



Unlock value with Real-time Customer Journey Tracking

Laura Leahy – Head of Data Analytics, Shelde
Rijutha Sivaprakas- Technology Consultant, Shelde

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Amplify possibilities

Visionary Thinking. Practical Action

Founded in 2010, Shelde are one of Australia's largest, most experienced Enterprise Security and Data specialist service providers employing approximately 100 staff.

01

APPLICATION SECURITY

- ARCHITECTURE AND DESIGN
- APPLICATION SECURITY
- SECURITY TESTING AND AUTOMATION

02

CYBER SECURITY

- STRATEGY CONSULTING
- SECURITY ENGINEERING
- PLATFORM MANAGEMENT

03

DIGITAL ENGINEERING

- STRATEGY CONSULTING
- DATA ENGINEERING
- PLATFORM MANAGEMENT
- PERFORMANCE ENGINEERING

04

INSIGHTS & ANALYTICS

- STRATEGY CONSULTING
- VISUAL ANALYTICS
- ADVANCED ANALYTICS
- ANALYTICS PIPELINE AND OPERATIONS

130.60.4 - - [07/Jun 18:10:57:153] "GET /category.screen?category_id=GIFTS&SESSIONID=SD1SLAFF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-03" "Opera/9.20 (Win
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itemId=EST-16&product_id=RP-LI-02" 468 125.17 14.189 "GET /category.screen?category_id=FLOWERS&SESSIONID=SD5SL8FF1ADFF6 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-6&product_id=FI-SW-03" "Opera/9.20 (Win
buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CW-01" 468 125.17 14.189 "GET /category.screen?category_id=FLOWERS&SESSIONID=SD5SL8FF1ADFF6 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-6&product_id=FI-SW-03" "Opera/9.20 (Win

Unlock value with real time customer journey tracking

Visualising experiences from a customer perspective

Customer Journey Mapping

Financial Return

54%

**54%
greater
return on
marketing
investment**

10 x

**Over 10
times
improvement
in the cost of
customer
service**

24%

**24% more
positive
social
media
mentions**

3.5 x

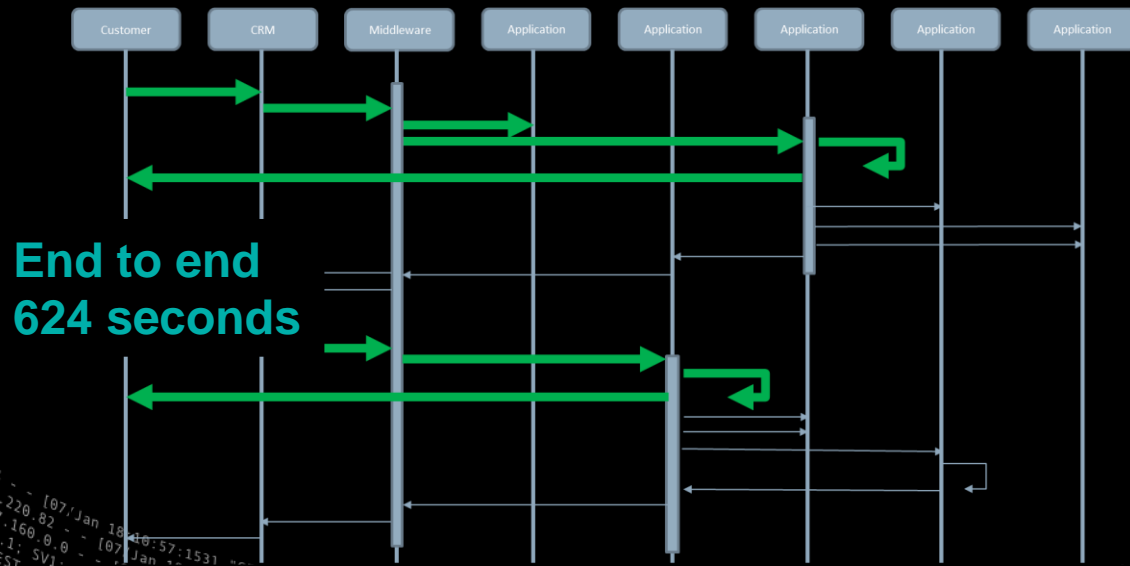
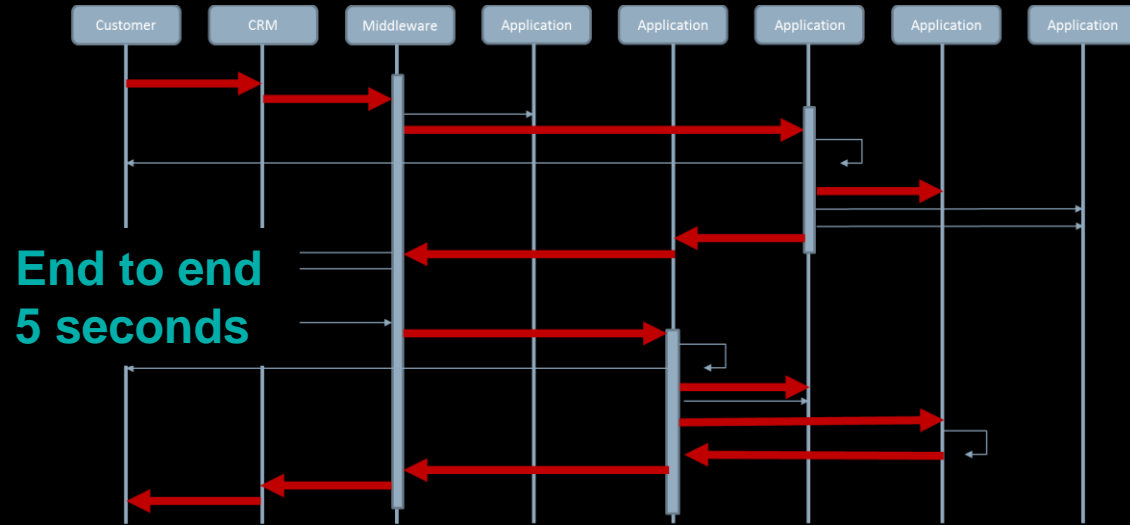
**3.5 times
greater
revenue
from
customer
referrals**

18 x

**18 times
faster
average
sales cycle**

Aberdeen Group research "Customer Journey Mapping: Lead The Way To Advocacy"

Journeys Are Never The Same



Customer Journey Example

- Same IT Applications
- Same Service
- Very Different Customer Interaction
- Very Different Experience

Journey Mapping Maturity

Paper-based View



Manual journey map with cards.

Outcome

Often simplified. e.g. a linear journey or process.



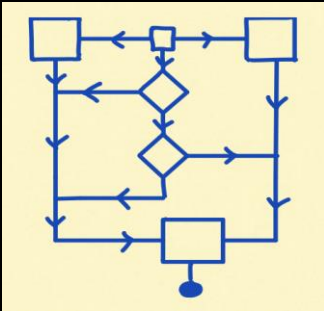
Traditional BI / Finance would often just count the number of successful outcomes

BA Capability
Basic Data Analysis –
Spreadsheets / SQL

Customer Journeys are messy, complex and rarely linear

Complex big data solution, data and software engineering, data science. Advanced data analytics leveraging Splunk

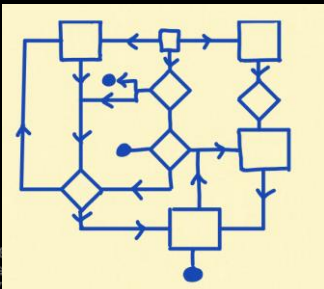
Observed View



Journeys are only captured from actor experience.

Not all unique journeys are understood.

Fact Driven View



Rich data granularity and unknowns are known.

Deep understanding can be leveraged to begin to model the journey for simulation.

Home Loan Application Use Cases

As a Home Loan Product Owner, I want to understand what is happening in the process so that I can understand where the problems lie (e.g. Technology, Process, People), and benchmark what a good journey is.

As a Home Loan Product Owner, now I know what the problems are, I want to implement changes to test improvements, as well as real time alerting, so that I can uplift customer/employee experience and revenue.

Rework

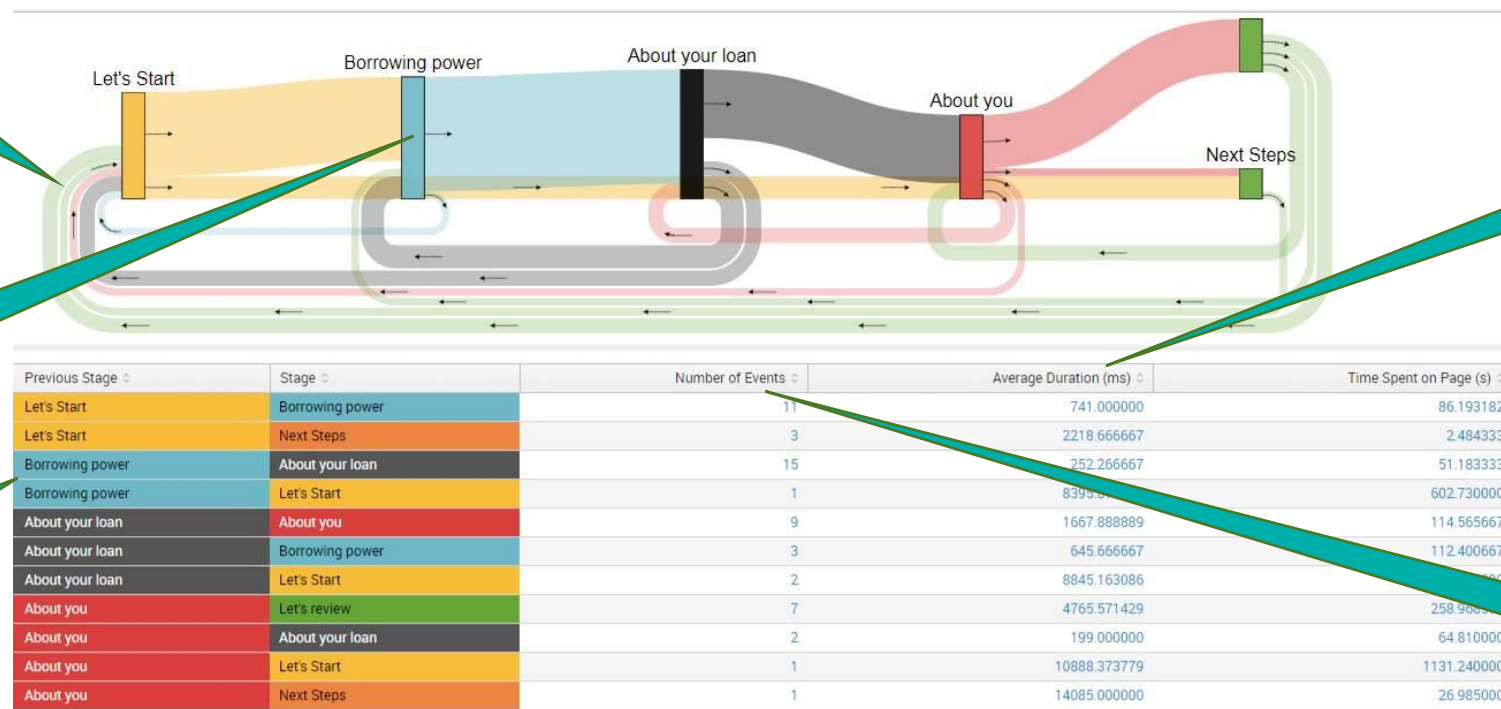
Process time

Moment of Truth

Duration

Process Stage

Throughput



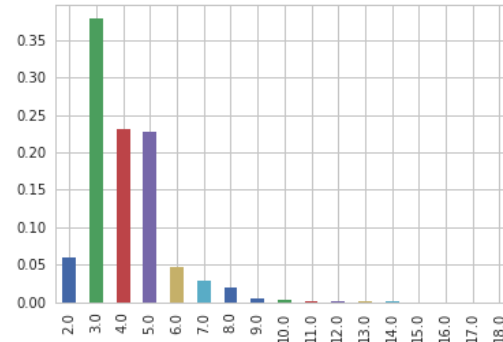


Home Loan Application Outcome

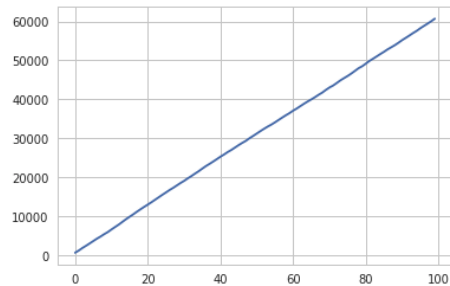
- Define the Hypothesis
- Develop Insight
- Simulate Impact
- Model Financials
- Implement Change?

Before

Journey distribution

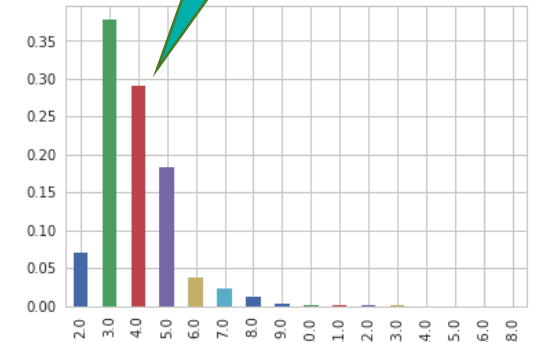


Financial model

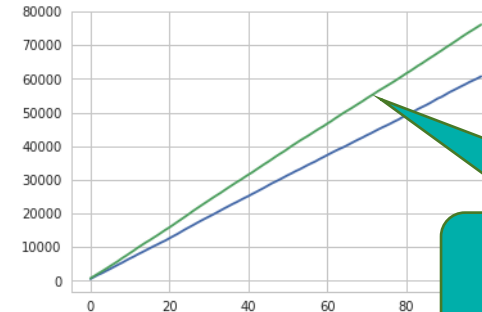


After

Journey distribution



Financial model



Benefits modelled and proven

Different journey distribution

Stitching and Correlation

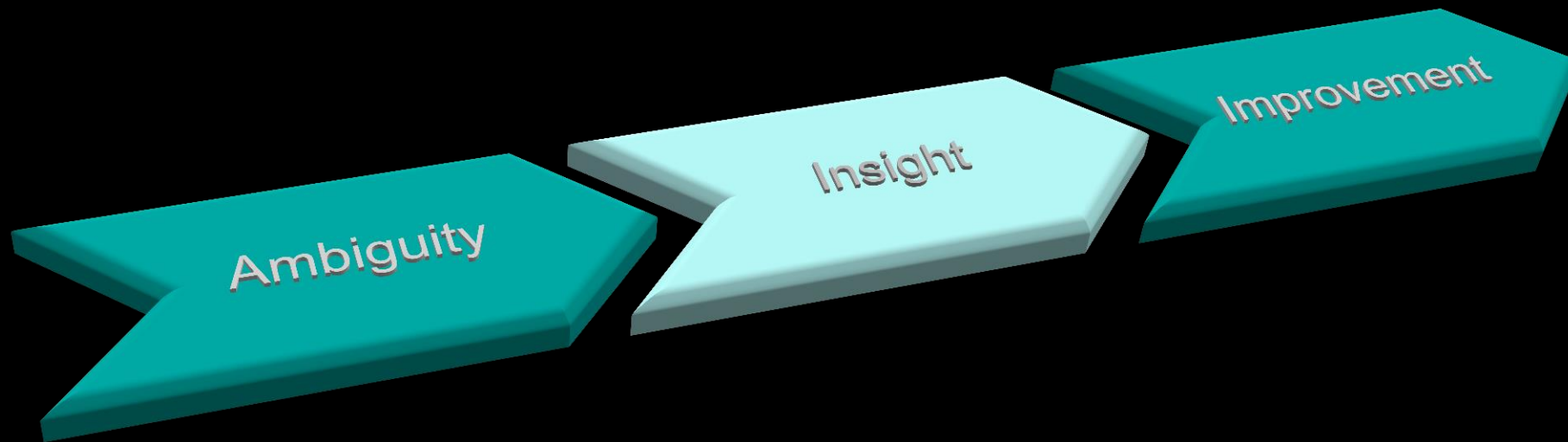


- Correlation of data across multiple systems is complex
- Identifiers for transactions, orders, customers, etc. often differ between systems within a single transaction
- **Secondary data sources** are required to join the related events (separate to event data sources)

Customer Journey Maturity

Customer journeys as a concept have grown from a linear representation of a customer's process to a probabilistic understanding of pathways, overlaid with experiential and quantitative metrics.

As a result, we can optimize and improve experiences on the fly.



Customer Journey v.0.2.1 As-is

Historical data under the current process.

Edit

Export

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Since 3/1/18

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Applied online

Notified

Assessment

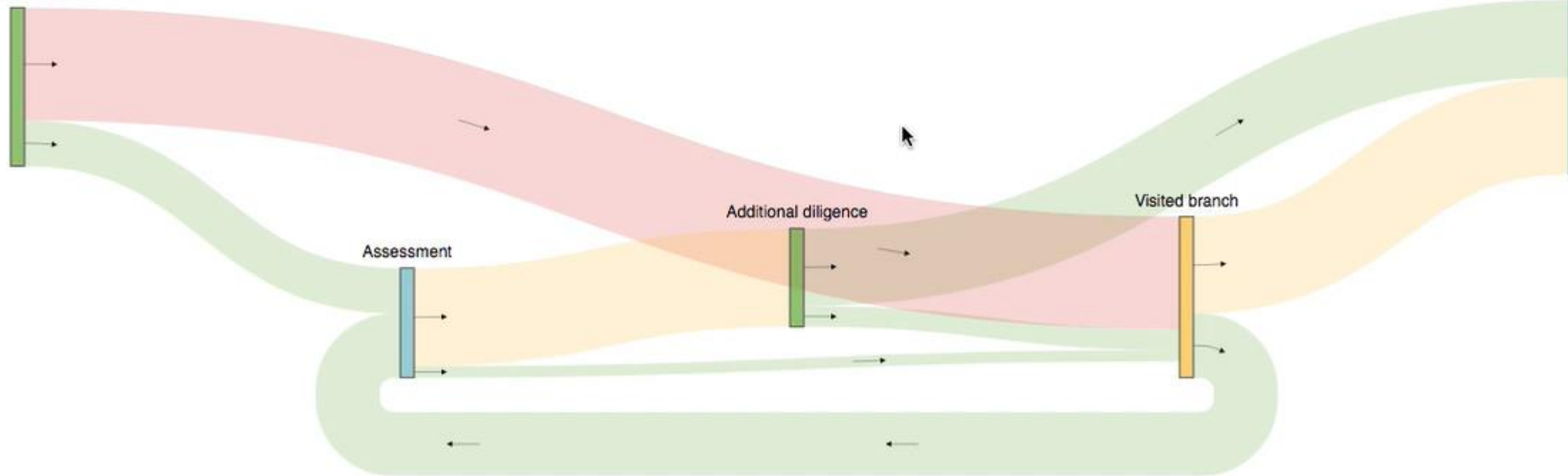
Additional diligence

Visited branch

Entry points

Customer experience

Step transitions



Customer Journey v.0.2.1 To-be Scenario 1

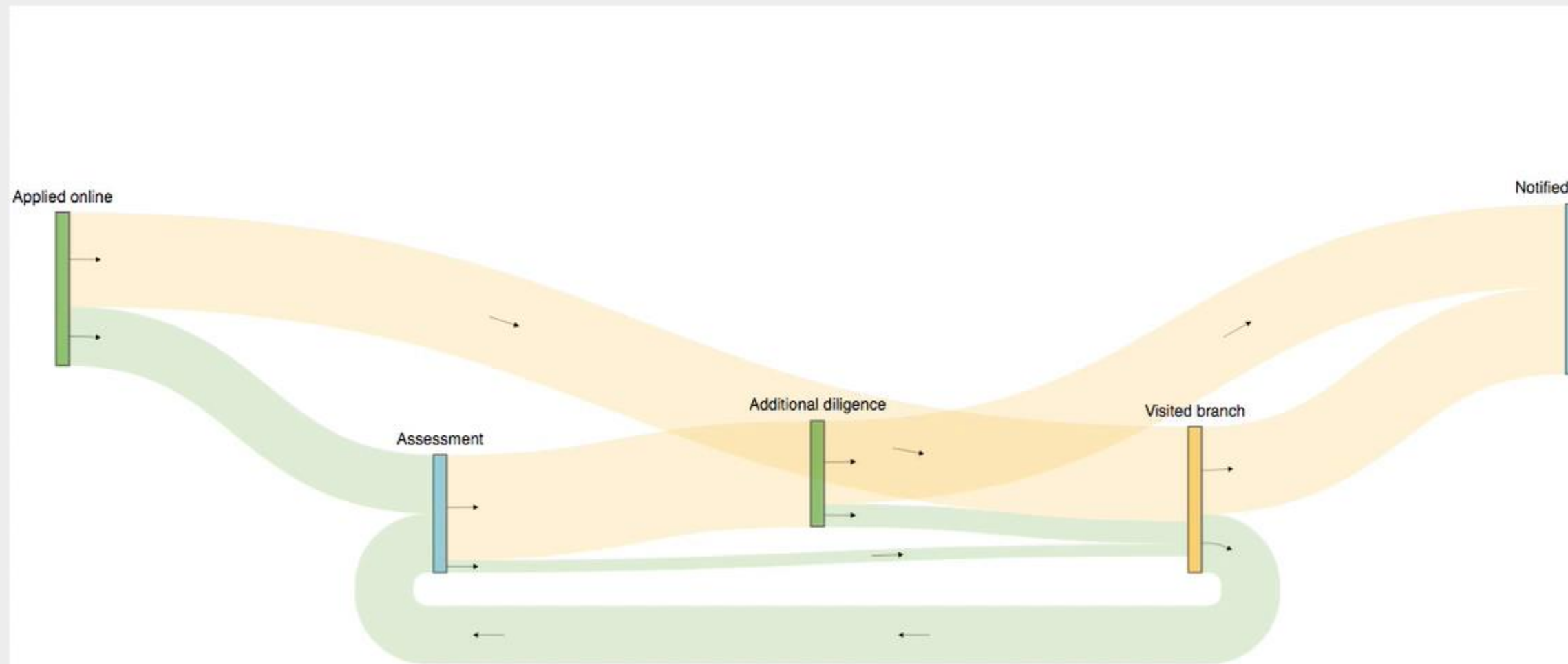
Edit

Export

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Projected outcome of process changes aimed at enabling 10% more of those who applied online to be assessed without having to visit a branch.

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Entry points

Customer experience

Step transitions

Customer Journey v.0.2.1 To-be Scenario 2

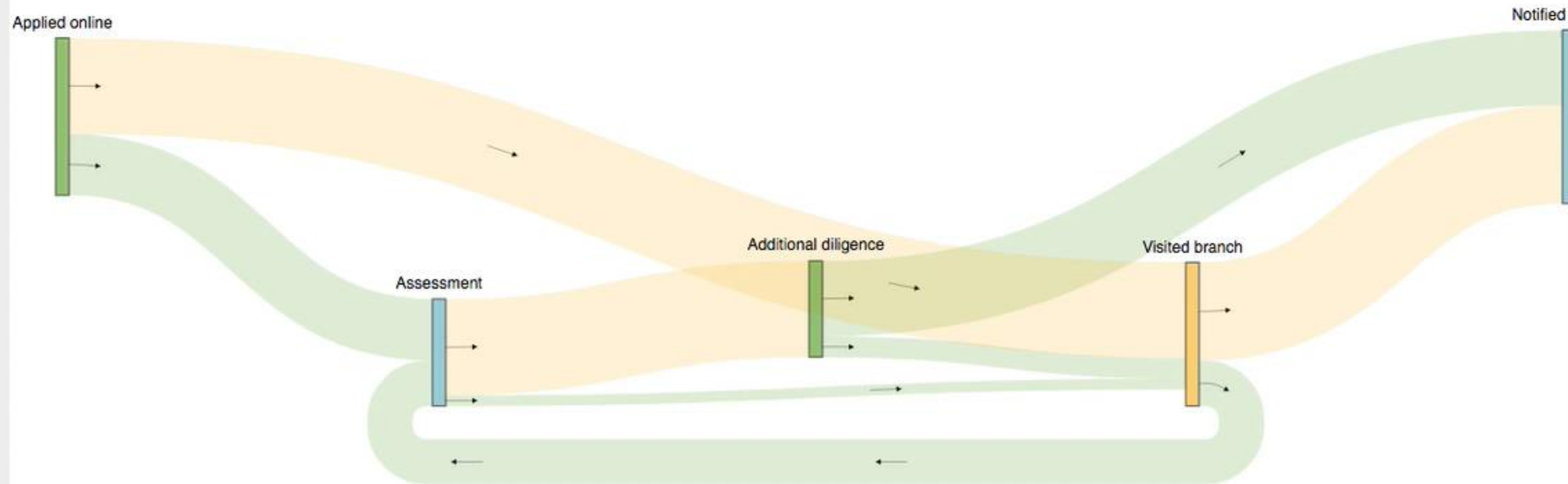
Edit

Export

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Projected outcome of process changes aimed at enabling 10% more of those who applied online to be assessed without having to visit a branch, and also enabling the branch to make decisions on 10% of applications that they process.

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Entry points

Customer experience

Step transitions

Thank You

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splunk>

Tracks and Sessions

New to Splunk	11:15 – 12:15	Splunk Overview	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
	1:30 – 2:30	Getting Started with Splunk Enterprise (HANDS-ON)	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
	2:45 – 3:45	Data Onboarding	Presenter Name , Senior Sales Engineer, Splunk
IT Ops	11:15 – 12:15	Happy Apps, Happy Users: Using Splunk APM	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
	1:30 – 2:30	Splunk Enterprise for IT Troubleshooting (HANDS-ON)	Presenter Name , Senior Sales Engineer, Splunk
	2:45 – 3:45	How to Design, Build and Map IT and Business Services in Splunk	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
Security	11:15 – 12:15	Build a Security Portfolio That Strengthens Your Security Posture	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
	1:30 – 2:30	Building an Analytics Driven Security Operation Center using Splunk Enterprise Security	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
	2:45 – 3:45	An End-To-End Approach: Detect via Behavior and Orchestrate via SIEM	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk
Advanced	11:15 – 12:15	The Power of SPL	Presenter Name , Senior Sales Engineer, Splunk
	1:30 – 2:30	Advanced Analytics and Machine Learning in Splunk	Presenter Name , Senior Sales Engineer, Splunk
	2:45 – 3:45	Ransomware Investigation and Prevention Strategies (HANDS-ON)	Presenter Name , Senior Sales Engineer, Splunk Presenter Name , Senior Sales Engineer, Splunk

Our Speakers



LAURA LEAHY

Head of Data Analytics, Shelden



RIJUTHA SIVAPRAHAS

Technology Consultant, Shelden

MODERATED BY GREEN TRACKSUIT

Splunk Demo

Presented by Rijutha Sivaprakas

Q&A

Laura Leahy | Head of Data Analytics
Rijutha Sivaprakas | Technology Consultant