

# What Is The Future of Customer Experience?



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# What Is The Future of Customer Experience?

**Not To Far?**



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# What Is The Future of Customer Experience?



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“

EMPOWER EVERY PERSON AND  
EVERY ORGANIZATION ON THE  
PLANET TO ACHIEVE MORE

”

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SATYA NADELLA  
[ CEO, MICROSOFT - 2015 ]

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By **2020**, customer experience will overtake price and product as the key brand differentiator.

“

*By 2018, 40% of B2B digital commerce sites will use price optimization algorithms and configure/price/quote tools to dynamically calculate and deliver product pricing.*

”

**Gartner**<sup>®</sup>



**Microsoft**

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“

*By 2020, 80% of the buying process will occur without any direct human-to-human interaction.*

”

FORRESTER®

Gartner®



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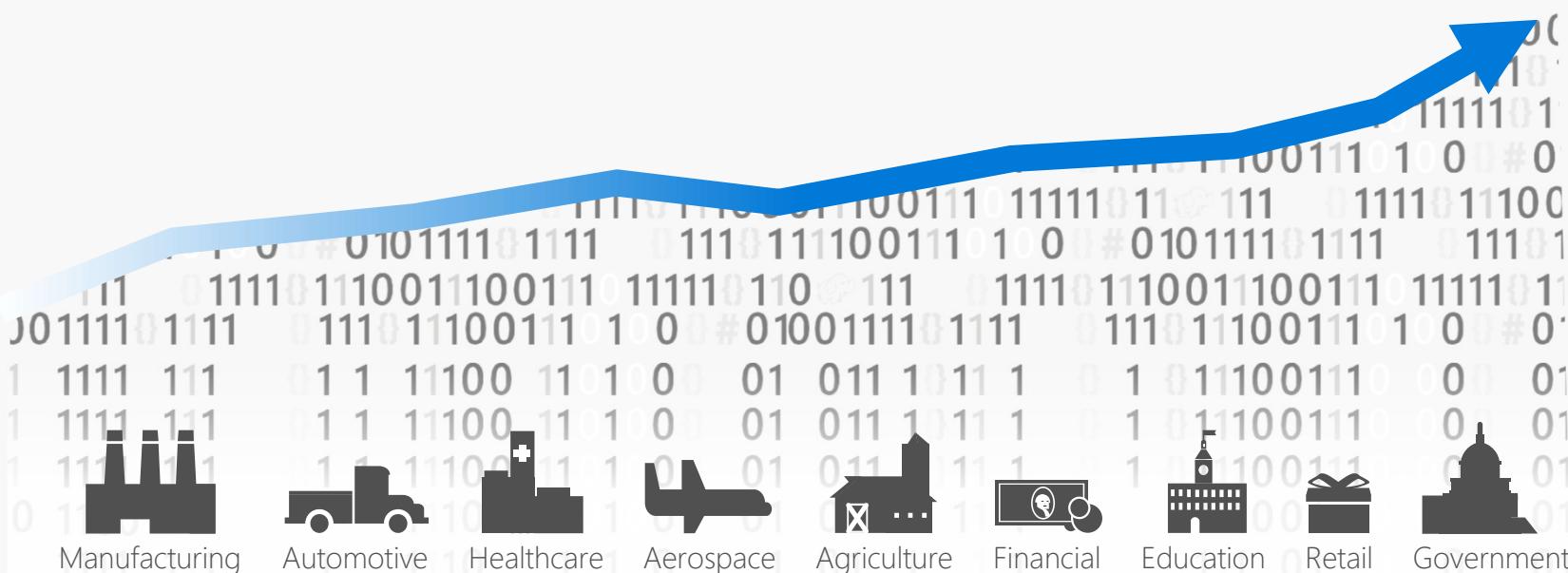
# Digital is changing how business gets done...



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# Data is transforming business

**86%** of CEOs  
consider "Digital"  
their #1 Priority



CEOs believe  
technology will  
transform their  
business more  
than any other  
global trend

# **...and forcing disruption of business as usual**

"Digital business promises to usher in an unprecedented convergence of people, business, and things that disrupts existing business models."

**Source:** *Putting Digital Business to Work in 2015.* Gartner.

"Senior leaders and boards will need not only to focus on their current digitization strategies but also to consider which **hyperscale** businesses could threaten their existing or emerging digital models"

**Source:** Chui, Michael and Manyika, James. *Competition at the digital edge: 'Hyperscale' businesses.* McKinsey & Company. March 2015.

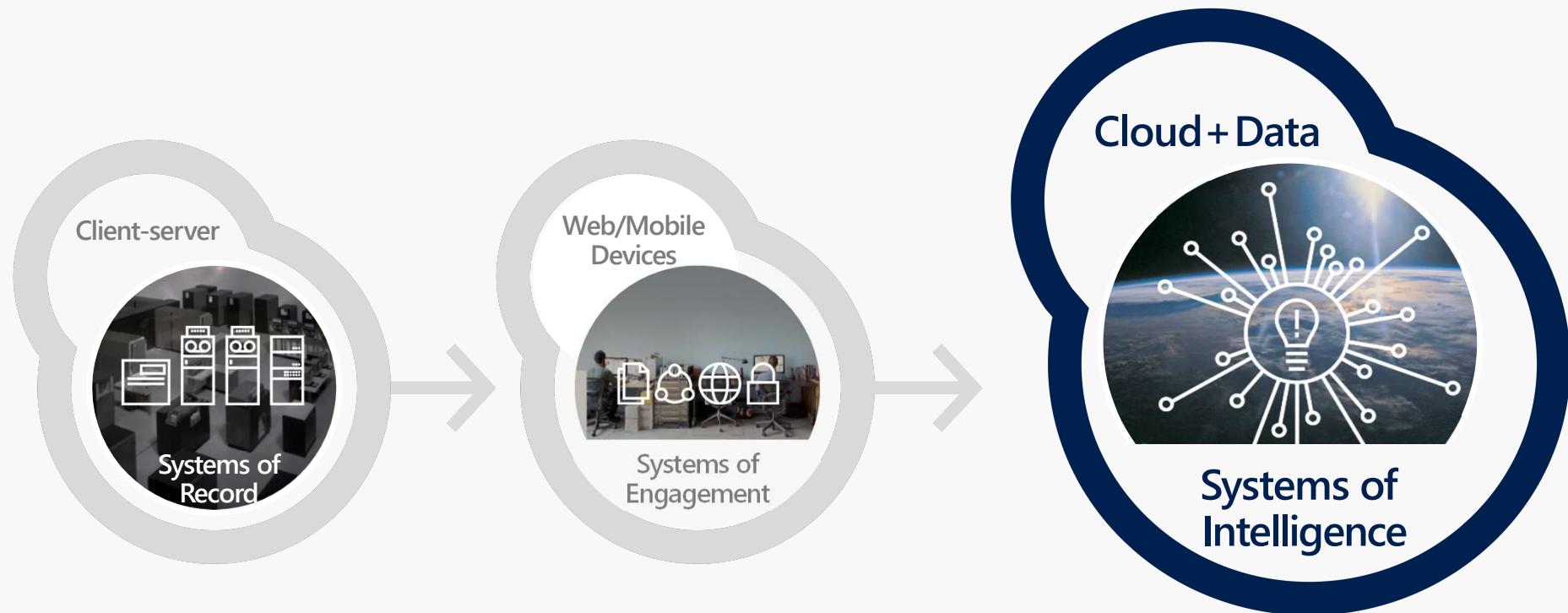
"Digital business transformation is less about building new solutions and more about pivoting your organization's attitude to delivering change from one-off to **an approach of continual, iterative delivery.**"

**Source:** Gill, Martin. *Digital business transformation: lessons from the pros.* Forrester Research, Inc.. December 11, 2014.

"By 2017, a significant disruptive digital business will be launched that was conceived by a computer algorithm."

**Source:** *Gartner Reveals Top Predictions for IT Organizations and Users for 2015 and Beyond.* Gartner. October 7, 2014.

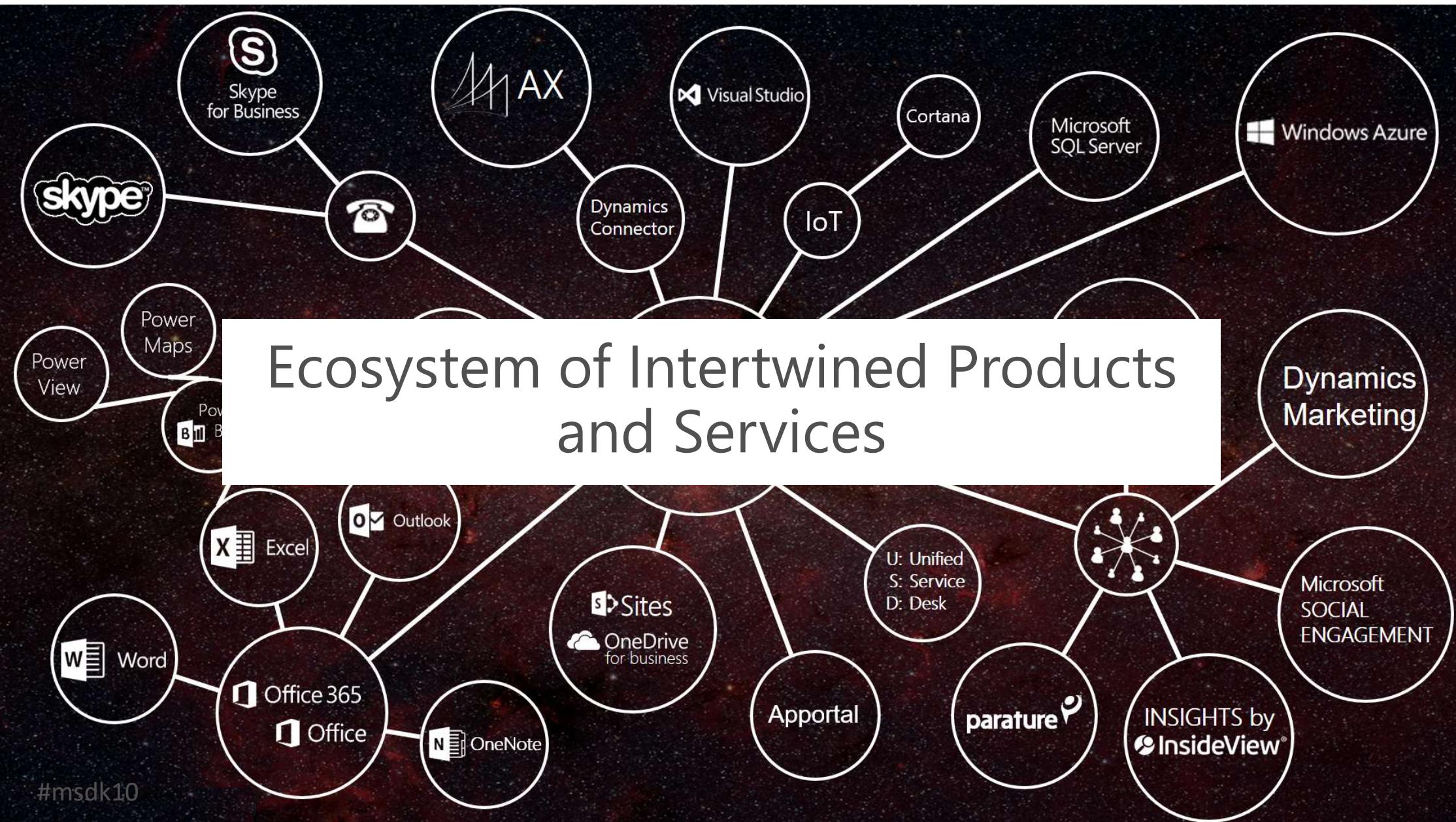
# The era of *systems of intelligence* is here



# What Are Systems of Intelligence?

Systems of Intelligence Manage Customer Engagement

# Ecosystem of Intertwined Products and Services



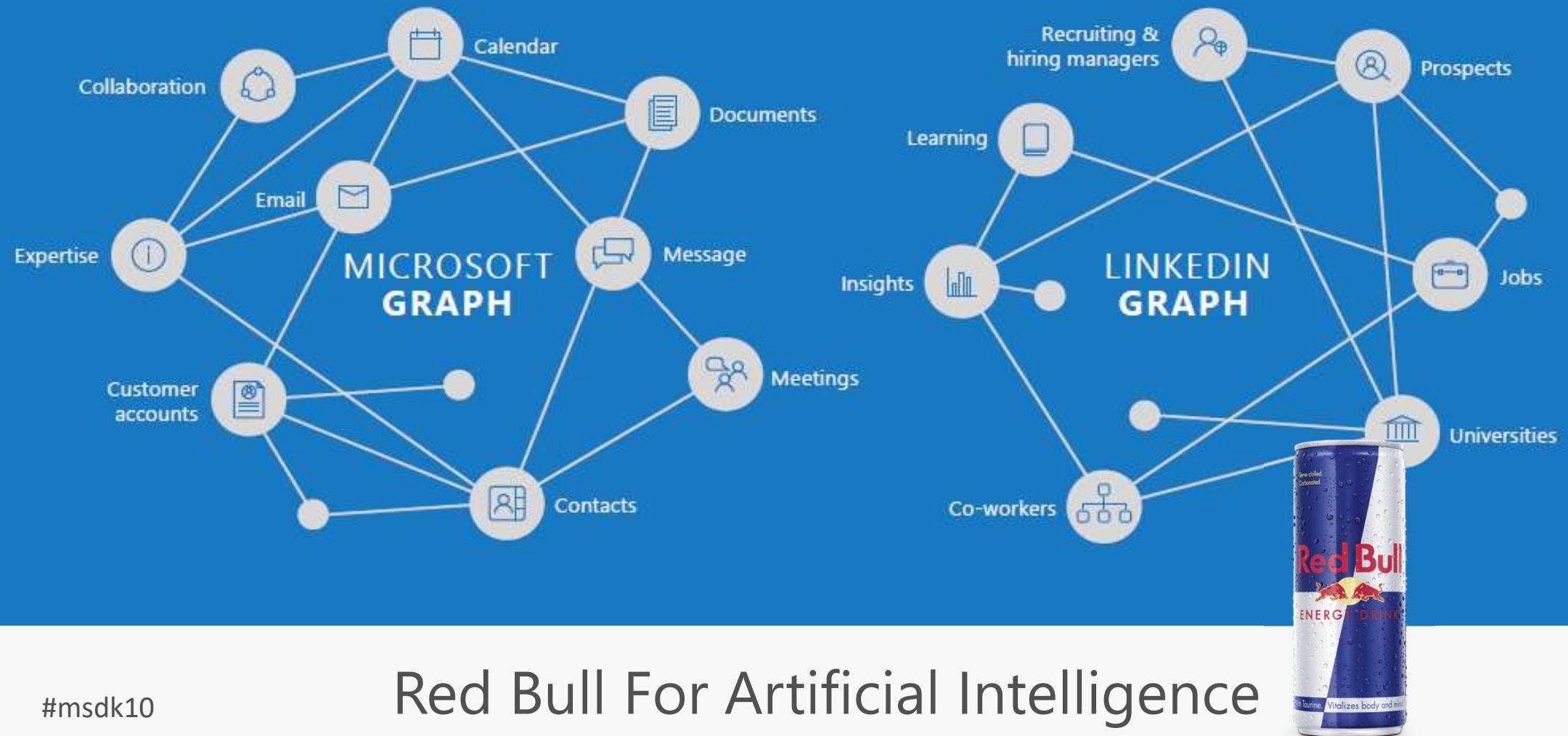
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<https://graph.microsoft.com/>



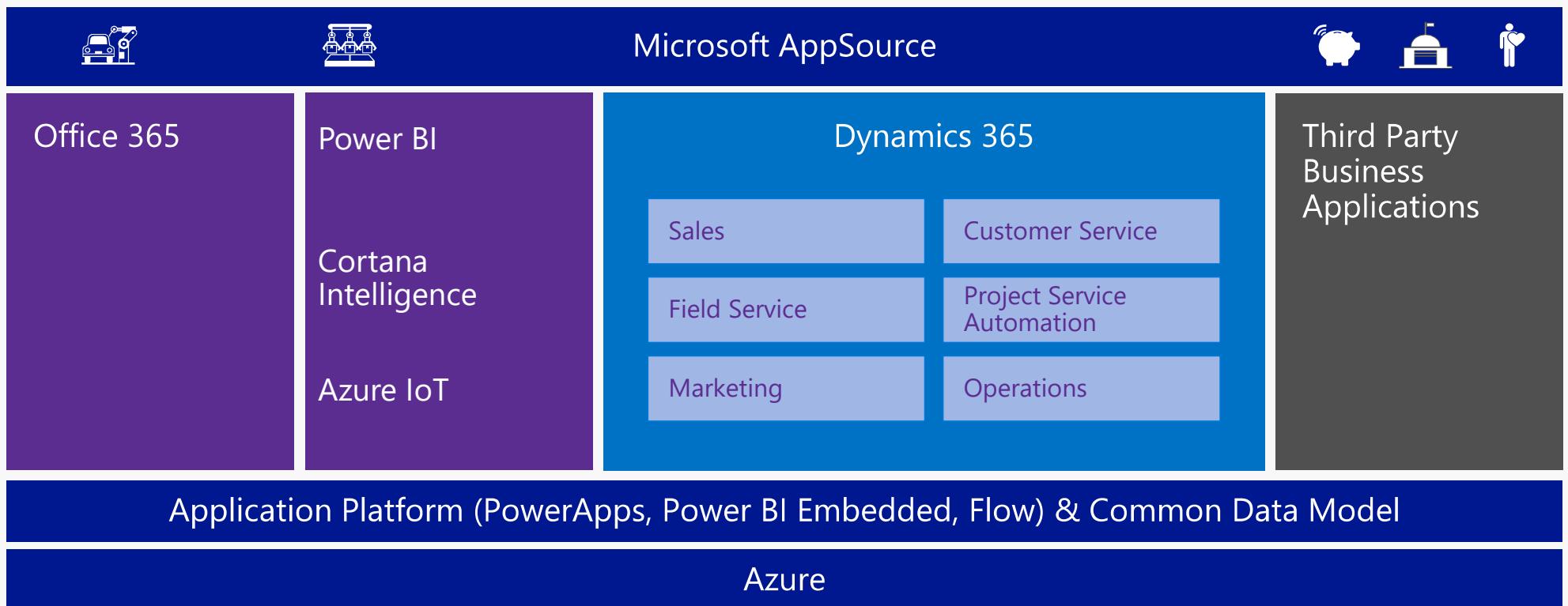
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# Linkedin and Microsoft Graph Combined



Red Bull For Artificial Intelligence

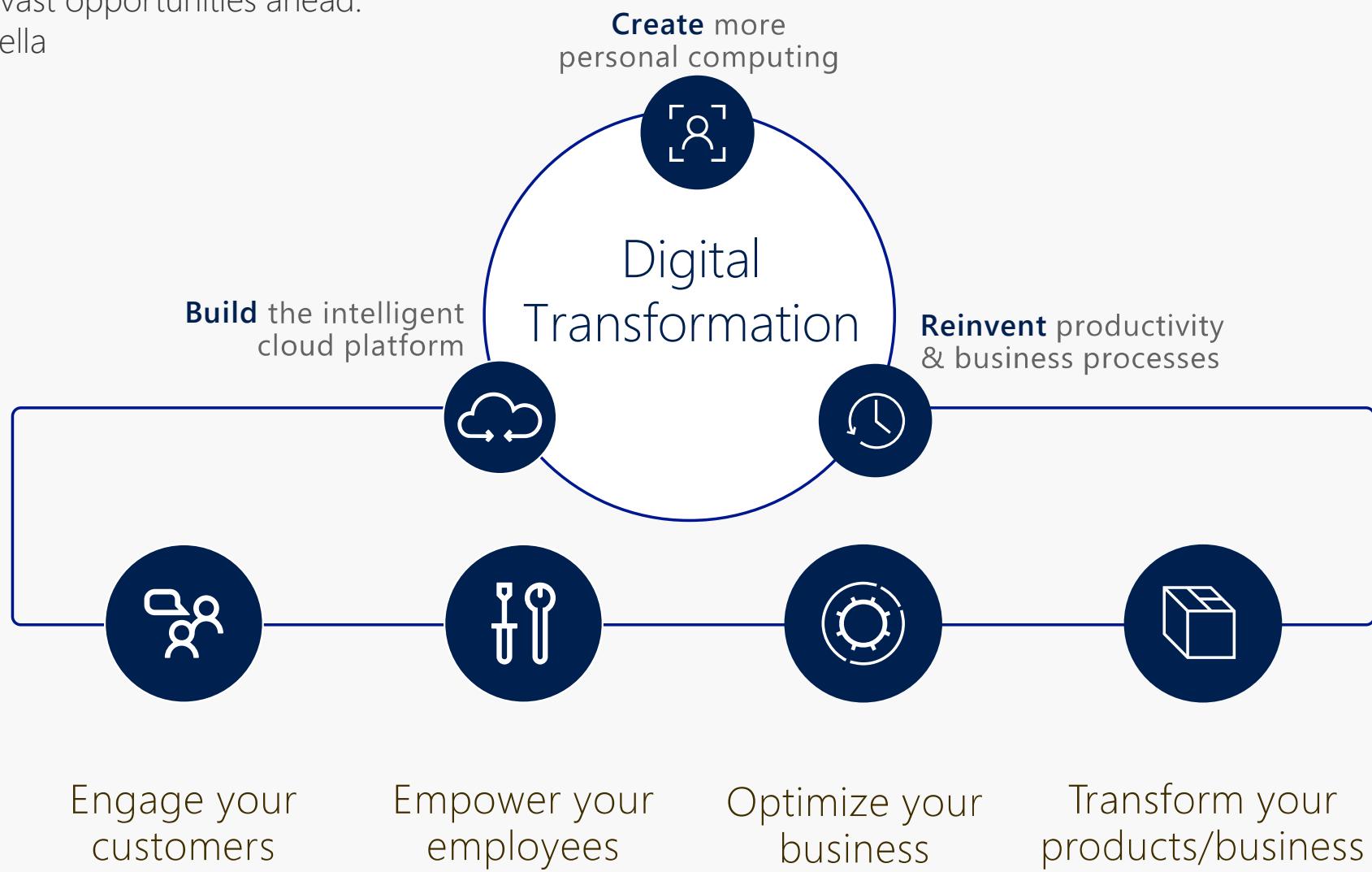
# Intelligent business cloud



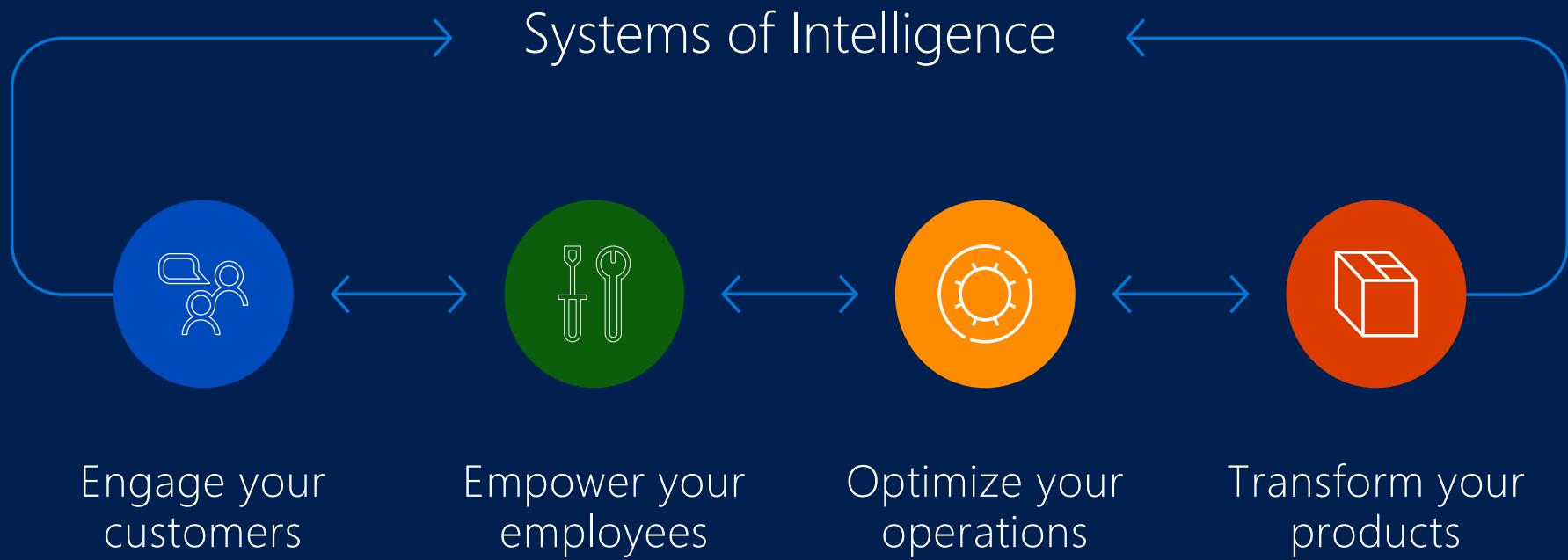
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"At Microsoft, we're proud to partner with and empower all our customers around the world with the leading technology to seize the vast opportunities ahead."

– Satya Nadella



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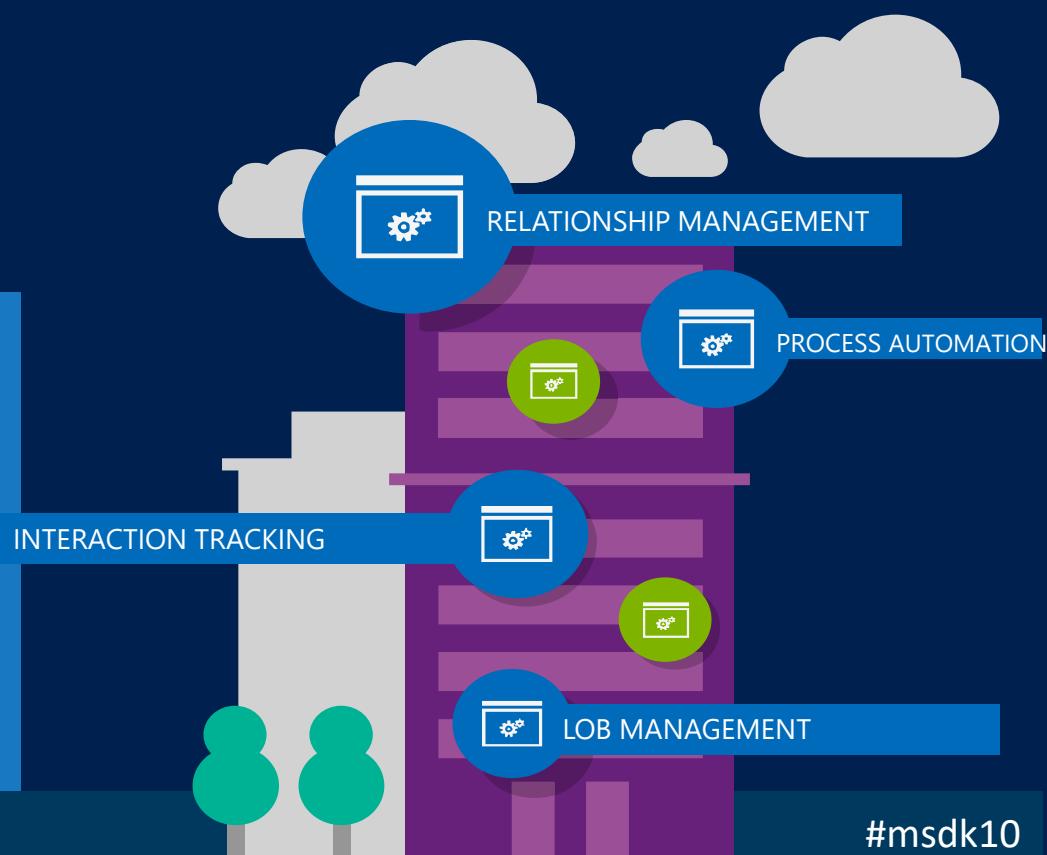
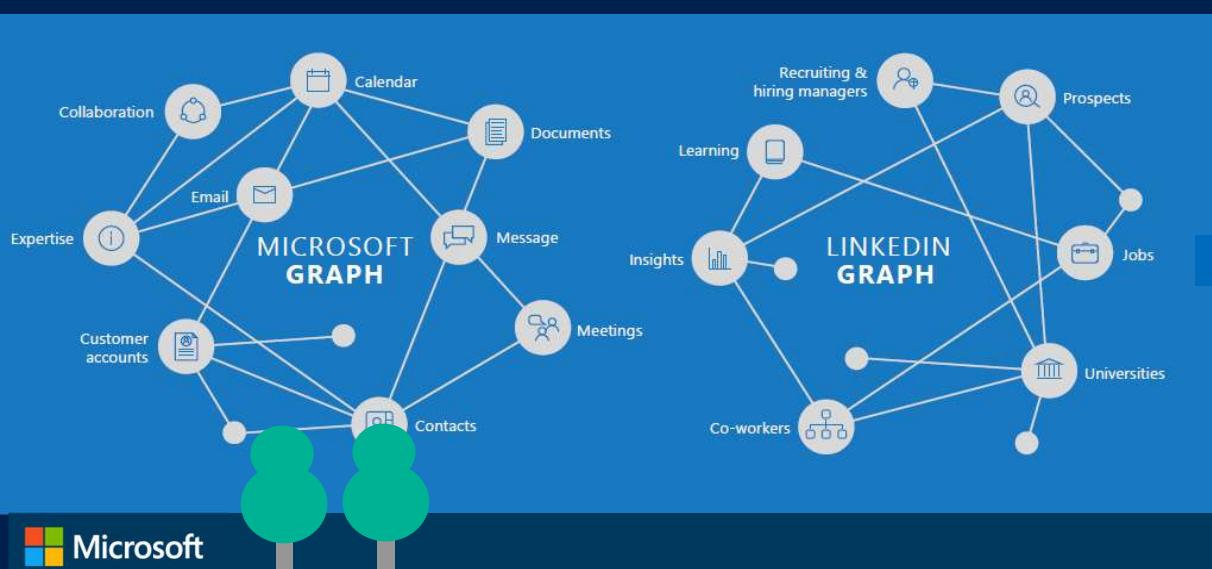
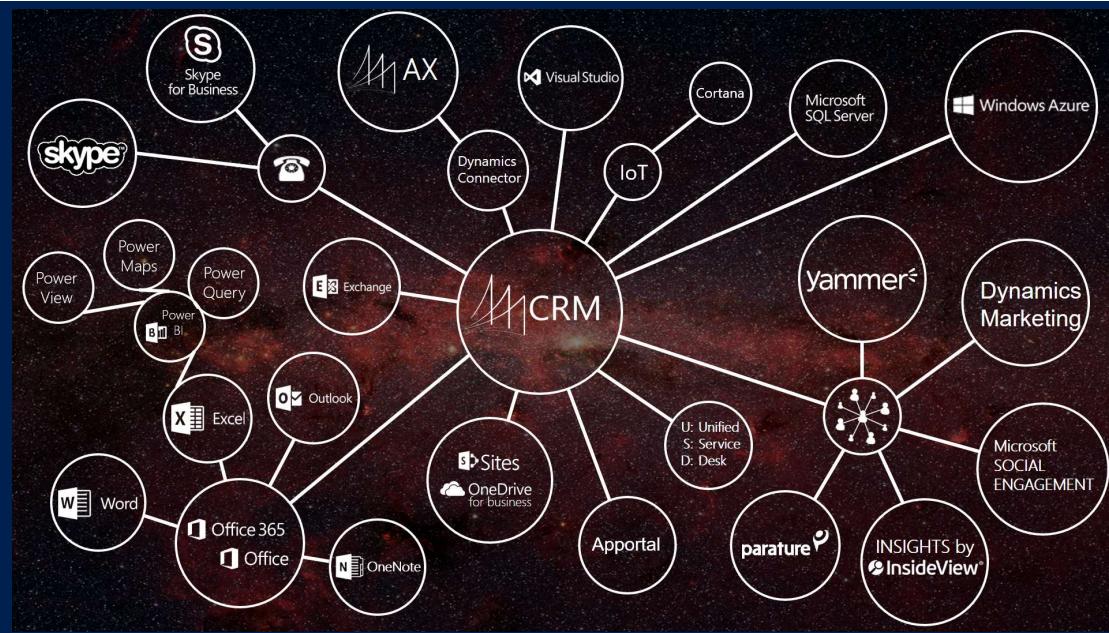
Amazing Customer Experience Is An  
Insideout Job.

# 10 Suggestions For Mastering Customer Engagement

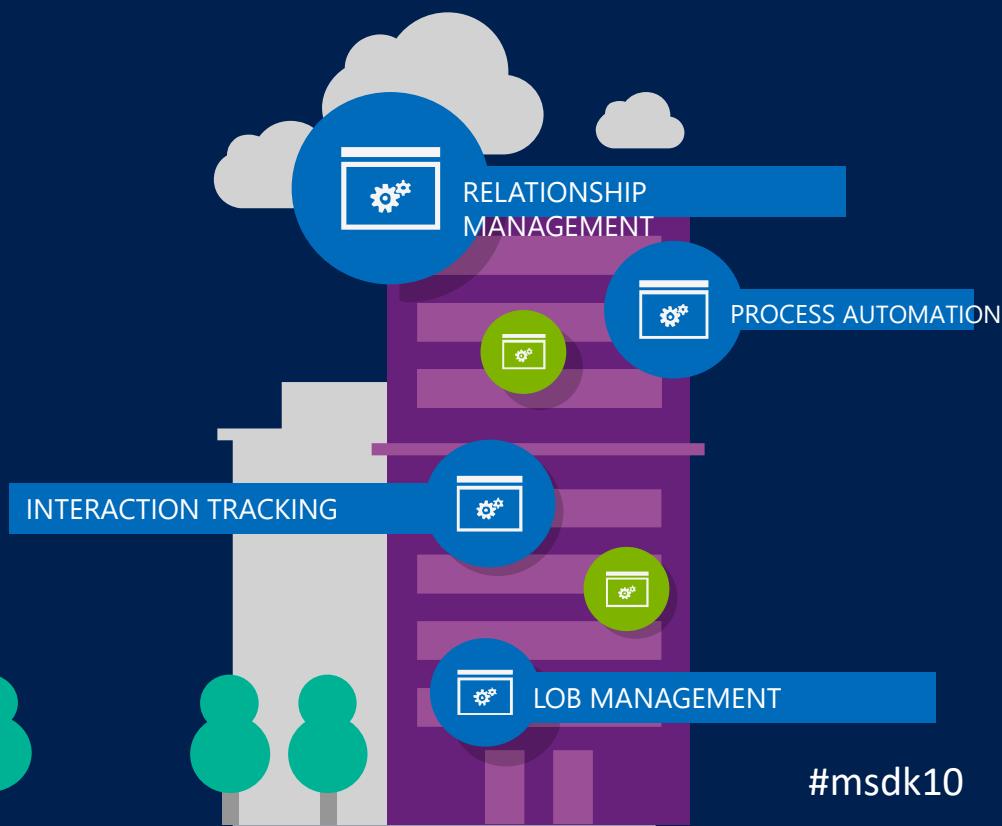
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# Make CRM as the Brain



# CRM As A Customer Centric Hub



Comprehensive business & technology platform

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# Use Familiar Technology

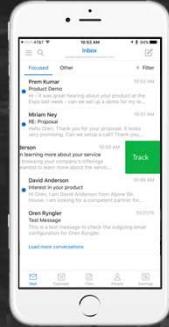


WORKERS LOSE

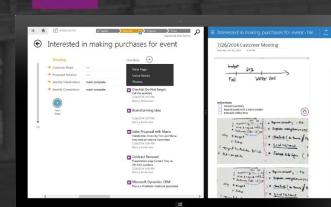
40%

OF THEIR PRODUCTIVITY  
WHEN THEY SWITCH TASKS

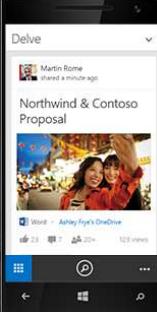
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Track incoming  
email



Take notes while  
visiting a client



Discover relevant  
documents



Create  
presentation



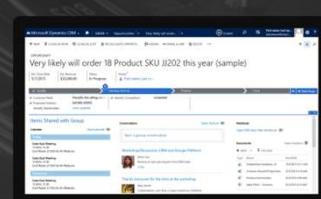
Pipeline  
management



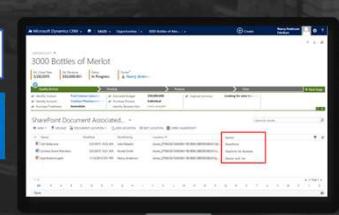
Follow-up call  
with lead



Post updates



Practice or  
Enterprise  
collaboration



Generate document and  
share with customer



Contextual and  
Immersive



Intelligent and Predictive

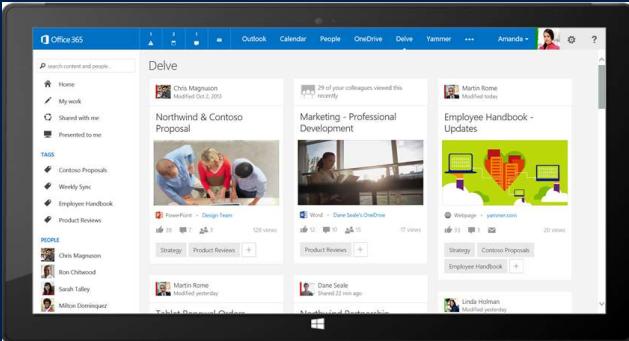


Cloud, Mobile

# Intelligent Collaboration and Knowledge Sharing



Stay In the Know



Find What you Need   Discover New Connections



Discover new information tailored to you from your network



Find just the right results from any source and take action

Connect with the right experts and learn more about their content.

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# Intelligent Collaboration and Knowledge Sharing

The image is a composite of several screenshots illustrating intelligent collaboration and knowledge sharing:

- Cortana Integration:** A screenshot of a mobile interface showing Cortana interacting with a "Westin Hotel" bot. The bot provides information about The Westin Hotel in Dublin, including its address and a link to see more on Bing. It also asks if it should connect the user with the bot.
- Bot Conversation:** A screenshot of a Skype conversation with a bot named "Baymax". Baymax is listed as "Online" with video and phone icons. The message "Build a bot for Skype. Get access to the Skype Bot Platform" is displayed, along with a "Build a bot" button.
- Skype Bot Platform:** A screenshot of the Skype Bot Platform landing page. It features a large image of three people working together, the text "Build something that gets the world talking.", and the tagline "Transform your solutions with integrated communications and the power of Skype." It includes a navigation bar with icons for AI, smiley faces, files, camera, and location, as well as a search bar.



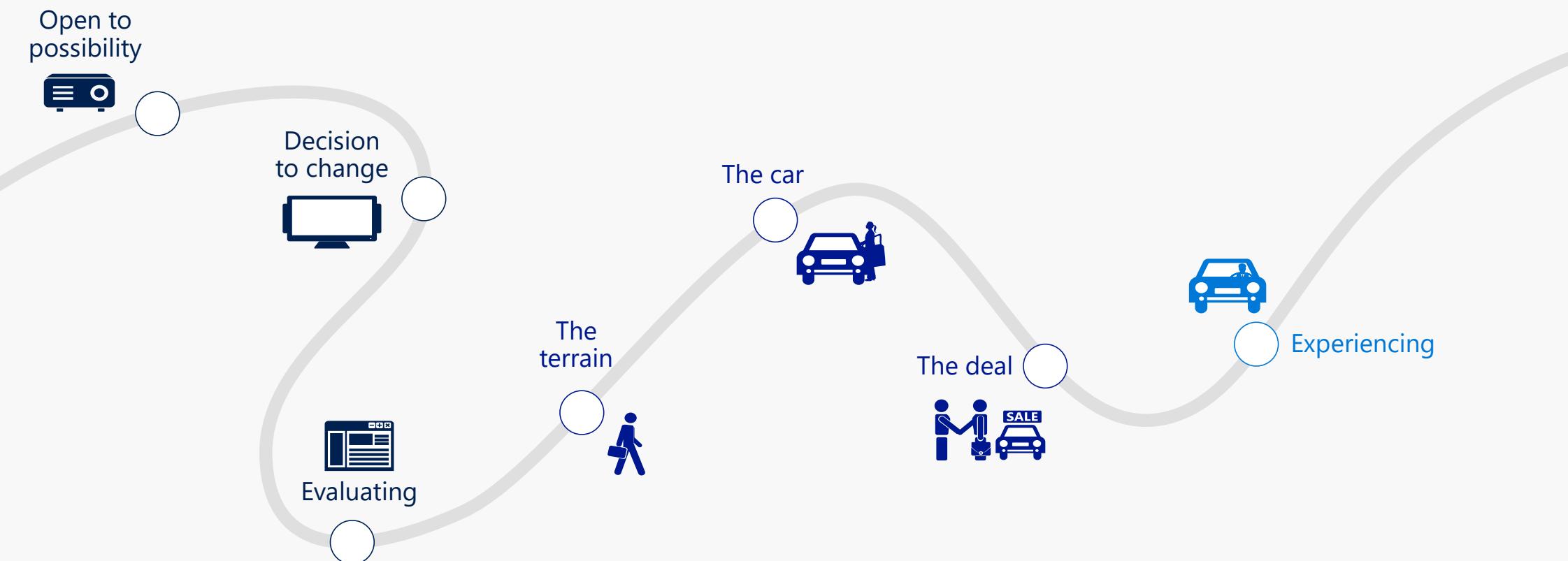
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# Map Customer Journey

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# Customer experience journey map

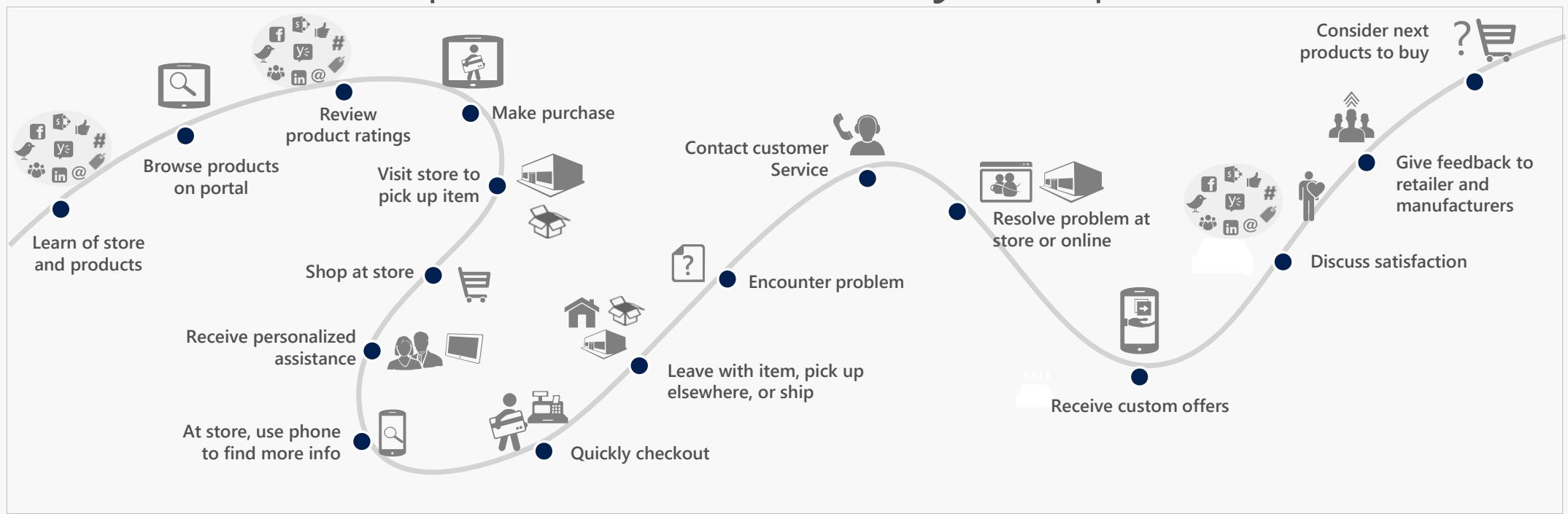


Consistent Experience

Connected Experience

Personalized Experience

# Customer Experience Journey Map



## Digital Hotspots

### Pre-Purchase

- Learning of products and store
- Researching product online
- Talking to sales associates at store
- Use smartphone while at store to learn more

### Purchase

- Ordering online
- Purchasing product in store
- Arranging payment
- Tracking shipment

### Post-Purchase

- Receiving customer service
- Resolving problems anywhere
- Providing ideas to store and manufacturers
- Sharing experience with others

# Map Your Technology Based On Your Purpose

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# Technology Storyboard

## Engage Your Customers

Consistent Consumer Experience  
at every touchpoint



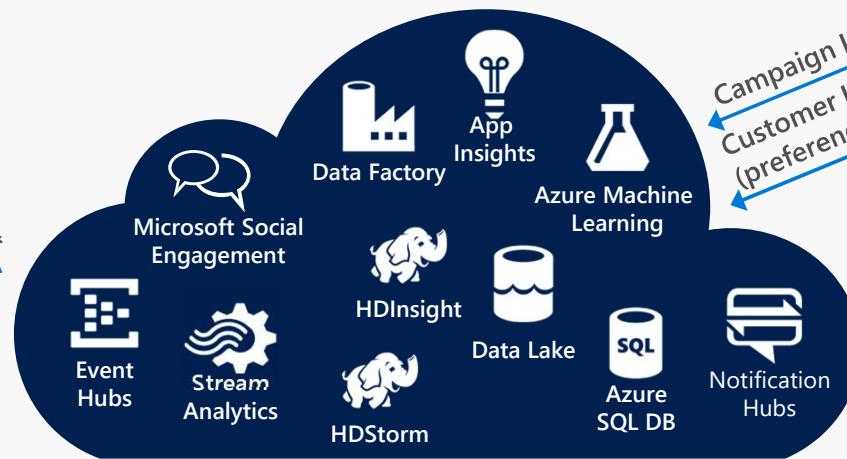
### Sales, Marketing & Support



### Customer & Campaign Insights



### Productivity Cloud



### Intelligent Cloud

### More Personal Computing



- Next Best Offers
- Contextual Offers (proximity, events, etc.)
- Videos of Products & Services
- Sales Campaigns
- Conversational AI Sales and Support



Device, app &  
environment telemetry

Social Media

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# Understand The Purpose of Your Data

## Your Data is Your Currency

Does Everyone In Your Organization Understand How Your Systems and Your Data Create Value?



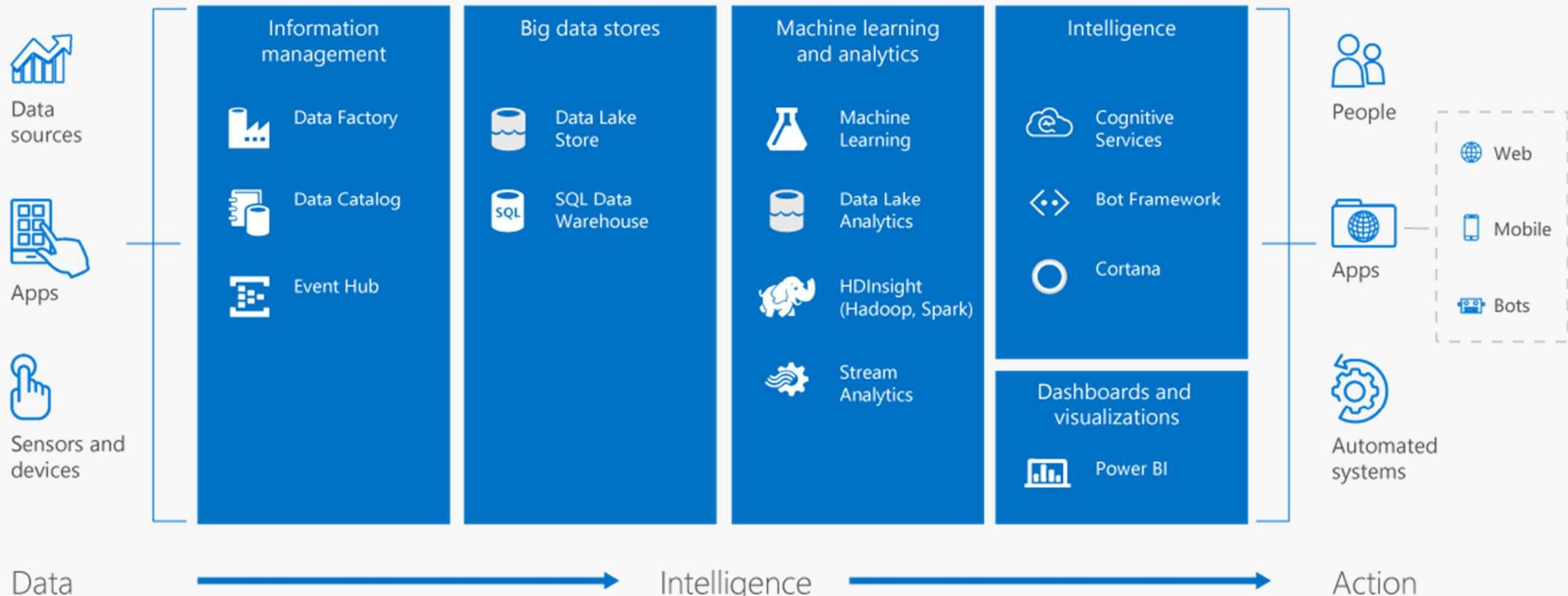
# Take Inventory Of Your Data

How Is Your Data Participating In Delivering Value?

How Will Creating This Data Lead To Better Customer Engagement?

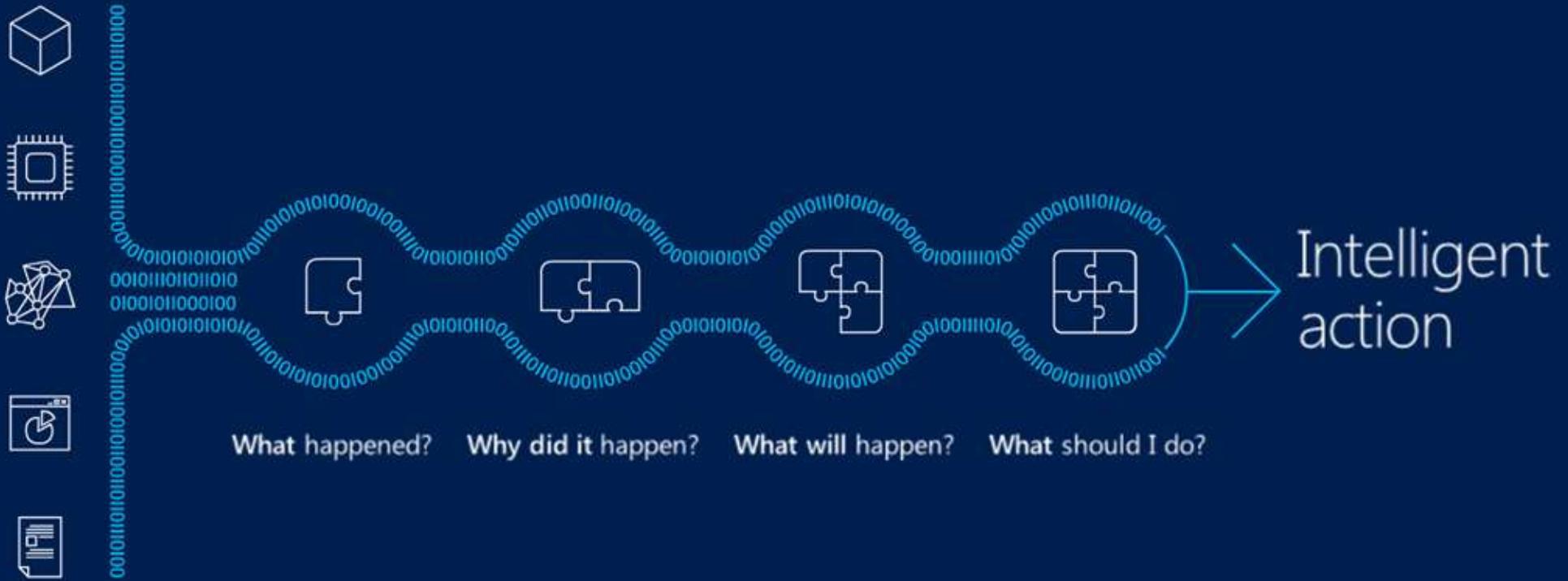


# Operationalize Your Data



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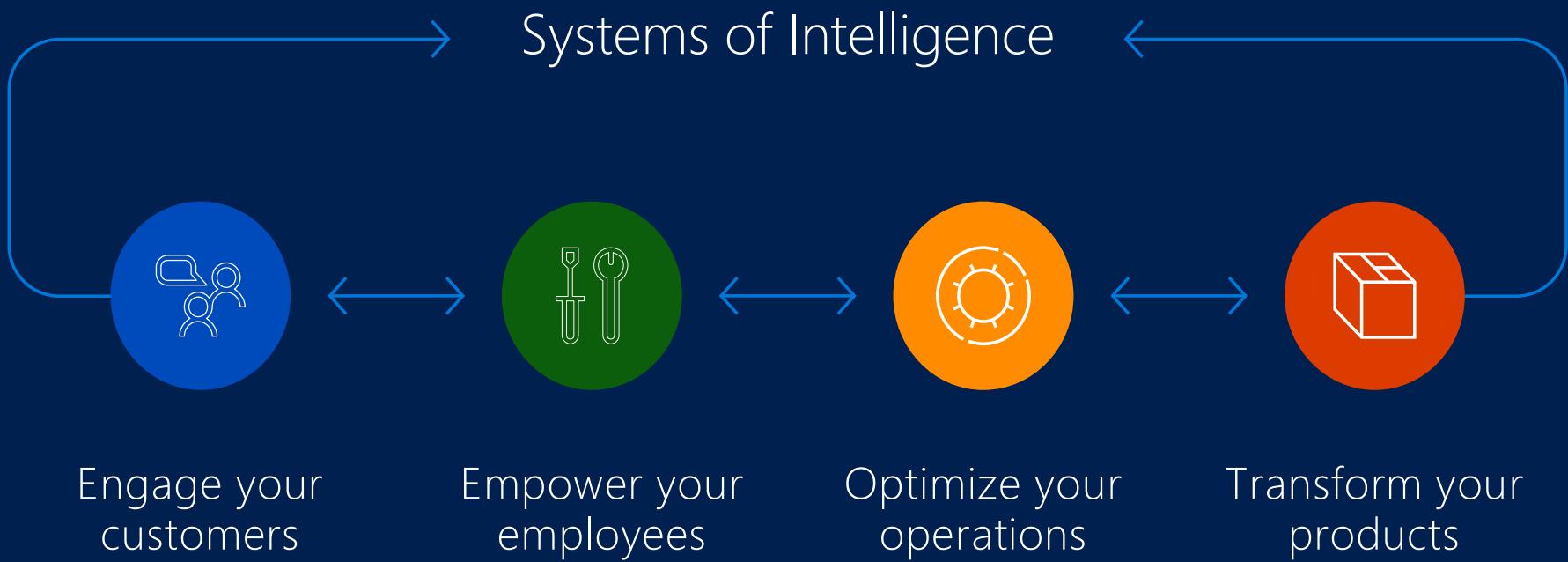
# Operationalize Your Data



Help Sales, Service and Marketing Through Intelligent Actions

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	Engage Your Customer	Empower Your Employee	Optimize Your Operations	Transform Your Products
CRM As The Brain				
CRM As the Customer Centric Hub				
Familiarity of Tools				
Intelligent Collaboration				
Intelligent Knowledge Sharing				
Map Customer Journeys				
Map Technology Story Boards				
Understand The Purpose of Your Data				
Take Inventory Of Your Data				
Operationalize Your data				

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Patrick Kitchell  
Technical Solution Professional, Dynamics CRM  
Microsoft Denmark  
Twitter: @denmark98



A Twitter profile card for Patrick Kitchell. It features a small photo of him in the top left, followed by his name and handle (@denmark98). Below this is a bio: "Futurist, Artist, Technologist | CRM and Marketing Believer | Contributor on Digital Doughnut, Sitecore, Microsoft and More | Paid Speaker". At the bottom, it says "Copenhagen, Denmark · <http://thebluecollarmarketeer.com>". The card also shows statistics: TWEETS: 86,964, FOLLOWING: 67,580, FOLLOWERS: 83,015, and LISTED: 1,881. A "Edit your profile" button is at the bottom right.



A LinkedIn profile page for Patrick Kitchell. It includes a larger photo of him in the top left, followed by his name and title: "Technical Solution Specialist at Microsoft". Below this is his location: "Copenhagen Area, Capital Region, Denmark | Computer Software". There are sections for "Previous" (Sitecore, Keyzone a/s now Alfaapeople, GN Store Nord) and "Education" (Microsoft Certified Business Management Solutions). A "View profile as" button is at the bottom left, and "345 connections" are listed at the bottom right. The URL <https://dk.linkedin.com/in/patrick-e-kitchell> is at the bottom left, and a "Contact Info" button is at the bottom right.

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