes and governance to manage shared data.
- Online and offline marketing automation, an example of offline marketing automation could be adaptive print of a personalized magazine, based on online browser behavior.
- Benchmark new initiatives, like call to actions, promotions etc., to validate the effectiveness of the initiative.
- Use internal alerts for quick actions, when spikes on key KPIS occur.
- Automate key conversional elements, like call to actions, based on similar behavior from other customers.

**Lifetime Customers**
- Objectives: Use predictions and customer intelligence to optimize cross channel Customer Experience.
- Agility is key and the speed of launching or testing initiatives becomes a competitive advantage.
- KPIS are closely tied with deeper funnel and predicting future outcomes.
- Focus areas: Capability of analyzing Big Data sets.
- Use cross channel attribution to optimize marketing initiatives.
- Use of data on customer level, to make every touch point immediate, relevant and predictive.
- Automated data analysis, that provides actionable advice for optimization in areas such as: SEO, UX, Content, Social, Campaigning & Search.
- Automated content personalization, that optimize digital channels through personalization, based on customer based decision engine.
- Use of Predictive Analytics, where Executives will use predictions on future outcomes, to steer which activities they focus on, in order to keep funnel aligned with budgets.
Assessment tool

Sitecore Customer Experience Maturity Model
Self Assessment and Questionnaire

<table>
<thead>
<tr>
<th>Technical Maturity</th>
<th>Select...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Analytics</td>
<td>High</td>
</tr>
<tr>
<td>Predictive Analytics</td>
<td>None</td>
</tr>
<tr>
<td>Testing</td>
<td>None</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>None</td>
</tr>
<tr>
<td>Marketing Automation</td>
<td>None</td>
</tr>
<tr>
<td>Campaign Management</td>
<td>None</td>
</tr>
<tr>
<td>Content Profiling</td>
<td>None</td>
</tr>
<tr>
<td>Personalization (Rules Based)</td>
<td>None</td>
</tr>
<tr>
<td>Personalization (based on anonymous implicit browsing behavior)</td>
<td>None</td>
</tr>
<tr>
<td>Ecommerce Services</td>
<td>None</td>
</tr>
<tr>
<td>Social Media Integration</td>
<td>None</td>
</tr>
<tr>
<td>Integration to CRM/Customer repositories</td>
<td>None</td>
</tr>
<tr>
<td>IP Lookup (lead gen) for Sales</td>
<td>None</td>
</tr>
<tr>
<td>Mobile adapted version of the website, which reuses content</td>
<td>High</td>
</tr>
</tbody>
</table>

How do you create customer experiences?

Select...

We have a central repository for customer profiles, blending behavior from both
Recommendations for Initiate
Recommendations for Radiate
Recommendations for Align
Recommendations for Optimize
Recommendations for Nurture
Recommendations for Engage
Recommendations for Lifetime Customers
Goals & Engagement Values

Engagement Analytics

Campaign Management

Rules Based Personalization

A/B split & MV testing

Personas & profiling

Step 1: Attract

Integrated tools

Social Integration

Sales enablement with CRM integration

E-mail campaigning

Engagement Automation

Predictive personalization

Step 2: Convert

Step 3: Advocate
Release of the Customer Experience Maturity Model

- Ultimo February
  - Simple Assessment widget available on Sitecore.net
  - eBook Available on Sitecore.net
**Simple assessment**

**Assessment Questionnaire**

*Please indicate your company's current capabilities by answering the following ten questions.*

1. To what extent is top level management involved with digital marketing strategy?
   - Not involved
   - Low involvement
   - Medium involvement
   - High involvement

2. How do you measure your success across digital channels today?
   - We do not specifically measure digital success
   - Visits
   - Above + conversions
   - Above + KPIs aligned with business objectives
   - Above + KPIs aligned with customer lifecycle across multiple online and offline channels

3. Is your website optimized for mobile devices?
   - Yes
   - No

4. Do you optimize your website by using A/B or multivariate testing?
   - Yes
   - No

5. Do you use personalization to be more relevant for visitors?
   - Yes
   - No

6. Do you use online behavioral targeting to adapt to visitor browsing?
   - Yes
   - No

7. Do you use marketing automation for specific flows such as welcome programs, win-back programs, or prospect nurturing marketing programs?
   - Yes
   - No

8. Do you segment your email campaigns according to subscriber profiles?
   - Yes
   - No

9. Do you use predictive analytics to steer content targeting for specific customers?
   - Yes
   - No

10. Do you have a single view of your customers across online and offline touch points?
    - Yes
    - No

**Your Results**

**You are an Engager**

*Your organization has established the data infrastructure, connecting online and offline customer repositories into a central data hub, where customer profile data can be accessed and used real time for relevant 1:1 dialogue across channels.*

**Recommendations**

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*You are an Engager*

**Customer Experience Maturity**

In order to explore other levels...

**Thank you for completing the assessment!**

Would you like to receive more information?
- Email me industry benchmark results when they become available.
- Contact me about conducting a comprehensive Customer Experience Maturity Assessment for my organization.

**Your Contact Details**

Full Name
Email
Telephone
Company
Job Function
Country
State/Province

**Submit**

Back to Sitecore.net Resources

www.sitecore.net
Digital Optimization Insights eBook
Using the Assessment initially
Sitecore Business Optimization Services
Core package

- CX Maturity Assessment
- Strategic Objectives Questionnaire
- Scoping WS
- Initial Roadmap
- DMS check list
- Engagement Value WS
- Initial Engagement Value Scales
- EVS Guides
Mapping Digital Goals to Engagement Values
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Mapping Digital Goals to Engagement Values
Mapping Digital Goals to Engagement Values
Lpe@sitecore.net
Questions?