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MGMT

Humanizing the Customer Experience

Tech & insights to enhance relationship

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#humanizingCX

CX 2020 - Milano, 18 Ottobre 2018





**The age of
experience**

“The experience gap” – Customer centricity is easily talked about and rarely achieved



91%

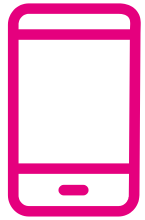
of CEOs believe customer centricity is essential to driving business growth



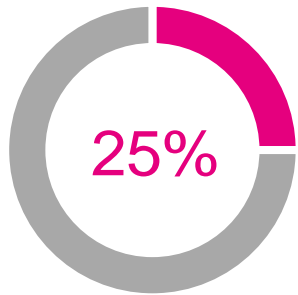
19%

...of UK customers rate their brands as truly customer centric

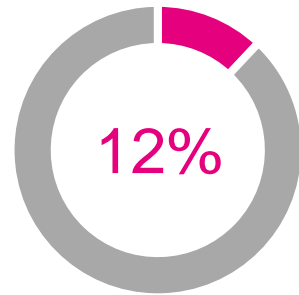
That's why **churn rates** are so high...



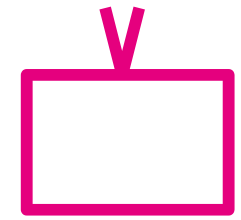
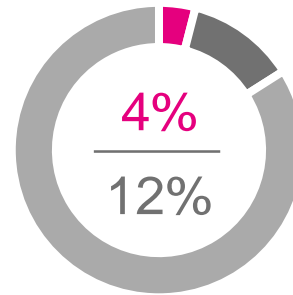
Mobile operators



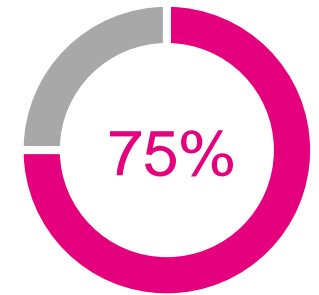
Electricity or gas



Retail banking



Television (new brand)



■ Terminated accounts
■ Moved parts of banking business

Source: Kantar TNS Customer Insights Survey 2014 and 2016 (Germany and UK; n = 2.000)

“The insights gap” – The customer has changed with the digital transformation

Customers want
companies to be
more human





“I’ve learned that people will forget what you said, people will forget what you did, **but people will never forget how you made them feel.**”

MAYA ANGELOU

Poet, memoirist, actress,
director and civil rights activist



*“There is confusion between **experience and memories**, we actually don’t choose between **experiences**, we choose between **memories of experiences**.”*

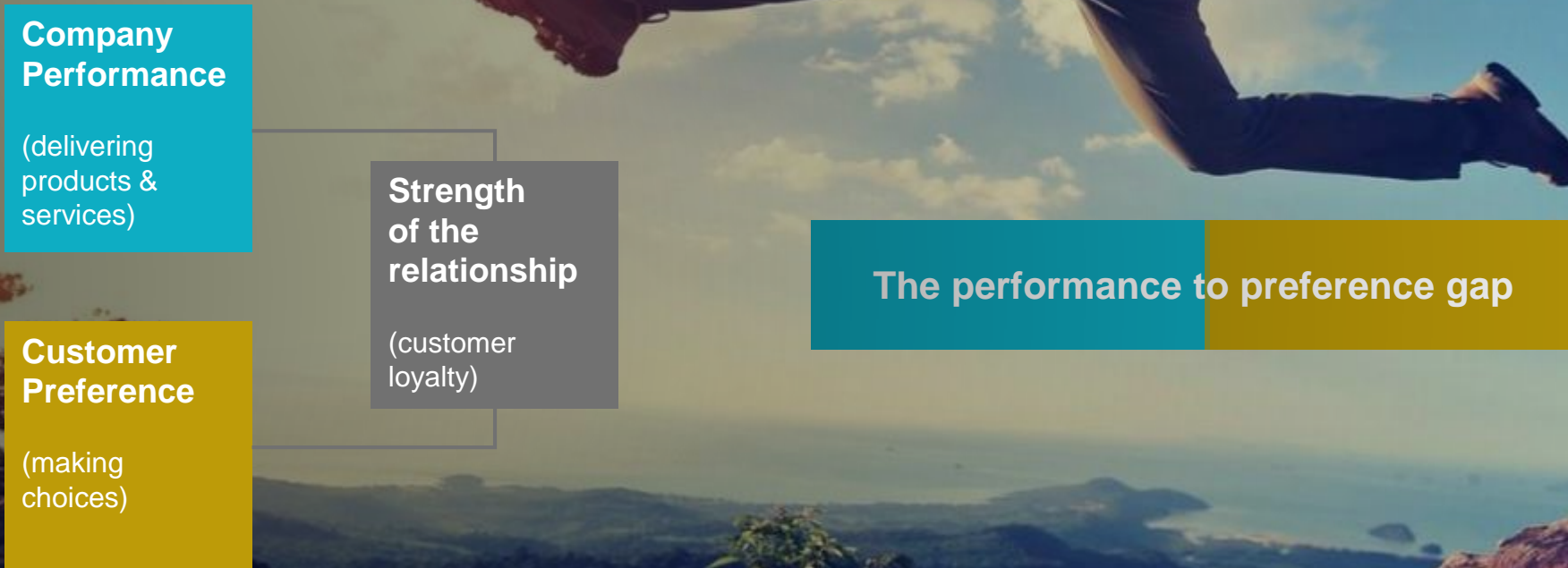
Daniel Kahnemann

The riddle of experiences versus memory
TEDtalk February 2010

Daniel Kahnemann

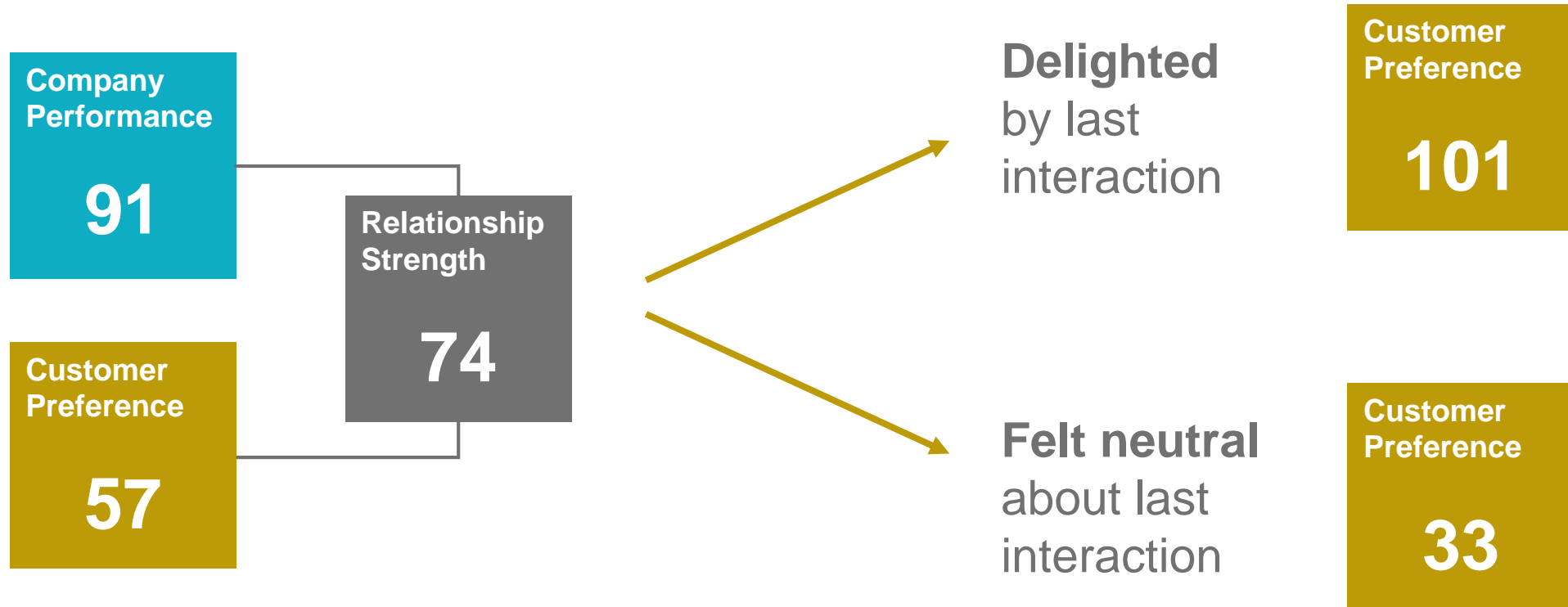
Psychologist working on the psychology of judgment and decision-making, as well as behavioural economics, for which he was awarded the 2002 Nobel Memorial Prize in Economic Sciences

Performance is necessary, but not sufficient

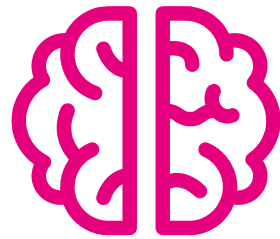


Customer Preference in making a choice or judgement about the company is the critical success factor for retention

Memorable customer experiences determine customer preference



Summarizing ...



Performance matters...but good or even excellent **touchpoint performance is not enough**

Create (positive) **emotions** in **moments** that matter

Those experiences become **memories** and drive preference

Memories will shape the customer **relationship** with the Brand

And relationships drive **business outcomes**

Winning CX in the age of experience demands excellence against these five pillars which form the basis of our index and rankings per category

Clear brand purpose and promise

Clarity of what the brand stands for

Making a difference in people's lives

Organised around customer journeys

Digital journey proficiency

Omni-channel ease

Operational excellence

Experience attributes (e.g. resolution, responsiveness)

Activate moments that matter

Emotional experience

Deliver experiences which reinforce the brand choice

Brand Salience (MDF) / Brand Preference

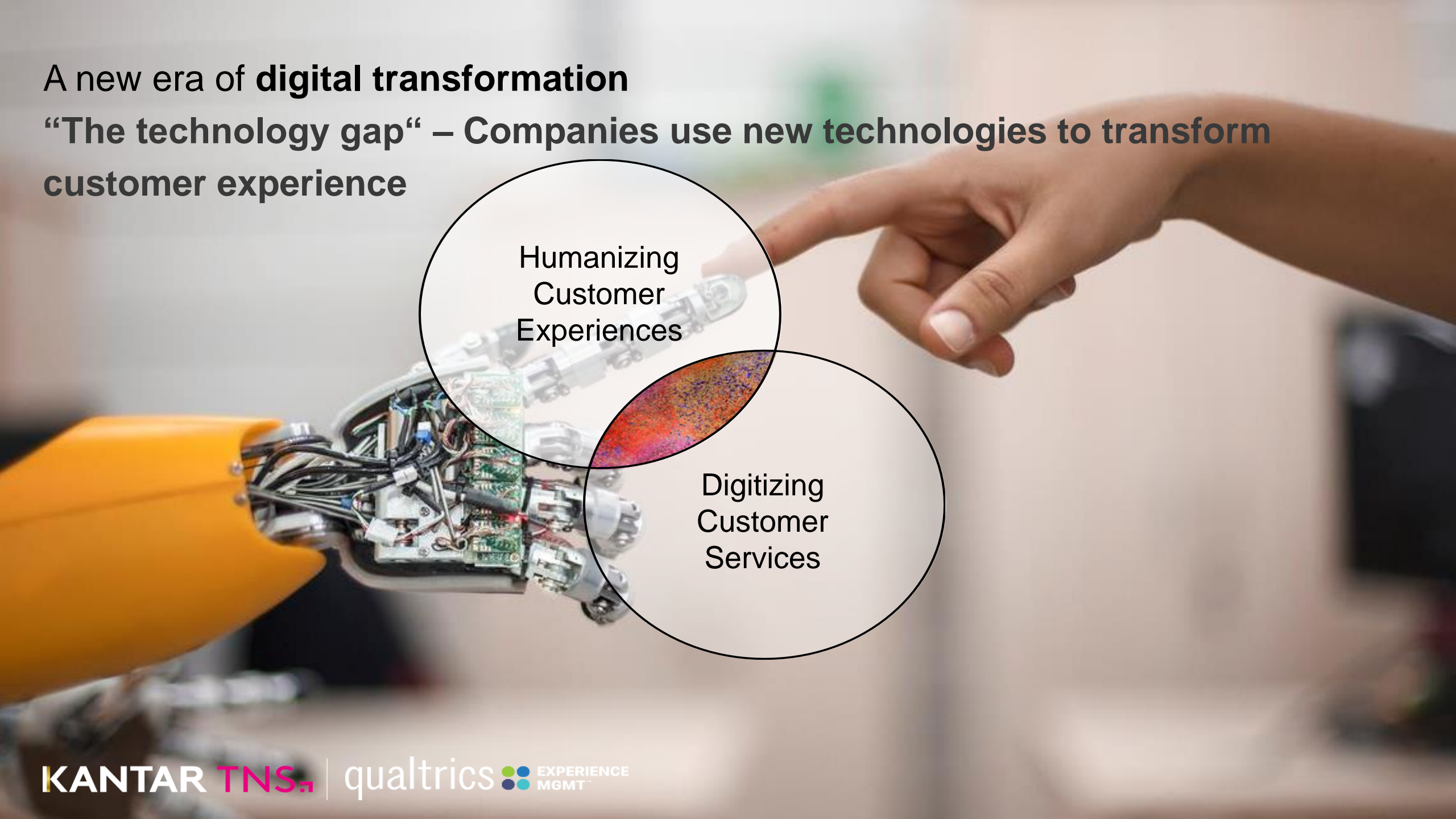
Coherence between brand promise and delivery

Is CX really affecting your brand?



A new era of **digital transformation**

“The technology gap“ – Companies use new technologies to transform customer experience

A hand on the right side of the frame points towards a robotic hand on the left. The robotic hand is yellow and white, with visible internal wiring and components. Two overlapping circles are positioned between the hands. The upper circle is white and contains the text 'Humanizing Customer Experiences'. The lower circle is white and contains the text 'Digitizing Customer Services'. The overlapping area between the two circles is filled with a colorful, abstract pattern of red, orange, and blue dots.

Humanizing
Customer
Experiences

Digitizing
Customer
Services

CX programmes are not impactful as they should be

33%

of organizations are
effective at driving
actions

14%

of organizations are
able to demonstrate
financial results

We need to align tools to monitor *and act* coherently

Legacy cx
technology &
services

technology **GAP**

modern
CX
systems



Employee Engagement

Customer Satisfaction

Brand Perception

User Experience

Product Satisfaction

Sales

Production

Finance

SKUs

HRIS



Modern CX systems

1

Engage customers
on their own terms

PERSONAL

2

Remove roadblocks
to insights

PREDICTIVE

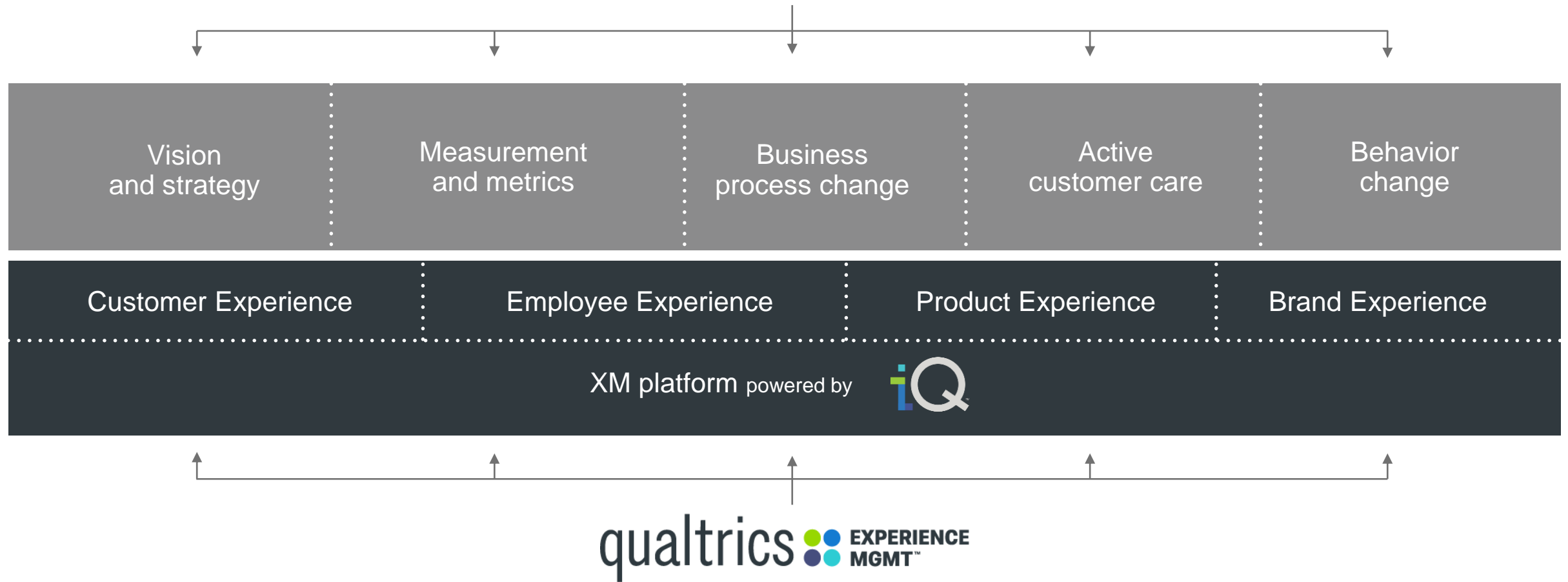
3

activate your
organization

EMBEDDED

In partnership we help you put customers at the heart of your organization

KANTAR TNS.



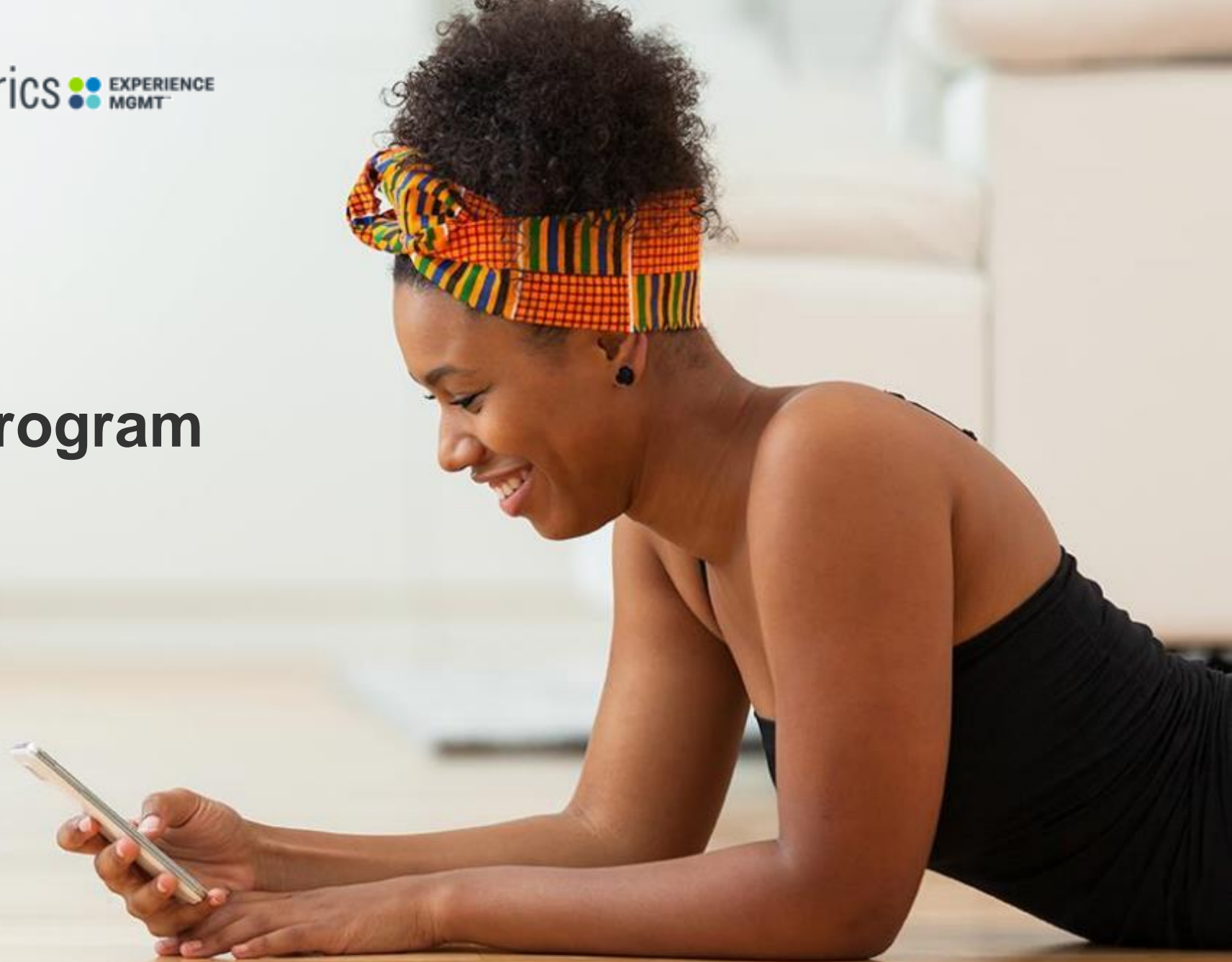
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Amplifon A new Global CX Program

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Customers expect «*human*» experiences
in the «*moments that Clients matter most*»

People

Consumer Insights & Analytics
Behavioral Changes/Target Setting
Breaking the Silos

Process

Customer Feedback Management
Governance & Program Management
Benchmarking / ROI

Technology

Device Agnostic
O Data & X Data integration
Predictive and Customizable

Humanizing the Customer Experience ...

Your Customers will **feel** the difference

Your CFO will **feel** it, too!

Thank you

Chiara Fracassi - Corporate Brand e CX Director

Eugenio Tavolaro - COO Italy, Kantar

Raffaele Falcone - Director, Western Europe, Qualtrics

