Lars Birkholm Petersen
E: Lpe@sitecore.net
T: @LarsBirkholm

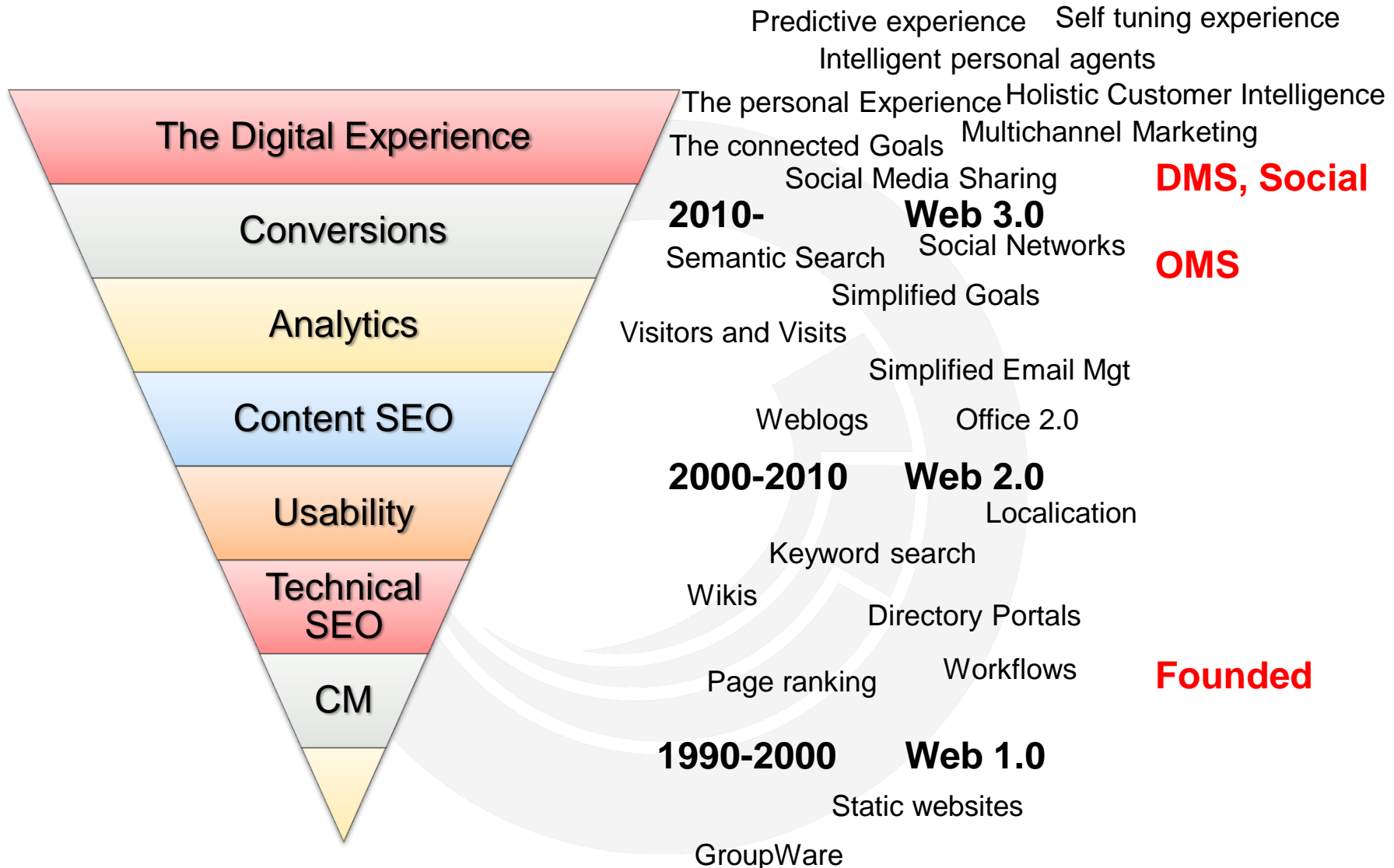# CUSTOMER EXPERIENCE MATURITY MODEL

sitecore®

It used to be so easy...

Remember when...

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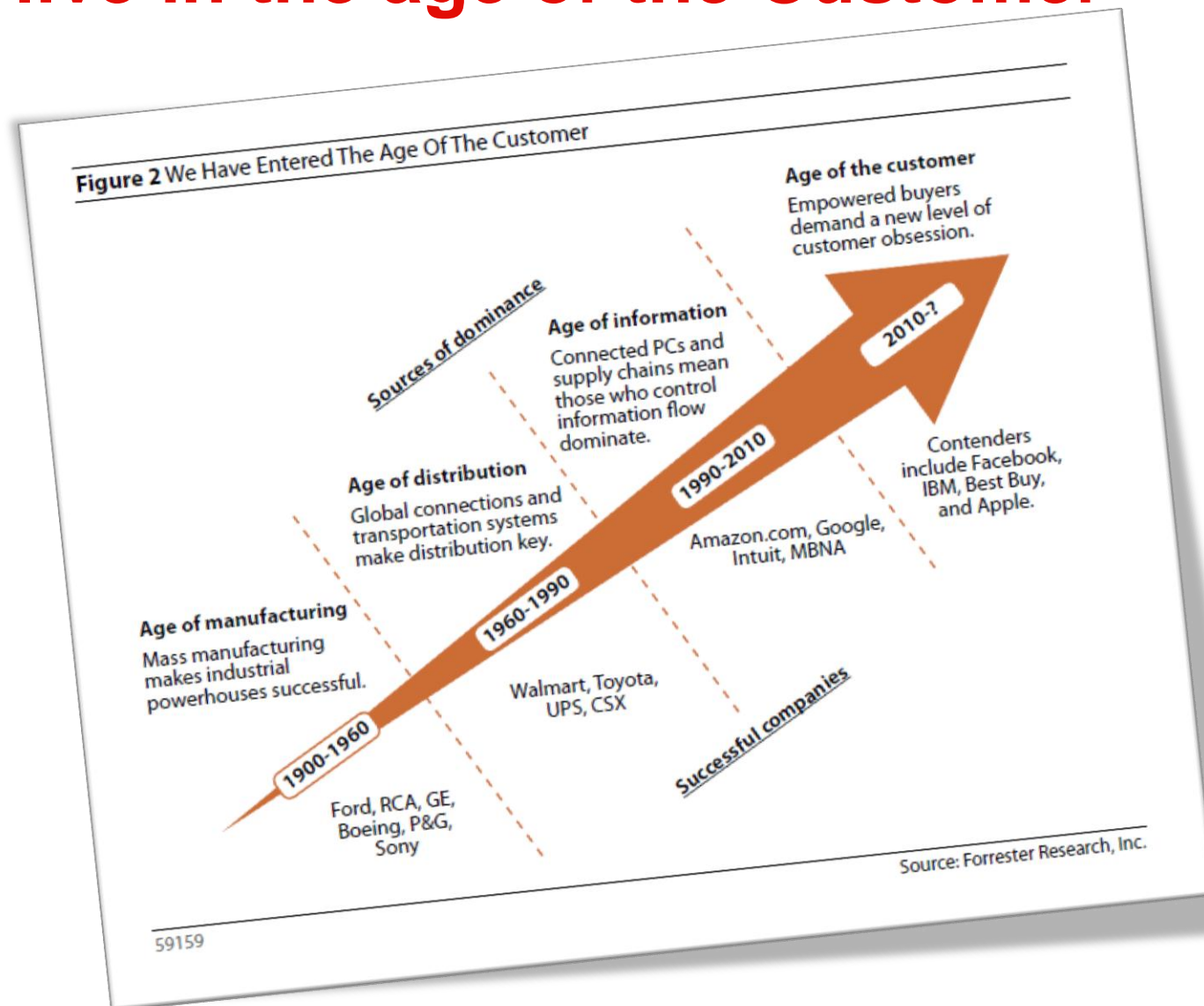- One channel to control

Web evolution

The Digital Experience

Conversions

Analytics

Content SEO

Usability

Technical SEO

CM

Predictive experience   Self tuning experience

Intelligent personal agents

The personal Experience   Holistic Customer Intelligence

The connected Goals   Multichannel Marketing

Social Media Sharing   **DMS, Social**

2010-   Web 3.0

Semantic Search   Social Networks   **OMS**

Simplified Goals

Visitors and Visits

Simplified Email Mgt

Weblogs   Office 2.0

2000-2010   Web 2.0

Localication

Keyword search

Wikis

Directory Portals

Workflows   **Founded**

Page ranking

1990-2000   Web 1.0

Static websites

GroupWare

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The demand is changing

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The rise of Generation C...

DIGITAL REVOLUTION

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

THE **LAST 10 YEARS**

2011

2009
SOCIAL NETWORKS/BLOGS BECOME TOP ONLINE DESTINATION
Accounted for 9.2% of Internet time.
Passed former top category, Email.

2008
Americans averaged 1 hour, 50 minutes watching video online
11 million Americans watched video on their mobile phones

132.2 MILLION AMERICANS HAD INTERNET ACCESS

2000

2007
NEARLY **30** MILLION AMERICANS ACCESSED THE MOBILE WEB

DVD OVERTAKES VHS AS PREDOMINANT HOME VIDEO FORMAT
DVD represented 2/3 of all units sold

2002

2006
3.2% OF MOBILE SUBSCRIBERS OWNED A SMARTPHONE

DEBUT OF BLU-RAY
Discs offer increased storage capacity, high definition video and audio

6.6 BILLION MINUTES SPENT ON MEMBER COMMUNITY SITES
(NOW KNOWN AS SOCIAL NETWORKS/BLOGS)
Top Member Community was MSN Spaces
(2 million unique U.S. visitors)

2005

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 manufacturing
Mass manufacturing makes industrial powerhouses successful.

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

Age of information
Connected PCs and supply chains mean those who control information flow dominate.

Age of the customer
Empowered buyers demand a new level of customer obsession.

1900-1960

1960-1990

1990-2010

2010-?

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.

Source: Forrester Research, Inc.

59159

Sitecore Customer Engagement Platform

Digital Marketing System (DMS)

Goals & Engagement Values

Social Integration

Engagement Analytics

Sales enablement with CRM integration

Campaign Management

E-mail campaigning

Rules Based Personalization

Engagement Automation

A/B split & MV testing

Predictive personalization

Personas & profiling

To harvest the value

It's all about People, Process and Technology!

Business Optimization Services - What

Workshops	Best Practices	Tools	Frameworks
Workshops that supports the initial project and continuous optimization	How to and Best practices guides, that can be used after Workshops in support for the configuration	Different sets of tools, that help in assessing which capabilities should be used according to time, budget and maturity	Different Frameworks, like the Digital Relevancy Map, that can be used strategically and as input for configuration

Business Optimization Services - Methodology

Analyzing Digital Maturity

Customer Engagement Platform Scoping Workshop

Roadmap for Implementing the Customer Engagement Platform

Engagement Value Point Scale Workshop

Personalization Workshop

Digital Relevancy Map

Optimization Workshops

Assessment Workshops

Customer Engagement Platform End User Training

ROI Generation

Analyze

Design

Build

Deploy

Optimize

Customer Experience Maturity Model

The path to build Lifetime Customers...

SIMPLE

Customer Experience Maturity Model

Strategic Value

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 digital focus are shifting towards achieving Strategic goals.

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.

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.

Attract   **Convert**   **Advocate**

Maturity

sitecore®

Strategic Value

ADVANCED

Customer Experience Maturity Model

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.

KPI's 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 optimization, that optimize digital channels through personalization, based on outcome 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.

Engage

OBJECTIVES:
Building up Customer profile, with relevant data from online and offline.

KPI's are tied with Customer Life Cycle funnel, using actual Customer level metrics, segmented using multi channel attribution.

FOCUS AREAS:
Integrate and bridge the online and offline worlds, by establish one 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 brochure, based on online browsing 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 KPI's occur.

Automate key conversional elements, like Call to Actions, based on similar behavior from other customers.

Nurture

OBJECTIVES:
Nurture Prospects and Customers on the path through Micro conversions to Macro conversions.

Optimize Marketing Spend.

KPI's are tied with conversion funnel.

FOCUS AREAS:
Move from multi channel to Cross channel dialogue, where focus is customer centric, listening to behavior and responding in favorite channel.

Social is more integrated and behavior can be captured from social as well as the 1-to-1 dialogue in social channels.

Strong focus on using automated email marketing, like trigger based emails, where triggers can be in any online channel, as well as establishing dialogue flows for newsletter subscription, cart abandonment etc.

Adopting Behavioral Targeting for better 1-1 dialogue.

Optimize

OBJECTIVES:
Optimize digital presence to get higher engagement.

KPI's are tied with Strategic Objectives and is measured towards specific Marketing objectives.

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.

Align

OBJECTIVES:
Use digital strategically to grow outcomes.

KPI's are tied with Strategic Objectives.

FOCUS AREAS:
Establish Analytics, where focus is on strategic outcomes and all marketing campaigns are tracked.

Better use of Customer tracking, to provide Customer Intelligence to Customer teams.

Enable Display Advertising.

Support sales channels, like links to Ecommerce services.

Radiate

OBJECTIVES:
Distribute content across channels, where customers are.

KPI's are traffic related and segmented according to traffic sources.

FOCUS AREAS:
Contextual use of content, starting with Mobile sites.

Social integration, where customers can share & like content.

Enable PPC programs.

Initiate

OBJECTIVES:
Presence on web, with information about company and services.

KPI's are traffic related.

FOCUS AREAS:
Focus on Search Engine Optimization for acquisition.

Email used as mass mailing.

Attract | **Convert** | **Advocate**

Maturity

sitecore

Customer Experience Maturity Model

Strategic Value (vertical axis) / Maturity (horizontal axis)

Lifetime customers
- Automated Decisions
- Predictions

Engage
- Central Hub for profiles

Nurture
- Automation

Optimize
- Testing
- Profile content & Visitors

Align
- Personalization
- Community Management
- Campaign Management

Radiate
- Ecommerce Services
- Tracking Customer interactions
- Social Connecting

Initiate
- Content distribution
- Email Marketing
- Web analytics
- Traffic Acquisition (SEO & Search Marketing)
- User Centered Design

Attract | Convert | Advocate

Customer Experience Maturity Model

1 = Primary markets
2 = Near markets
3 = Emerging markets

Lifetime customers

Engage

Automated Decisions

Predictions

Central Hub for profiles

Nurture

Automation

Testing

Profile content & Visitors

Optimize

Personalization

Community Management

Campaign Management

Align

Ecommerce Services

Tracking Customer interactions

Radiate

Social Connecting

Content distribution

Email Marketing

Initiate

Web analytics

Traffic Acquisition (SEO & Search Marketing)

User Centered Design

Strategic Value

Maturity

Attract

Convert

Advocate

Market 1

Market 1+2

Market 1+2+3

Customer Experience Maturity Model

Assessment tool

Recommendations for Initiate
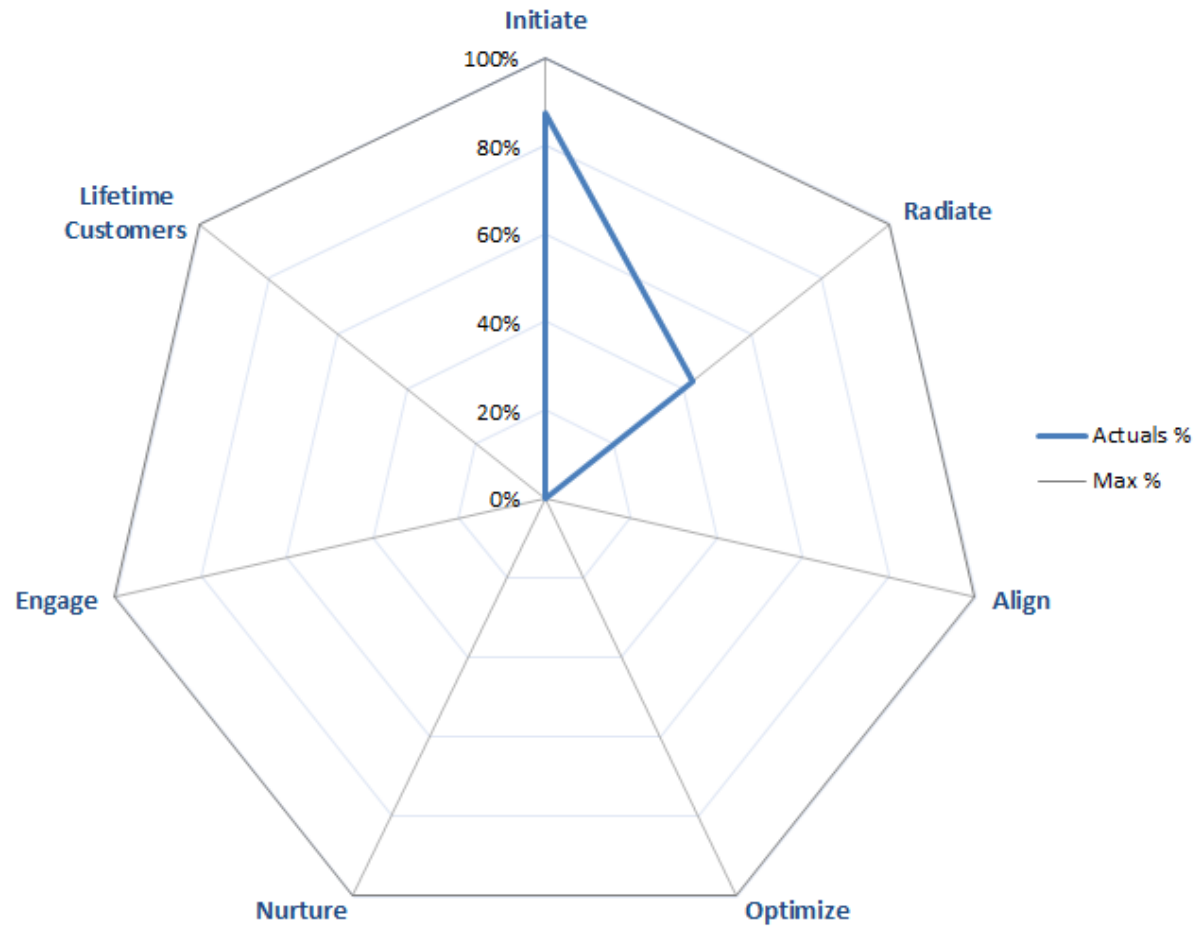
Recommendations for Radiate
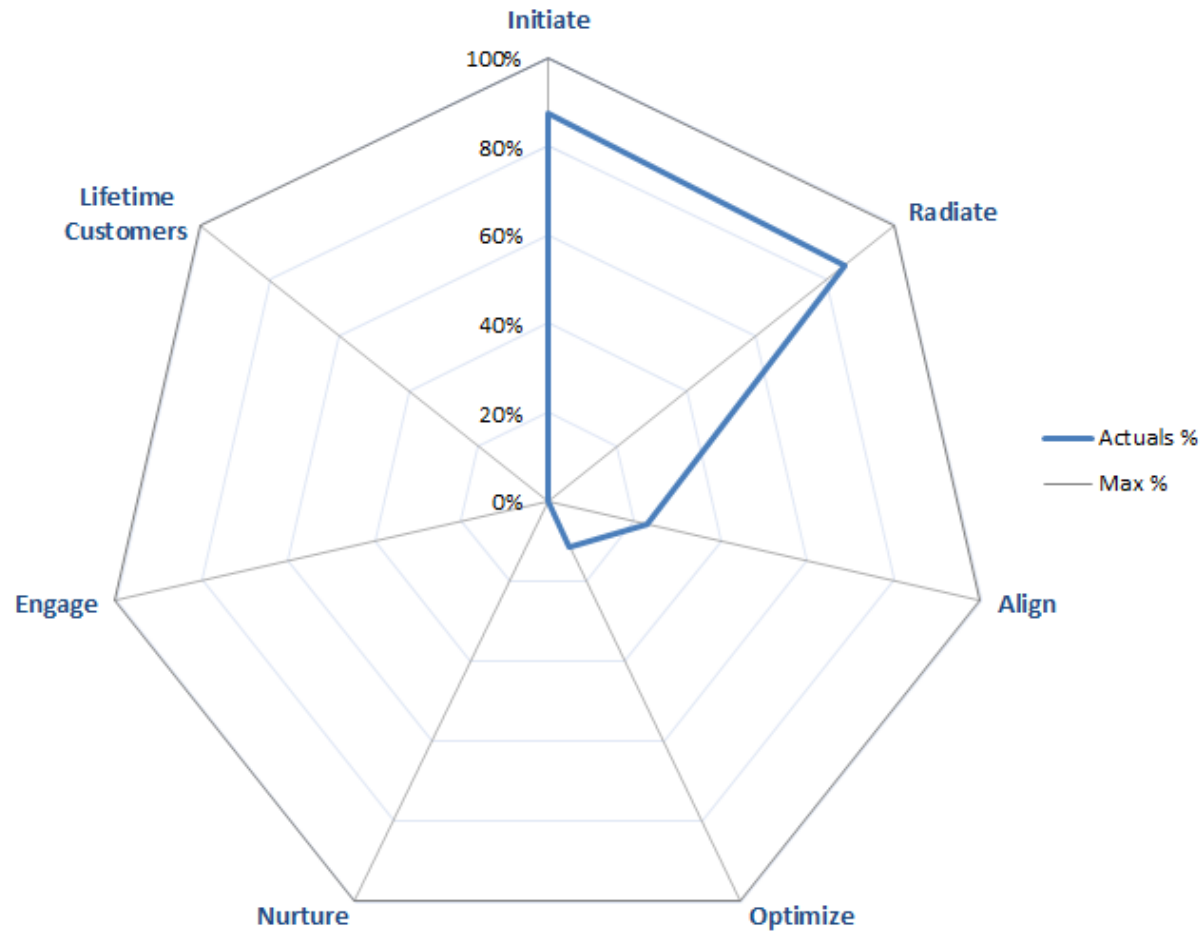
Recommendations for Align
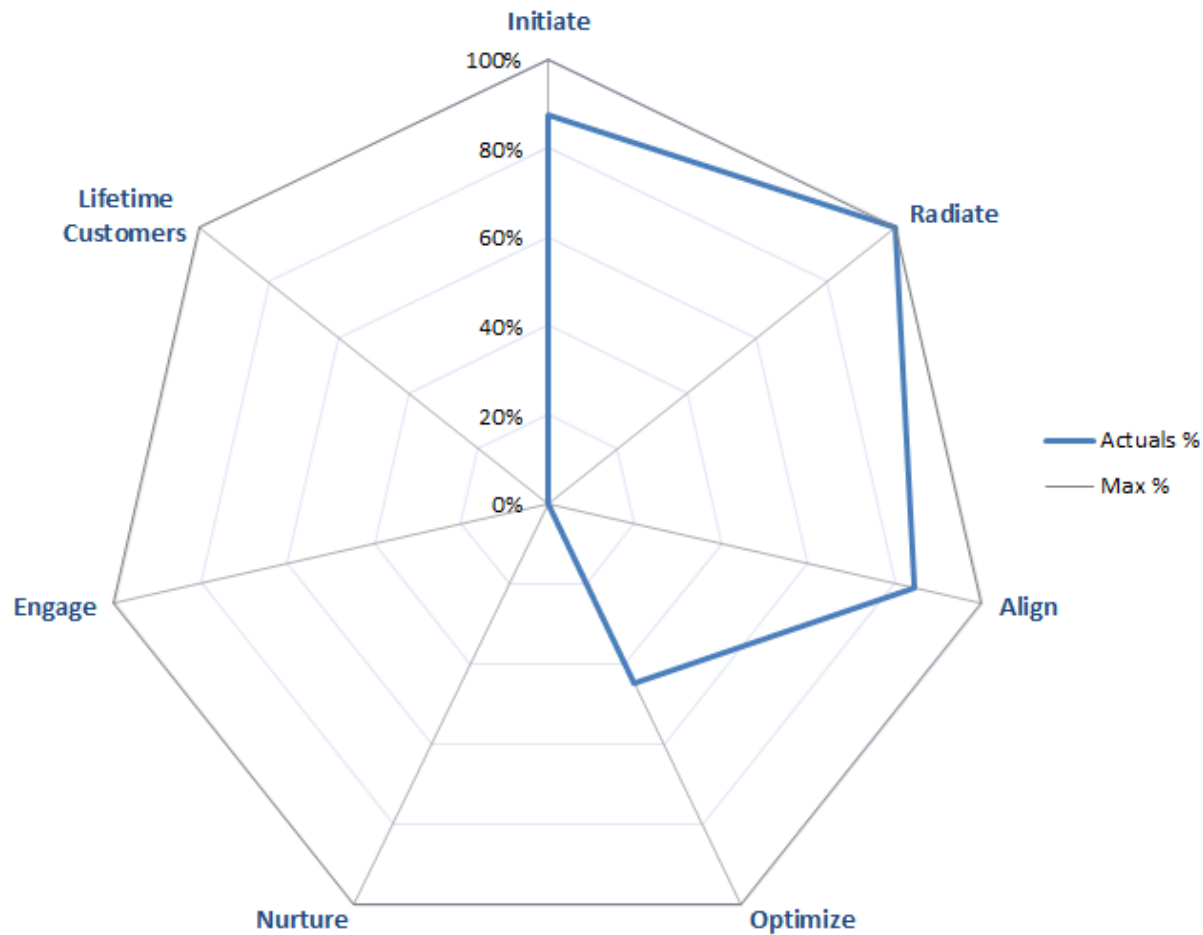
Recommendations for Optimize
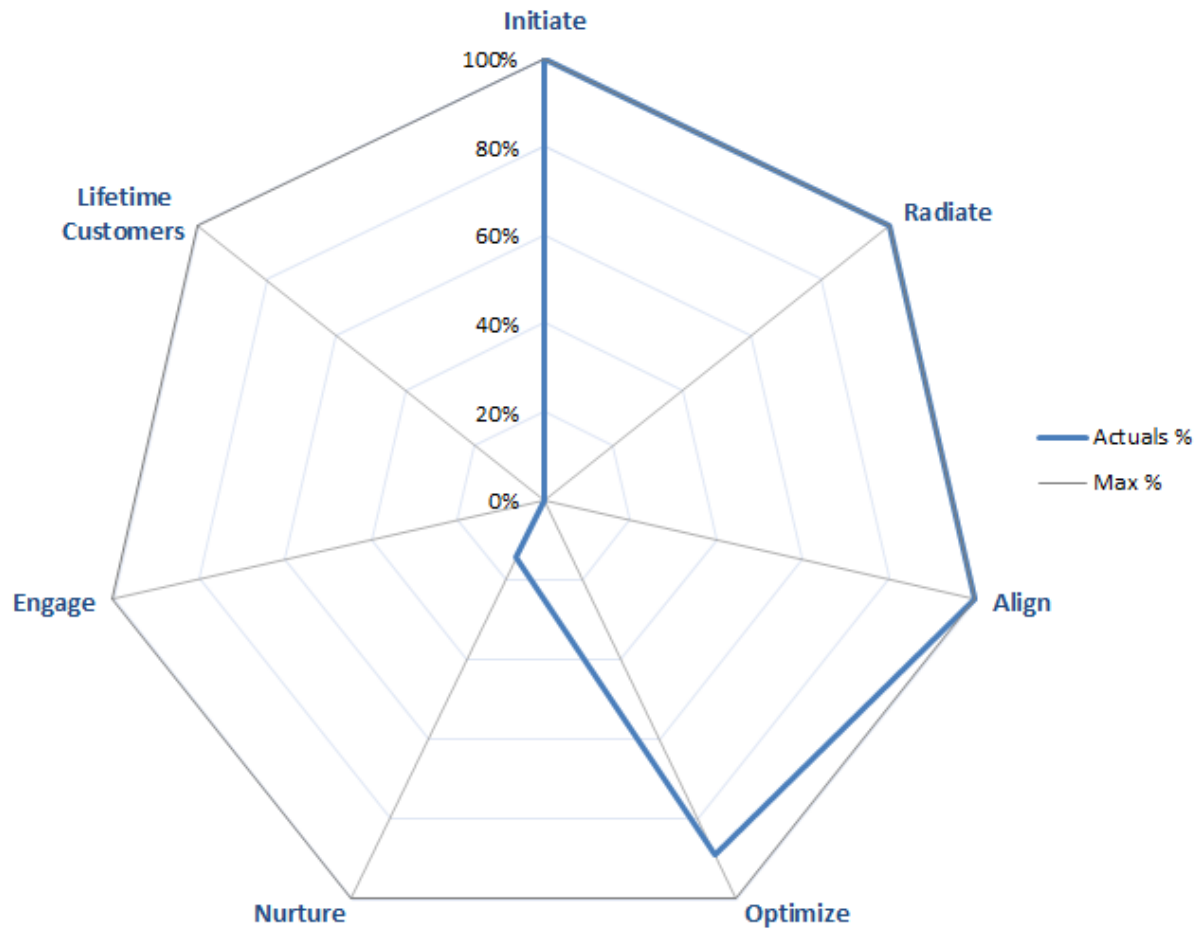
Recommendations for Nurture
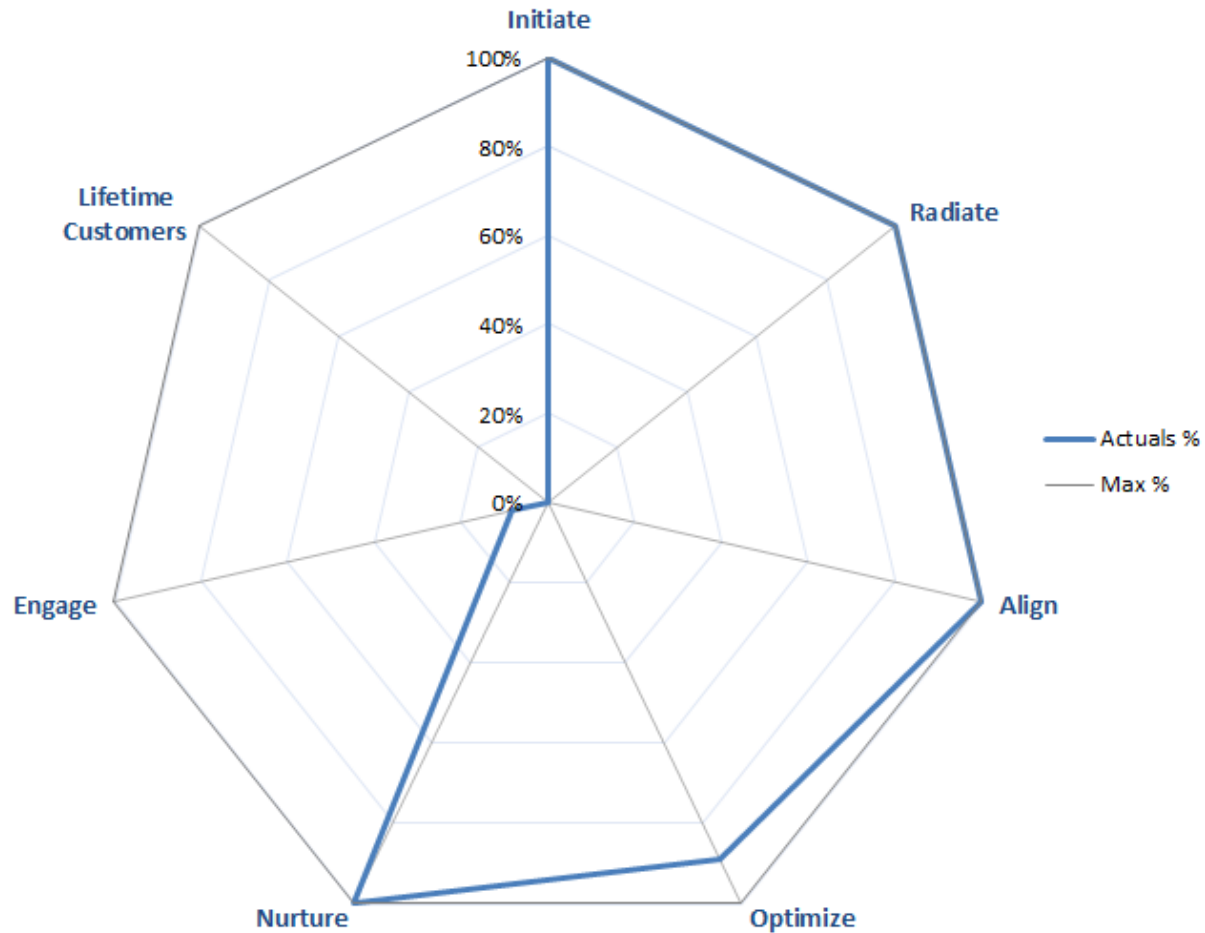
Recommendations for Engage
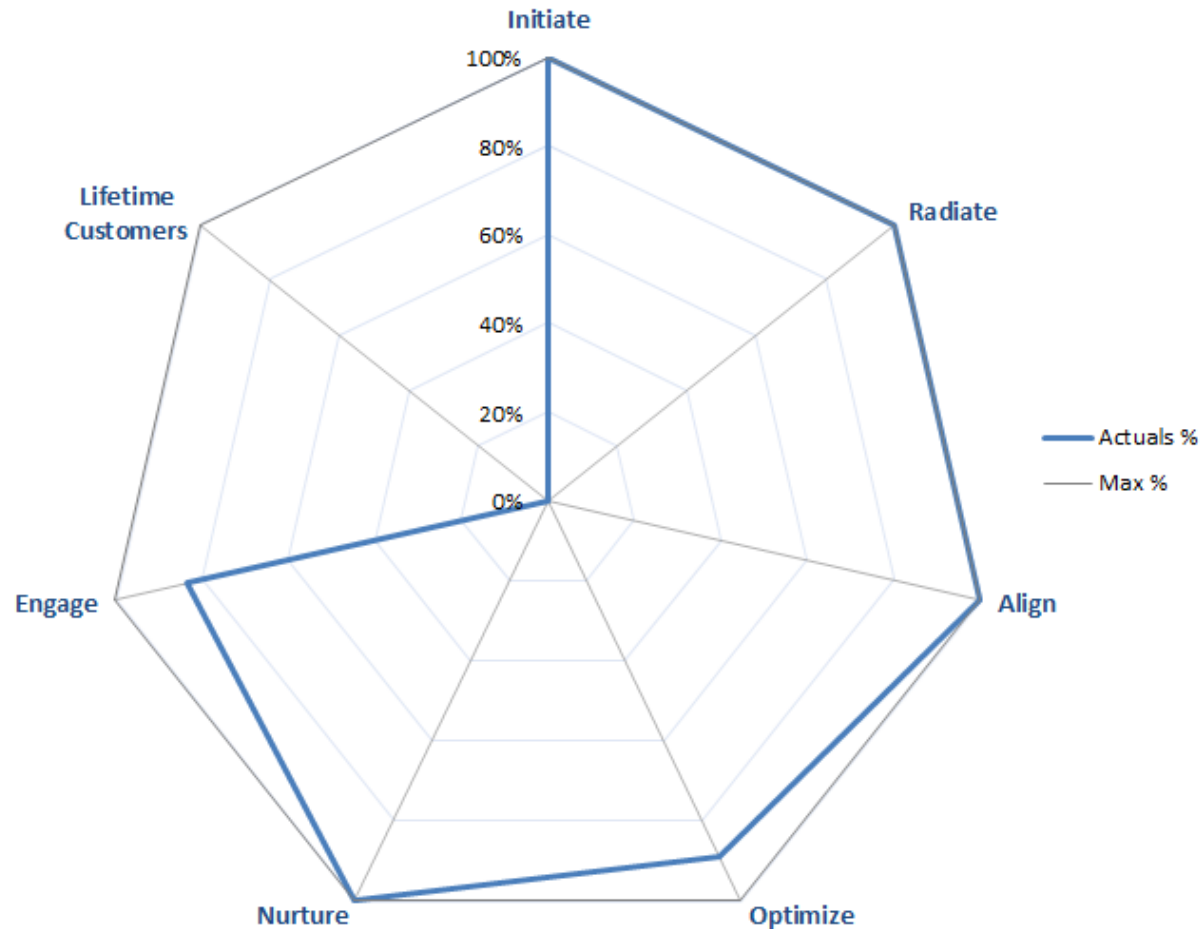
Recommendations for Lifetime Customers

Step 1: Attract

Step 2: Convert

Step 3: Advocate

Integrated tools

Goals & Engagement Values

Social Integration

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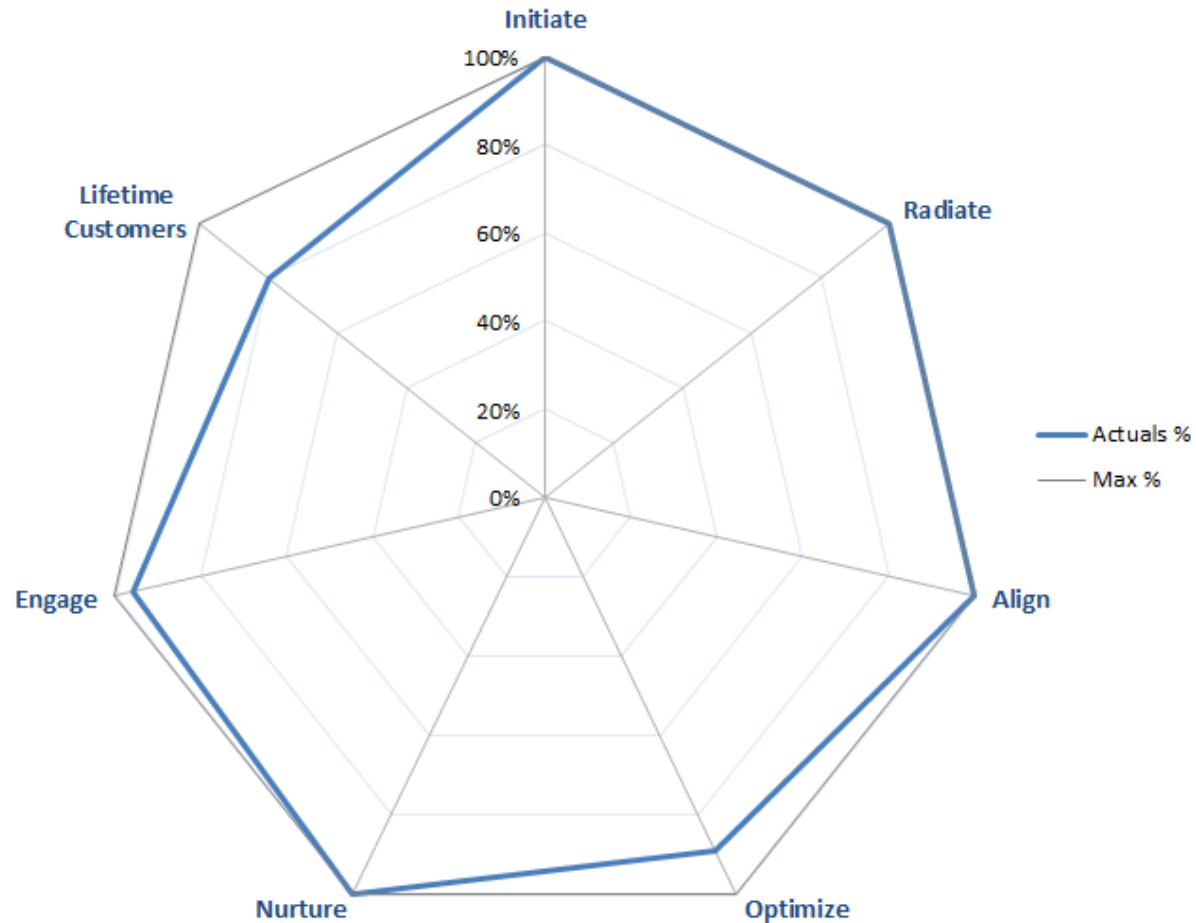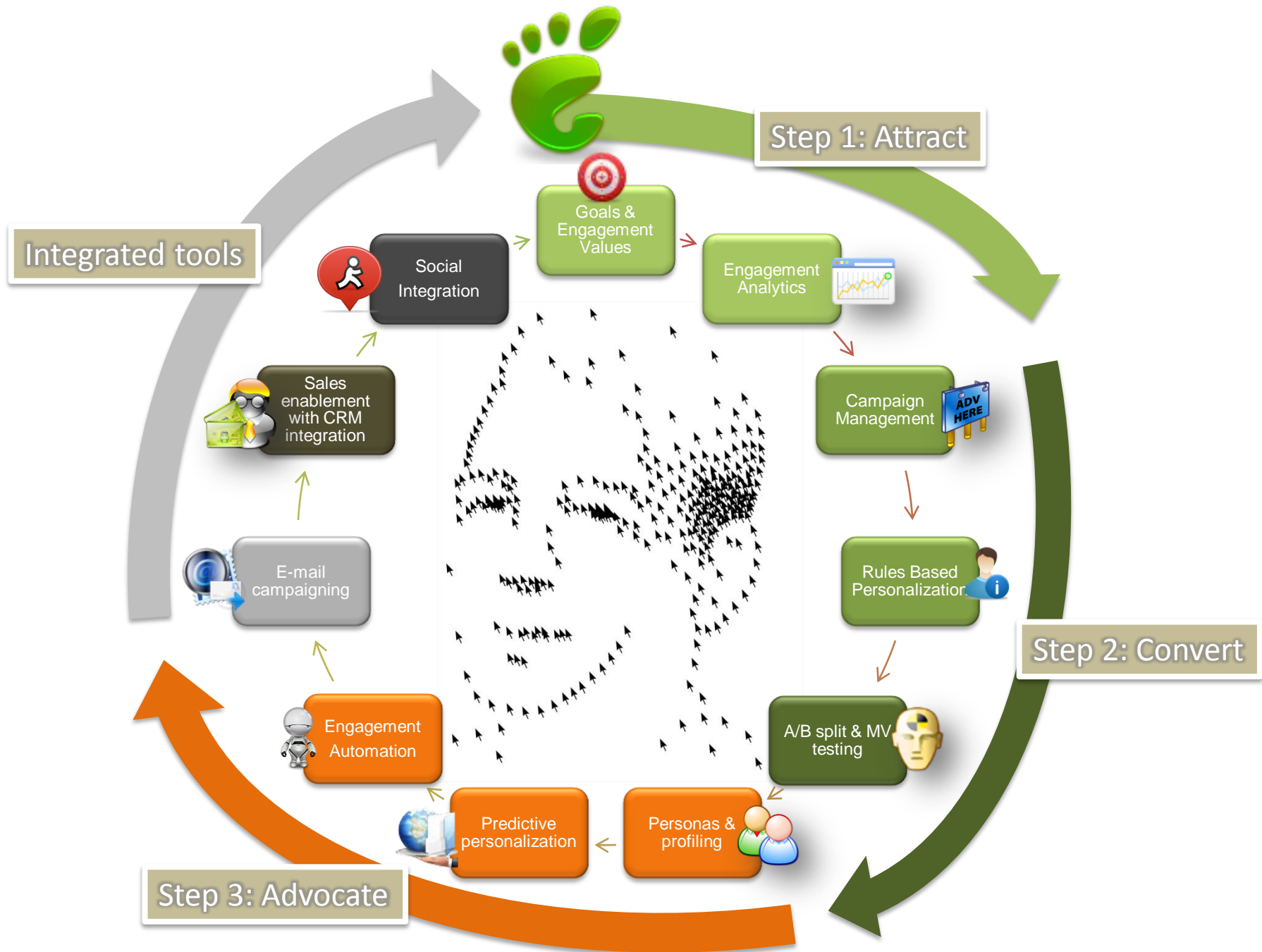
Release of the Customer Experience Maturity Model

- Ultimo February
  - Simple Assessment widget avaliable on Sitecore.net
  - eBook Avaliable on Sitecore.net

Simple assessment

Digital Optimization Insights eBook

Using the Assessment initially

Sitecore Business Optimization Services
Core package
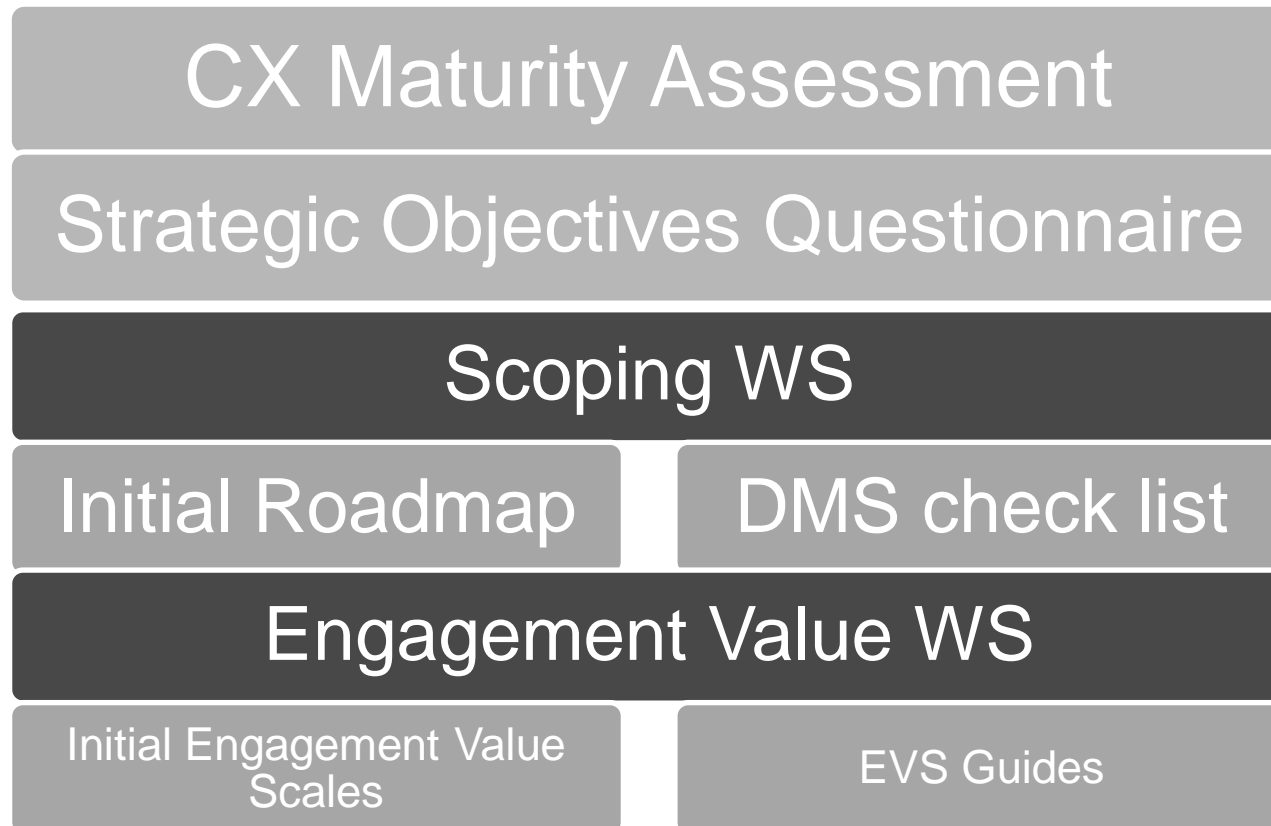
CX Maturity Assessment

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

Mapping Digital Goals to Engagement Values
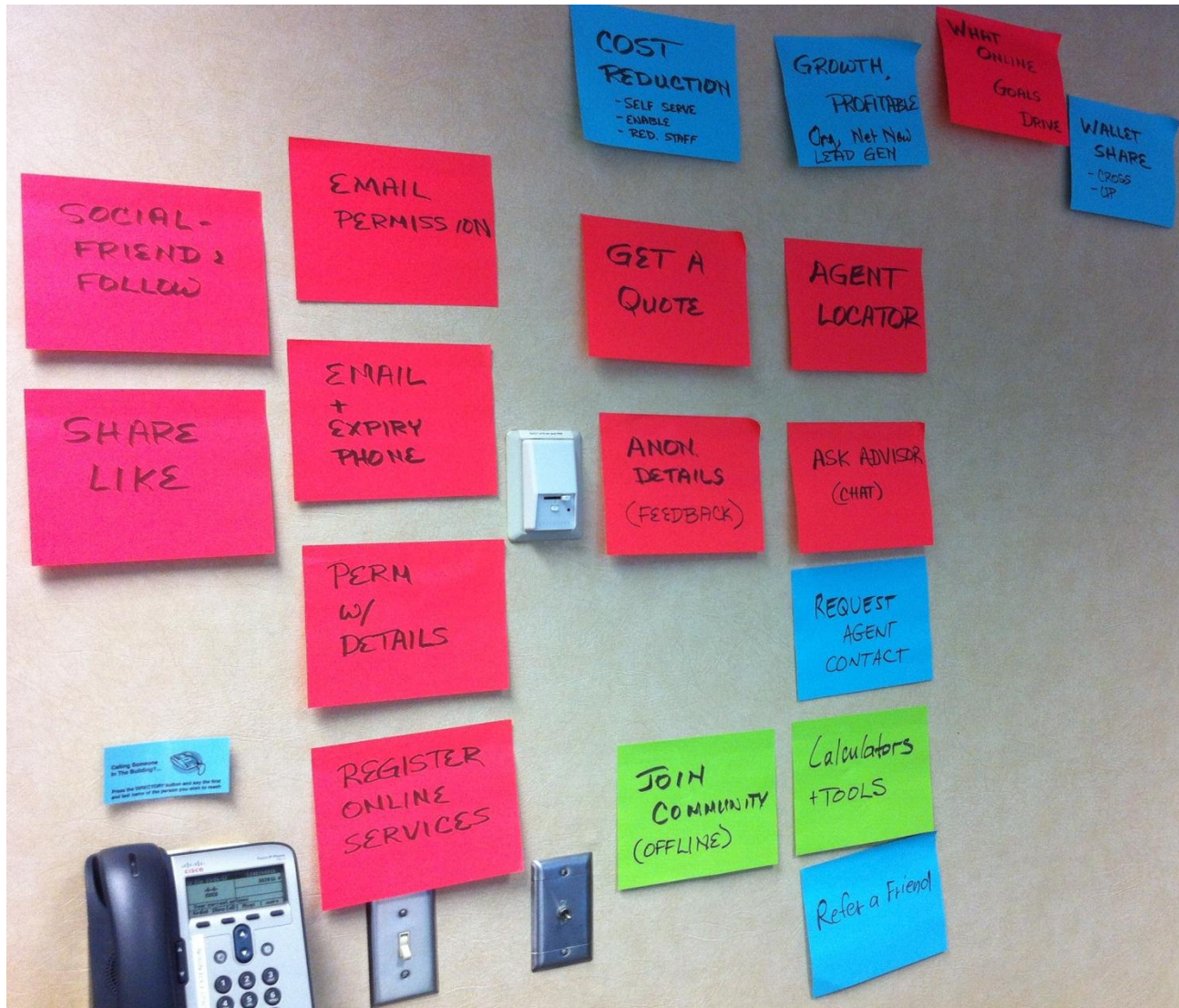
Mapping Digital Goals to Engagement Values

Mapping Digital Goals to Engagement Values

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sitecore *compelling web experiences* **Questions?**