

mobba

Customer Experience 2.0

April 2013

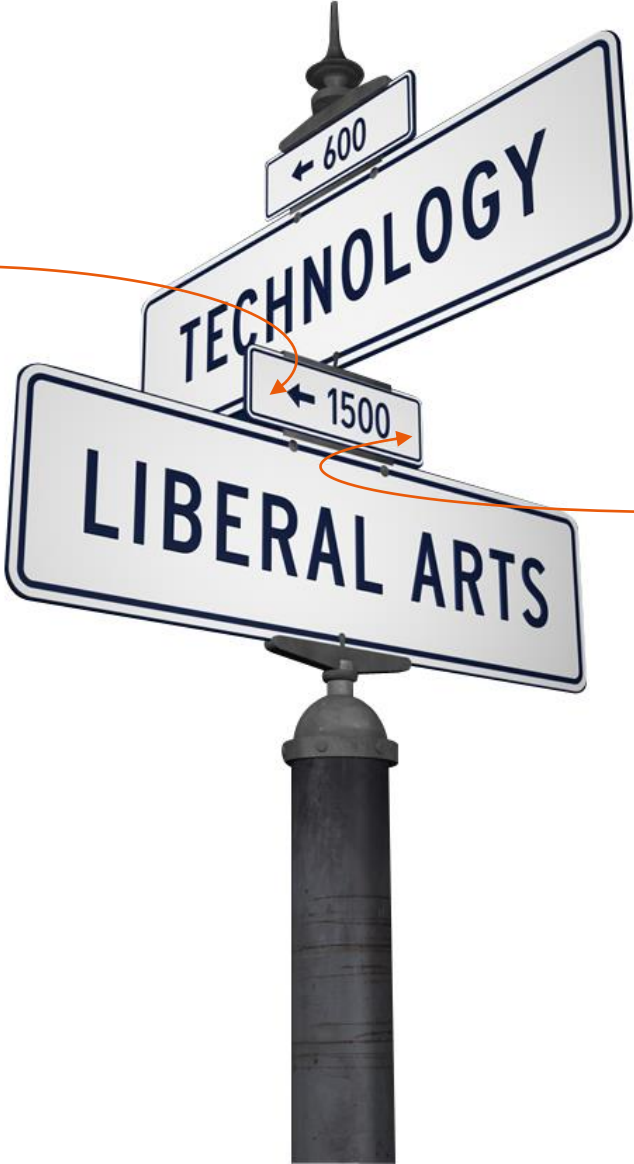


← 600

TECHNOLOGY

← 1500

LIBERAL ARTS



Customer Experience
[Empathy]

Customer Engagement
[Impute]

Customer Experience CX: “CEM is a strategy that focuses the operations and processes of a business around the needs of the individual customer. “

Wikipedia

Customer engagement (CE) "Engagement is turning on a prospect to a brand idea enhanced by the surrounding context."

Wikipedia - Advertising Research Foundation

Customer Experience 2.0

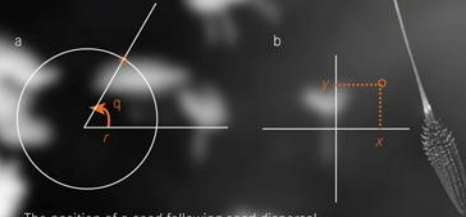
Engineering experiences
of a lifetime!

- 99.5 percent of dandelion seeds travel less than 10m;
- 0.05 percent travel more than 10m;
- 0.014 percent travel more than one kilometre.

Seed production varies from 54 to 172 seeds per head and a single plant can produce more than 2000 seeds.

The pappus expands and forms a parachute-like structure at right angles to the main axis of the seed when the relative humidity is 77% or less.

Wind velocities of only 4 mph or more will keep seed air borne.

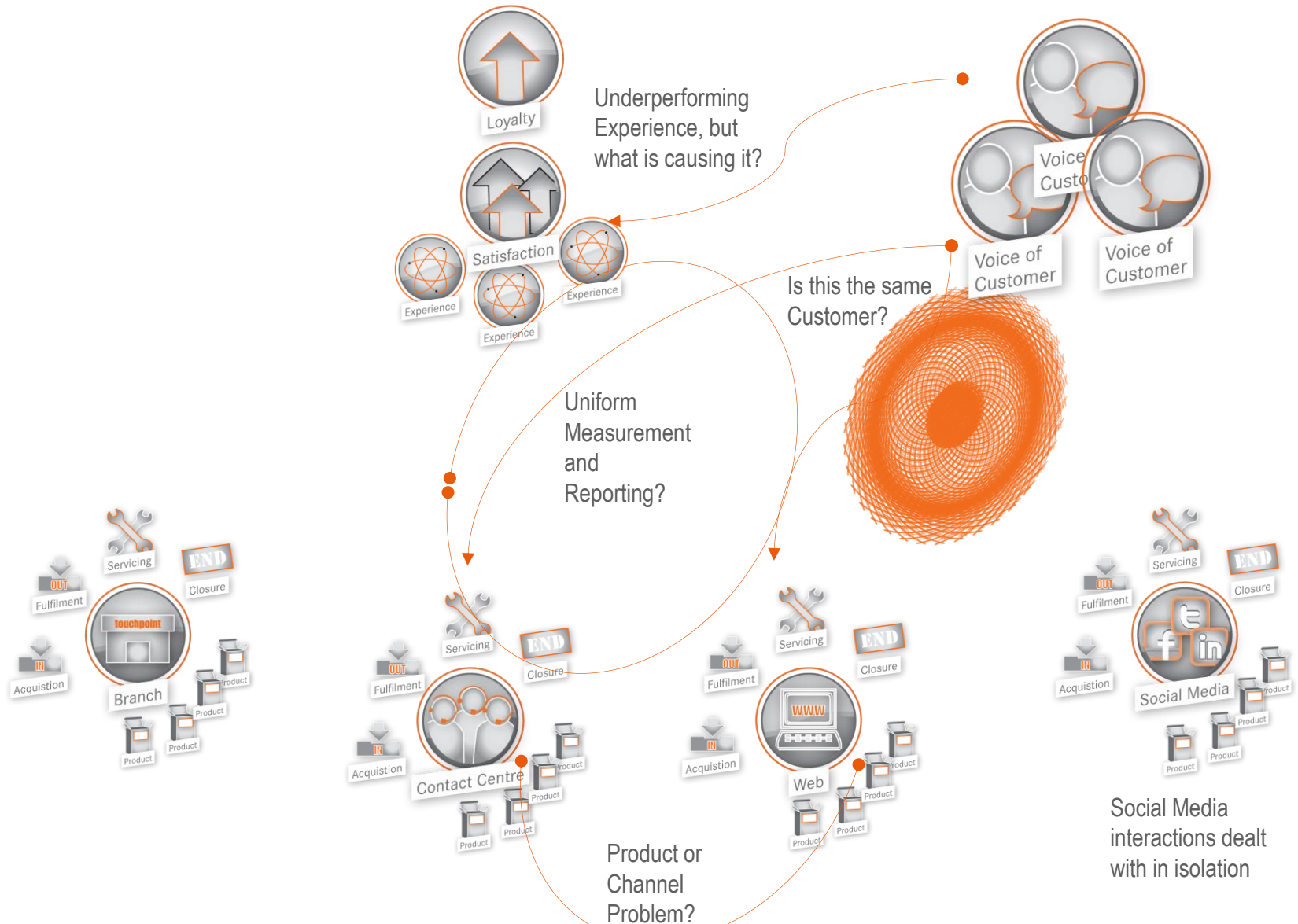


The position of a seed following seed dispersal

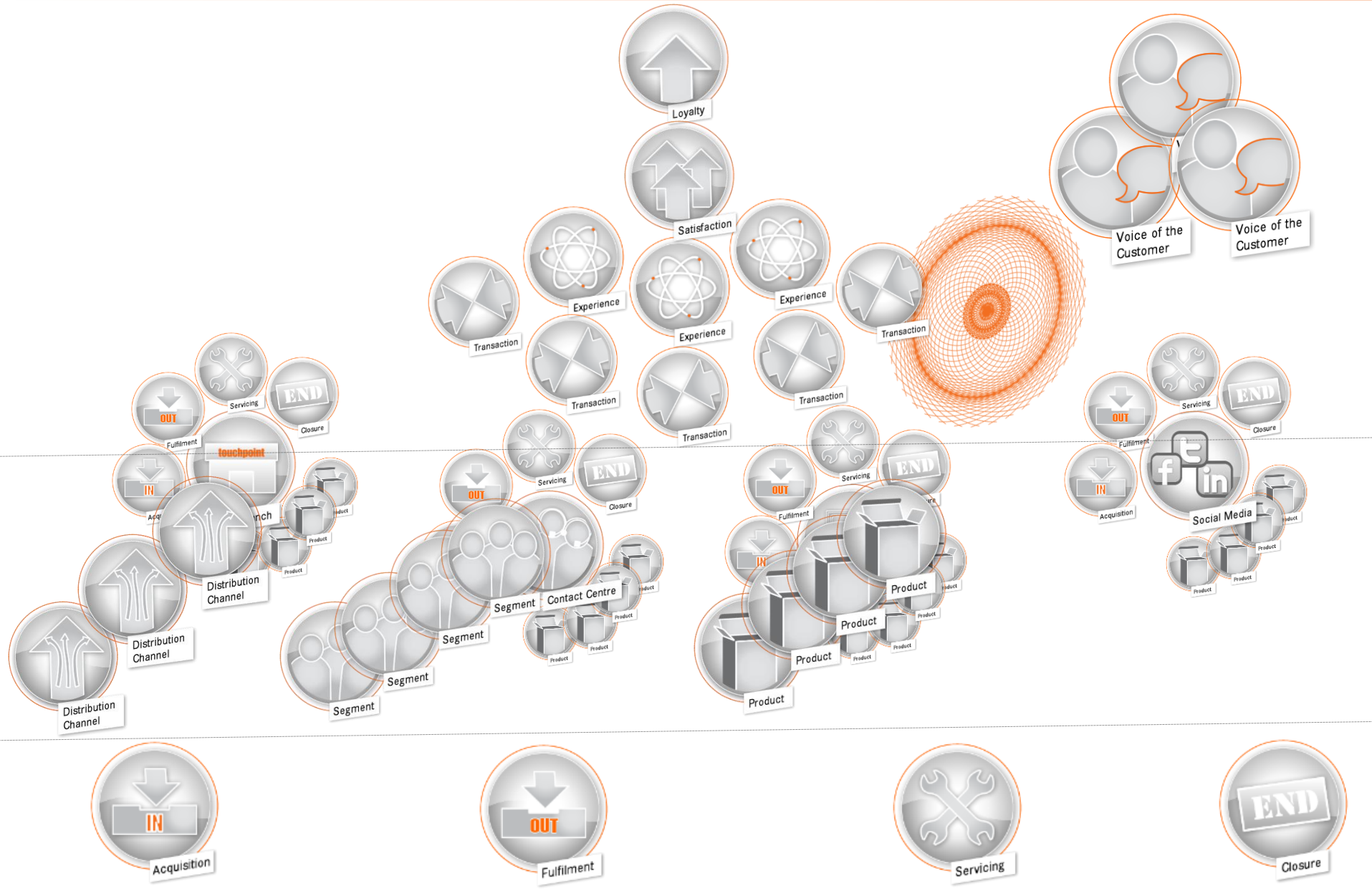
The position of the seed in relation to the parent plant given in (a) Cartesian Coordinates (aligned with longitude and latitude) and (b) in terms of direction and distance from the parent plant, measured counter clockwise from the longitude axis.

CX: Before you can delight, get the basics right...

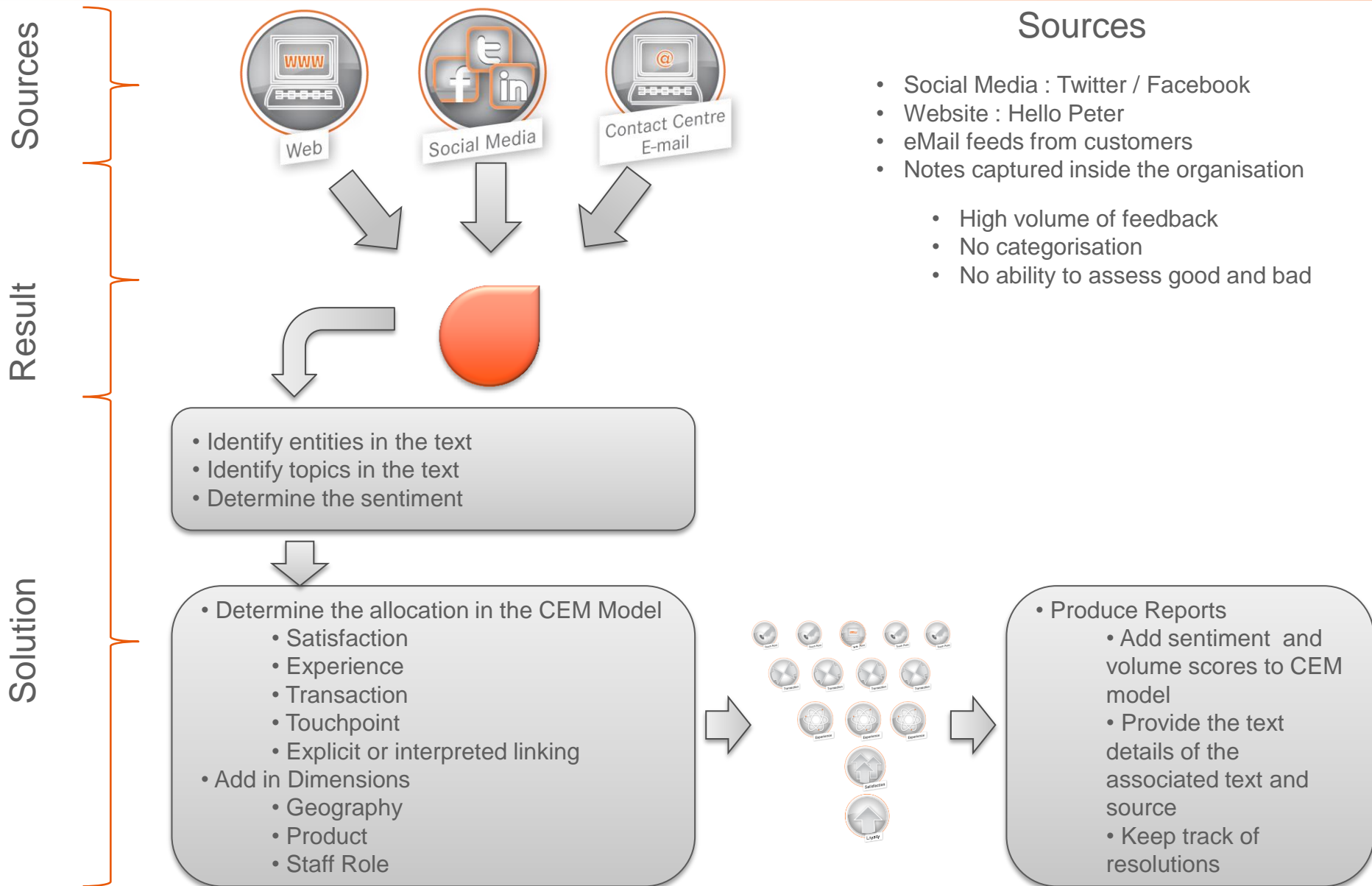
Listen to the Voice of which Customer?



Listen to the Voice of the Customer



CX: Social Media Listening

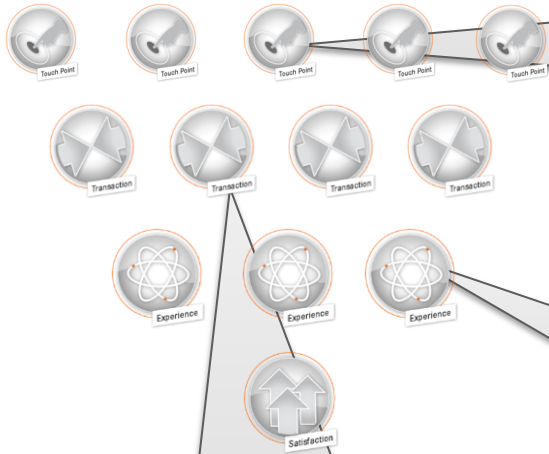


Sources

- Social Media : Twitter / Facebook
- Website : Hello Peter
- eMail feeds from customers
- Notes captured inside the organisation

- High volume of feedback
- No categorisation
- No ability to assess good and bad

CX: Social Media Listening



I am really annoyed as the agent that assisted me at ABC company was rude

Entity : Agent
Sentiment : Negative
Concept : Call centre service
Tags to CEM Model : Touchpoint / Service Agent / Friendliness

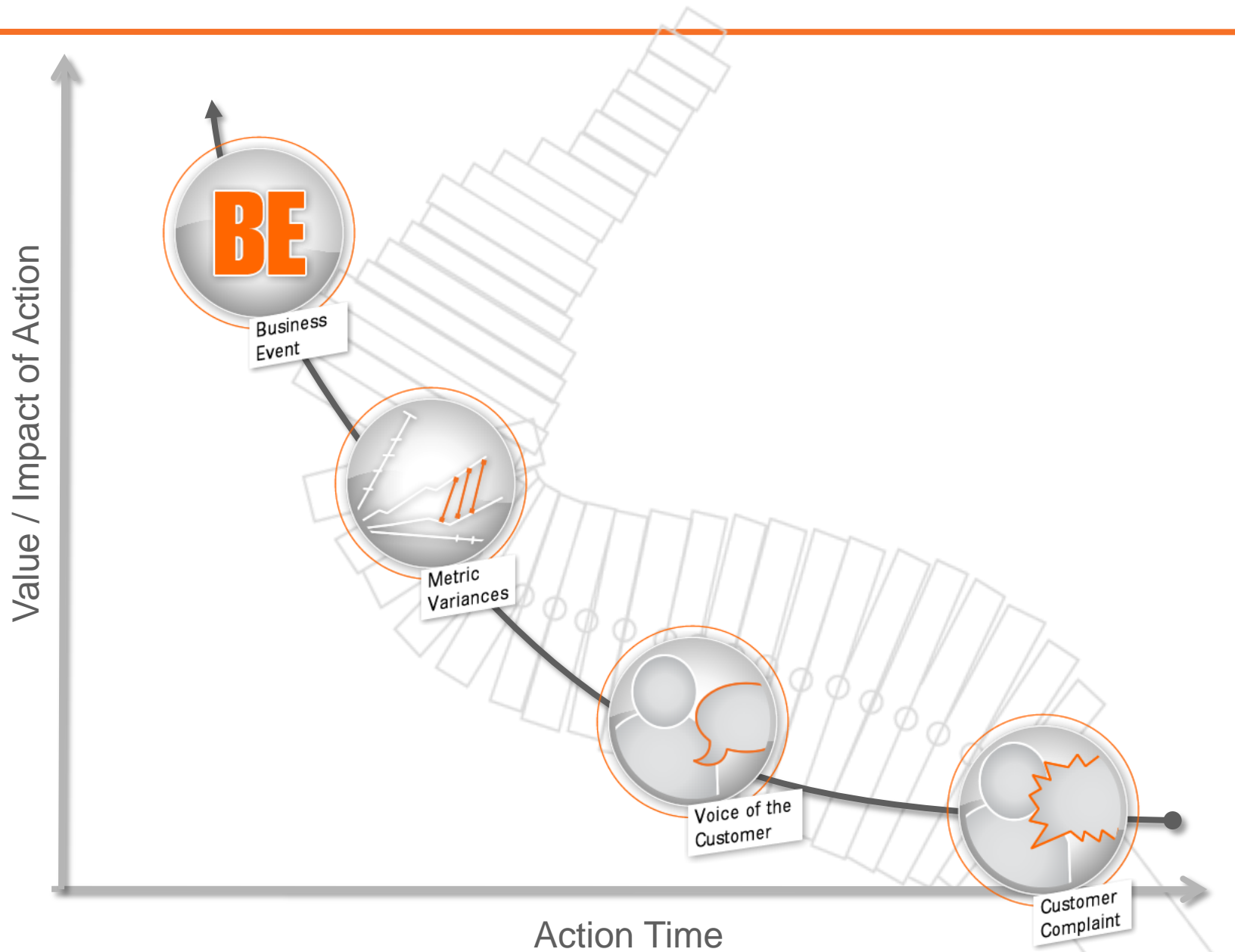
I recently bought a new cellphone from ABC company. It was a great experience!

Entity : ABC Company / cellphone
Sentiment : Positive
Concept : Purchasing the product
Tags to CEM Model : Experience / Purchasing / Experience Satisfaction

I tried to submit a claim for ABC insurance company. There was so much paperwork involved – it was painful

Entity : Claims / ABC Company
Sentiment : Negative
Concept : Submitting a claim / paperwork
Tags to CEM Model : Transaction / Claiming / Documentation

CX Maturity Curve



Engineering experiences
of a lifetime!

A model for the pattern of florets in the head of a sunflower has the form:

$$\alpha = \frac{2\pi}{\phi^2} n, r = c\sqrt{n}$$

where α is the angle, r is the radius or distance from the center, and n is the index number of the floret and c is a constant scaling factor.

The divergence angle, approximately 137.51° , is the golden angle, dividing the circle in the golden ratio.

It is often said that sunflowers and similar arrangements have 55 spirals in one direction and 89 in the other (or some other pair of adjacent Fibonacci numbers).

The heads consist of 1,000 - 2,000 individual florets joined together by a receptacle base.

Sunflowers most commonly grow to heights between 1.5 and 3.5 m.

The sunflower genome is diploid with a base chromosome number of 17 and an estimated genome size of 2871-3189 Mbp.

Each sunflower head can contain as many as 1000 to 2000 seeds, depending on the size of the sunflower head.

Helianthus annuus

Sunflower leaves are phototropic and will follow the sun's rays with a lag of 120 behind the sun's azimuth. This property has been shown to increase light interception and possibly photosynthesis.

CE: Engagement is ultimately about building trust

Dating

Chapter 7: Putting the Best You Forward

Chapter 9: Breaking the Ice: Openers to Get the Gab Going

Chapter 10: Come Here Often? The Art of Flirting.

Chapter 15: Are You on the Same Wavelength?

Chapter 16: "Can We Talk?"

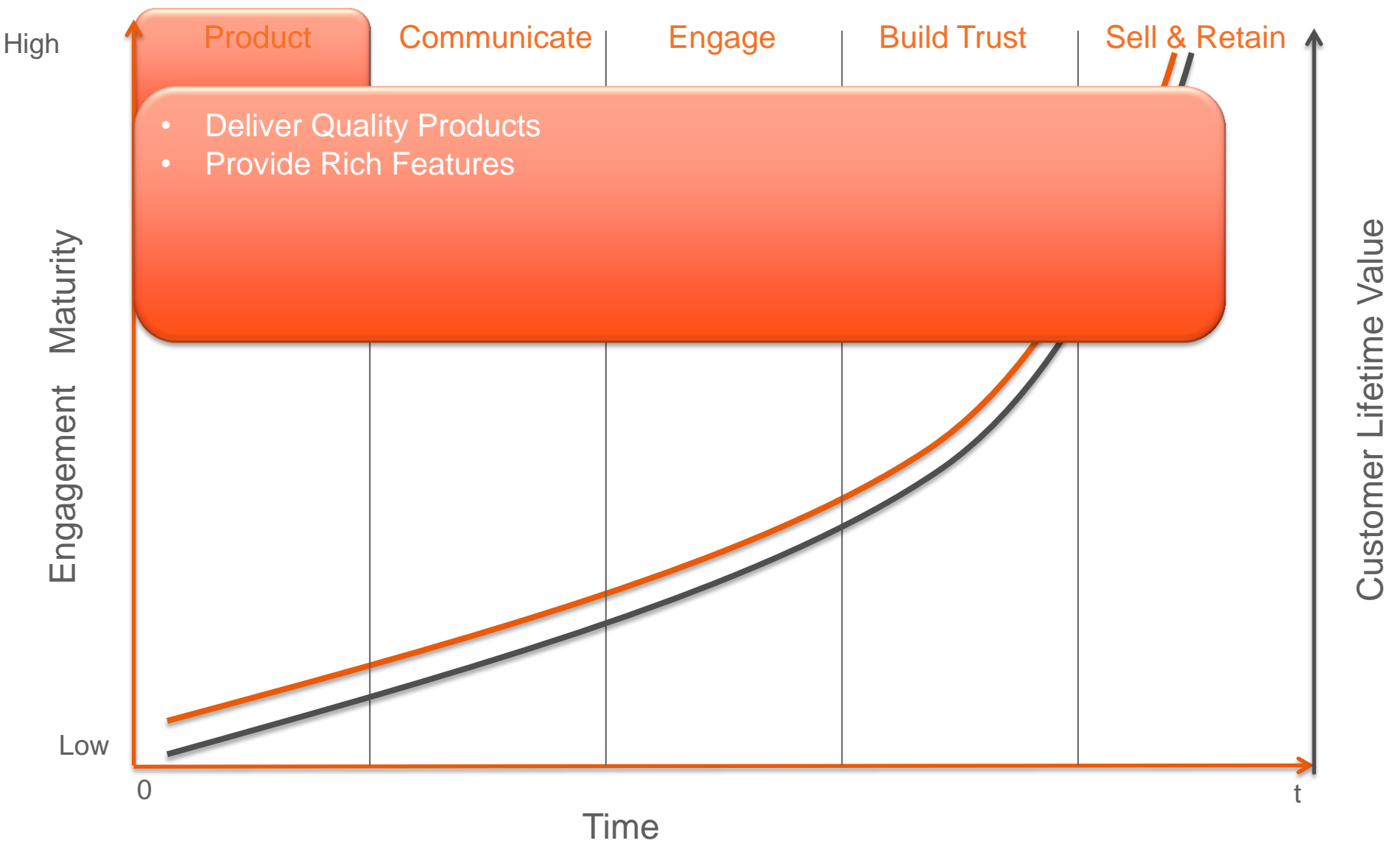
Chapter 19: What's Up with This Person?

Chapter 20: Dating Time-Out: Taking a Needed Break.

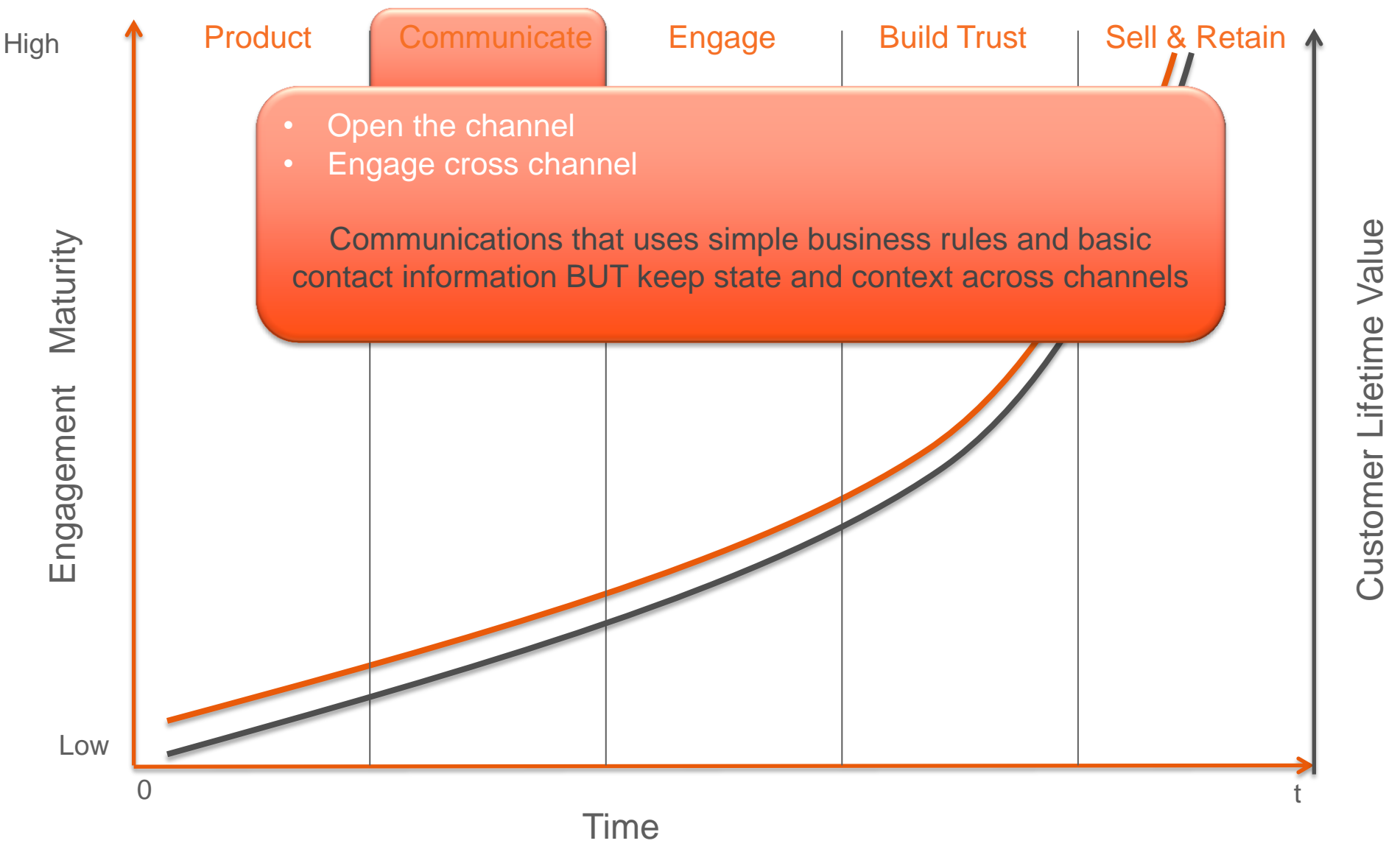
Chapter 26: Getting Back in the Saddle.

Appendix: Meet the Friends, Colleagues, & In-Laws - Like 😊😞

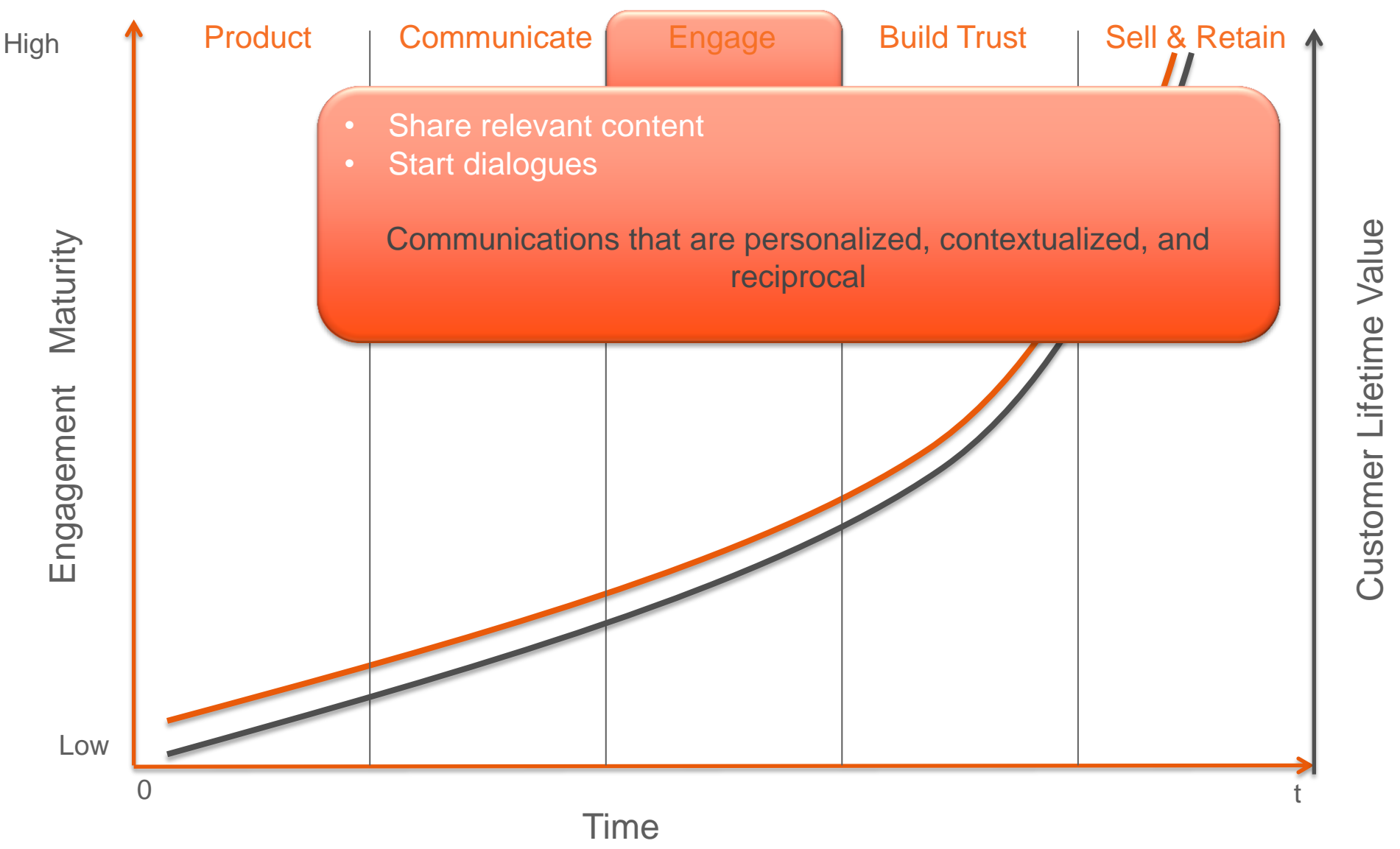
Customer Engagement



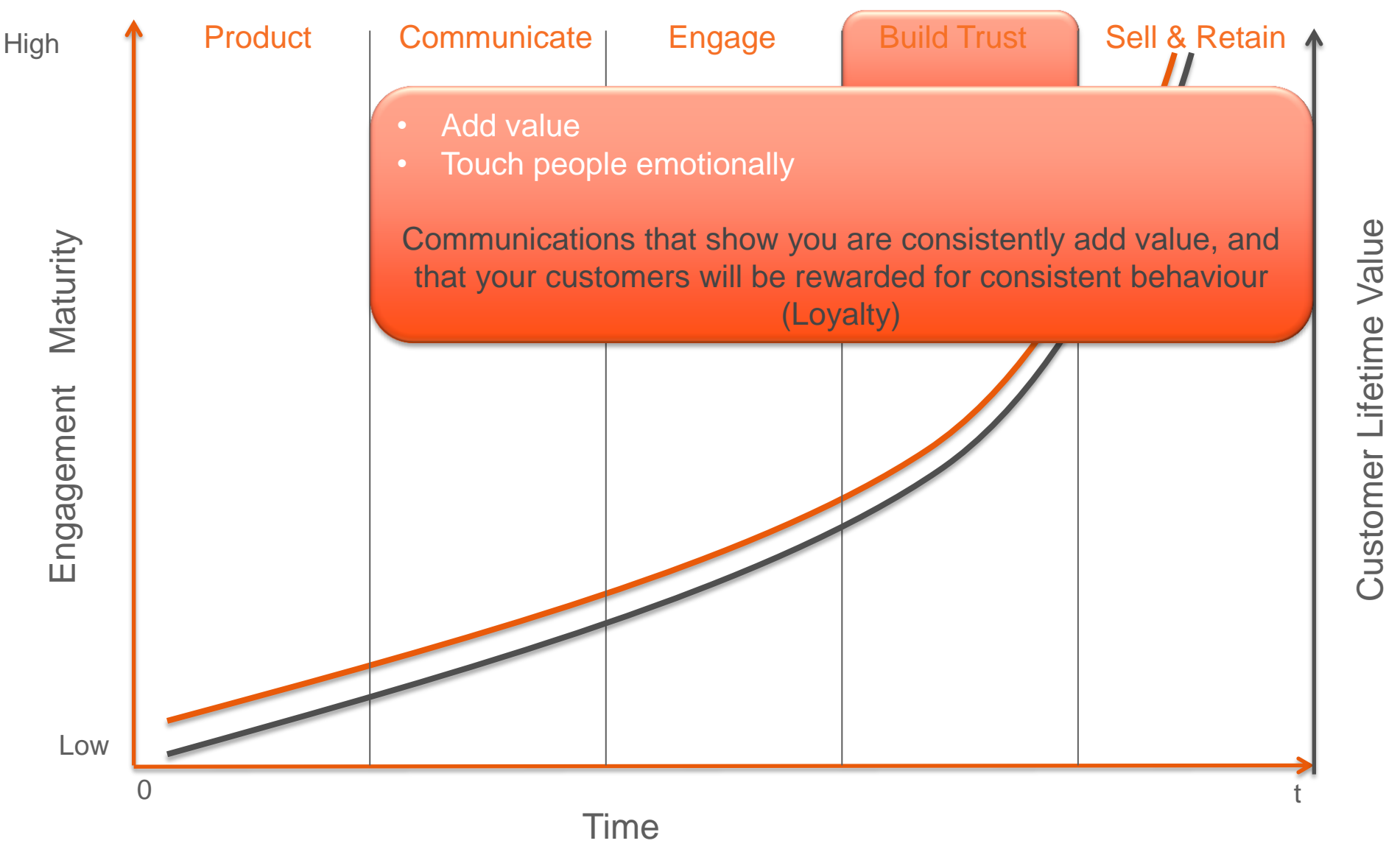
Customer Engagement



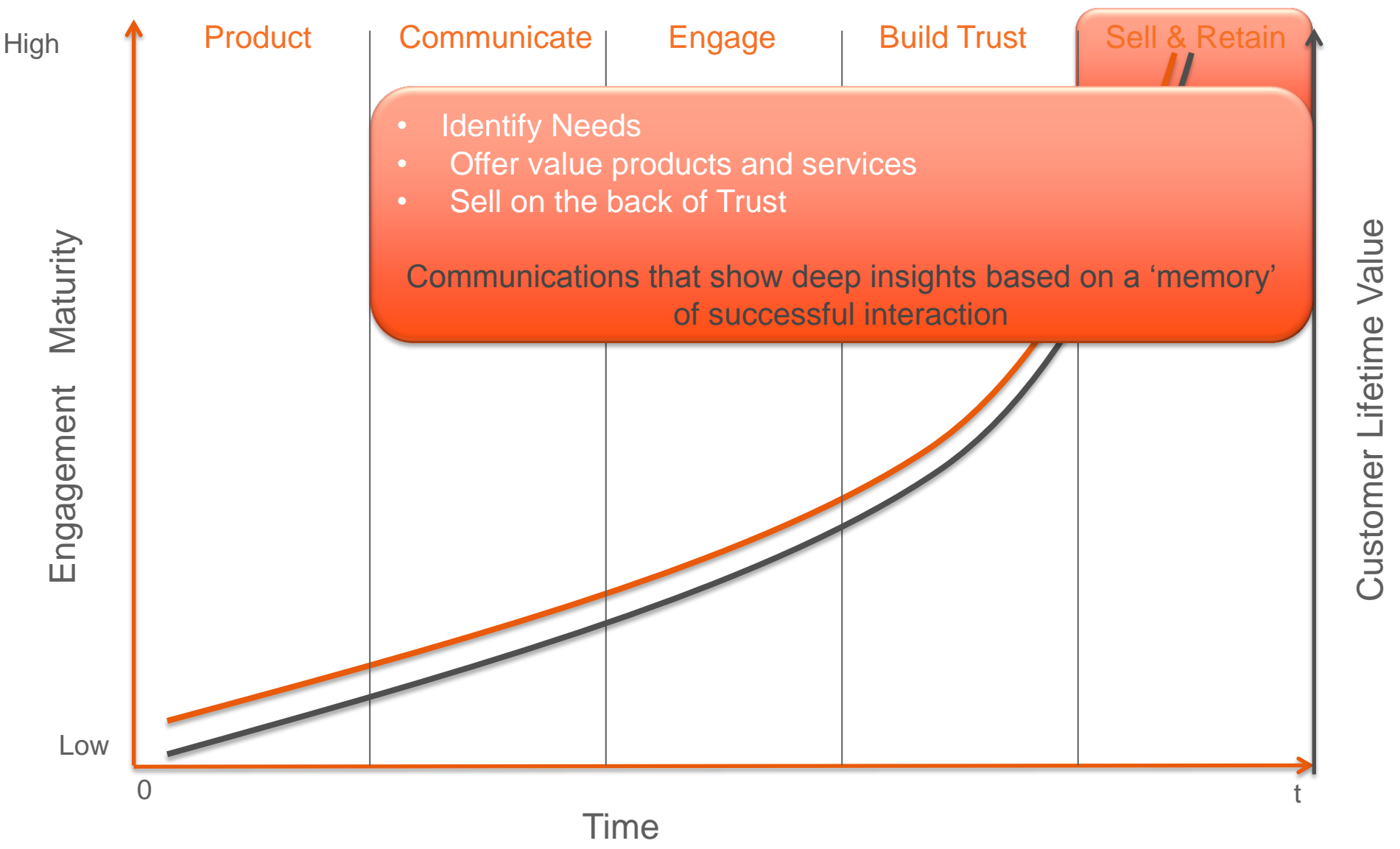
Customer Engagement



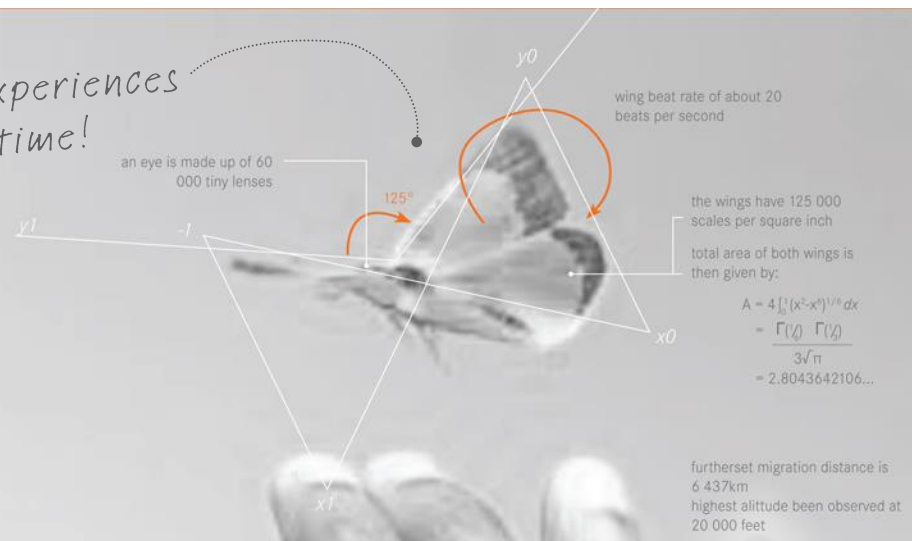
Customer Engagement



Customer Engagement

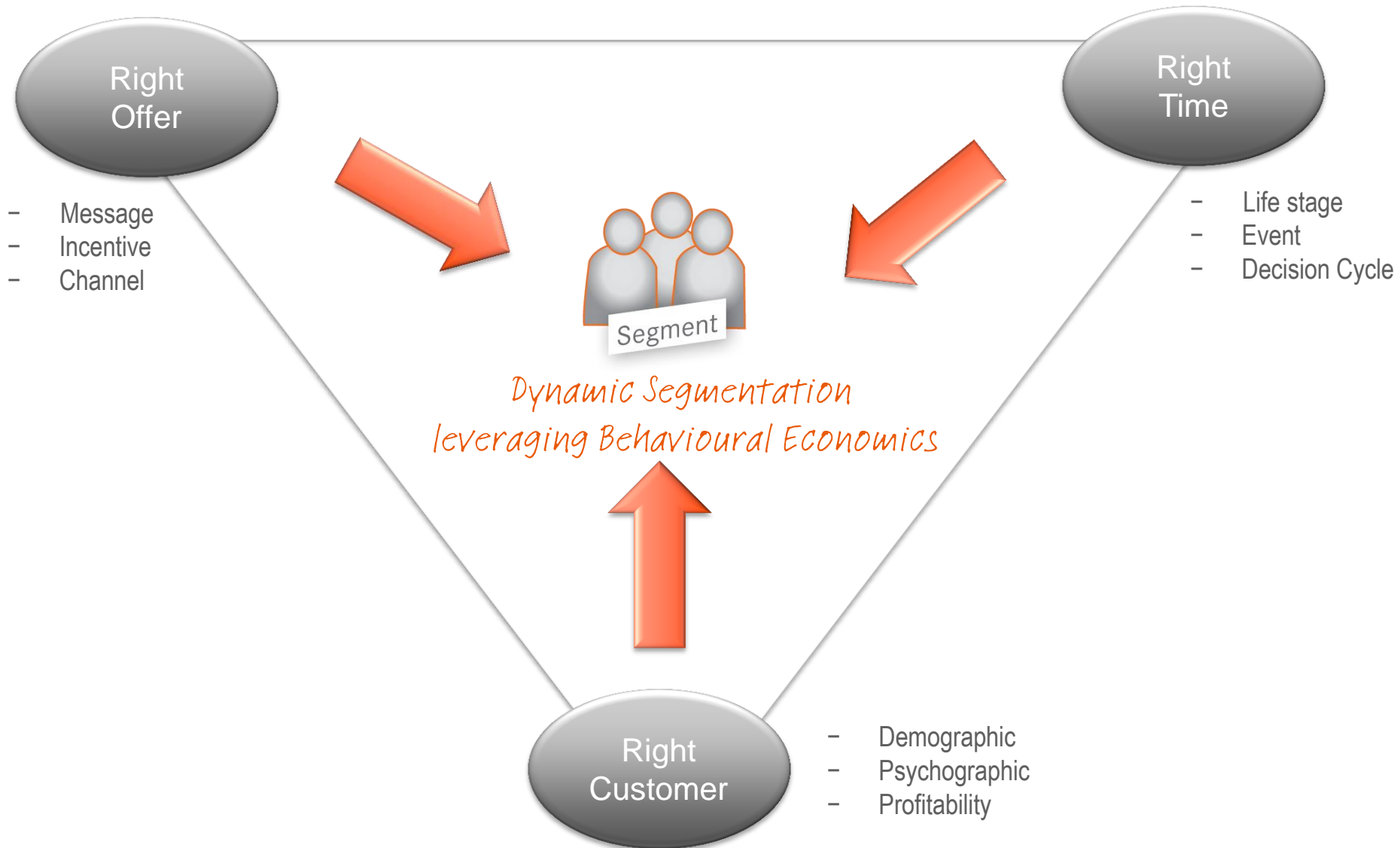


Engineering experiences
of a lifetime!



Achieving Engagement

The Engagement Tools



Over Simplification – Failed Engagement



Demographic
male
born 1948
British
2nd marriage
affluent
well known family



Engagement 2.0

Propensity Modelling

- A broad based segmentation approach using analytics
- Determines which segments are likely to purchase which products
- Big Data

Targeting

- Targeting
- Making choices about what offer/communication should go to who when
- Testing the results through mass random A/B tests to establish correlations
- Response Attribution

Opportunity Nurturing

- Refining offers (message, product and timing) and speaking to the specific needs of individuals until they are ready to buy
- Dynamic Segmentation
- Dialogues/Engagement

M.I.N.D.S.P.A.C.E





THE JOHANNESBURG ZOO
The Joburg Zoo is one of the most popular local and tourist attractions situated in the leafy northern suburb of Johannesburg.

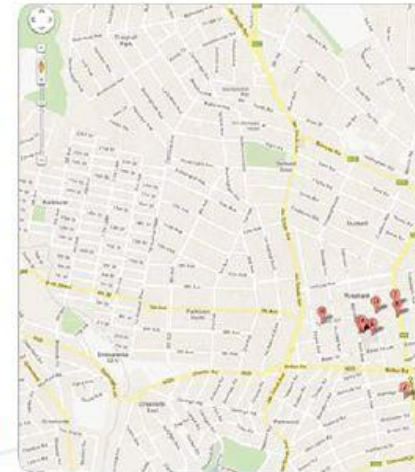
EXPLORE HERE



WHAT are you interested in?

<input type="checkbox"/> Event	<input type="checkbox"/> Featured	<input type="checkbox"/> Family	<input type="checkbox"/> Art
<input type="checkbox"/> Attraction	<input type="checkbox"/> Save	<input type="checkbox"/> Sport	<input type="checkbox"/> Show
<input type="checkbox"/> Place	<input type="checkbox"/> Popular	<input type="checkbox"/> Eat	<input type="checkbox"/> Outdoor
<input type="checkbox"/> All	<input type="checkbox"/> All	<input type="checkbox"/> Kidz	<input type="checkbox"/> Special

WHEN WHERE



MY PLACES OF INTEREST



Joburg Zoo

The Joburg Zoo is one of the most popular local and tourist attractions

EXPLORE



Orlando Towers

Vertical adventure facility and tourist attraction for Soweto

EXPLORE



The Lion Park

The Lion Park is an eco-tourism destination that focuses on the well-being of various species

EXPLORE

MY EVENTS OF INTEREST



Cricket

South Africa vs Sri Lanka
Wanderers
25 November 2012

EXPLORE



Pick n Pay

Taste of Christmas
Coca-Cola dome
07-09 December 2012

EXPLORE



The Red Hot Chili Peppers

Live in Johannesburg
FNB Stadium
2 February 2013

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MyGAUTRAIN on Facebook

Like

68,786 people like MyGAUTRAIN



My Profile

Value Add!



Kochs snowflake

Let N_n be the number of sides, L_n be the length of a single side, L_n be the length of the perimeter, and A_n the snowflake's area after the n th iteration. First let, denote the area of the initial $n=0$ triangle Δ , and the length of an initial $n=0$ side l . Then

$$N_n = 3 \cdot 4^n$$

$$L_n = (1/3)^n \cdot l$$

$$L_n = N_n \cdot L_n = 3(4/3)^n \cdot l$$

$$A_n = A_{n-1} + 1/4 N_n L_n^2 \Delta$$

$$= A_{n-1} + 1/3 (4/9)^n \Delta$$

Solving the recurrence equation with $A_0 = \Delta$ gives

$$A_n = 1/5 [8 - 3(4/9)^n] \Delta$$

so as $n \rightarrow \infty$,

$$A_{\infty} = 8/5 \Delta$$

The capacity dimension is then

$$d_{cap} = -\lim_{n \rightarrow \infty} (\ln N_n) / (\ln L_n)$$

$$= \log_3 4$$

$$= (2 \ln 2) / (\ln 3)$$

$$= 1.261859507...$$

Engineering experiences of a lifetime!



Snowflakes always have six sides, no two snowflakes are ever exactly the same.

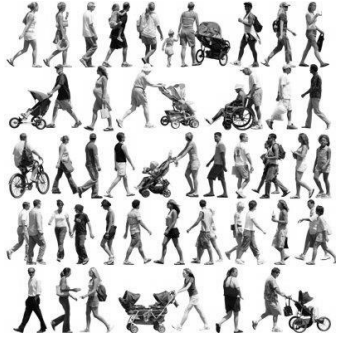
Snowflakes can be categorized into six main types: plate (flat), column, stars, dendrite (lacy), needle, and capped column.

When the temperature is near to freezing point (0°C), snowflakes become much larger and a lot more complex in design, for example, a star.

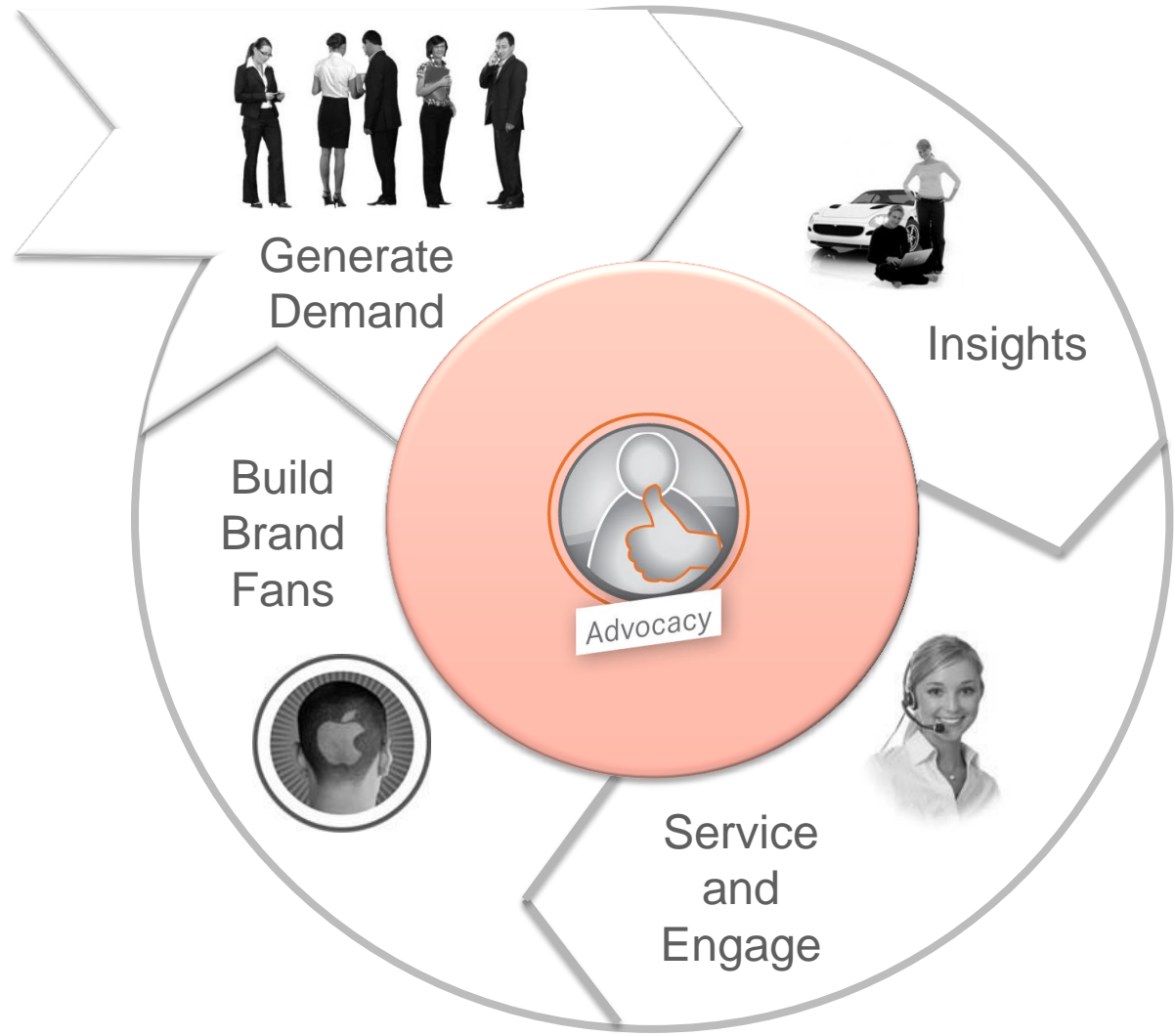
Water droplets freeze on small ice particles. As the ice crystal drops through the cloud it knocks others crystals and becomes a snowflake. The process of bumping, along with some melting and re-freezing aids the creation of their complex design.

The air that the snowflake drops through has to be below freezing otherwise the snowflake will melt and turn into rain.

Customer Experience 2.0



Dynamic Segmentation





← 600

TECHNOLOGY

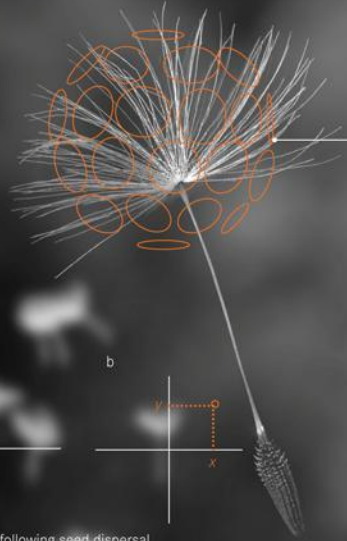
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LIBERAL ARTS



where iQ

meets eQ

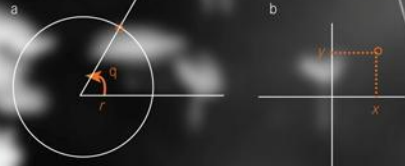


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Thank you!