

# User Experience, Web Design & CRO

## Session 14

### **Omnichannel Personalization**



Contents:

1. Omnichannel orchestration
2. CDPs: real time marketing customer profiles for activation
3. Key capabilities to implement Personalization: Organizational Challenges

# Session 14

## Omnichannel Personalization

# Short readings

## Session 14 – Omnichannel Personalization

Other complementary readings are reflected in each slide of the session.

PDFs and other materials are uploaded in the Campus

1. Hema Alibaba Supermarkets. Omnichannel Strategy  
<https://www.youtube.com/watch?v=uEbYNJZ9iJ4>
2. Customer maps: Understanding new customer journey. IKEA, Lego & Nike. Fitch Agency. (pdf)
3. Good Customer Experience Demands Organizational Fluidity. Kim Flaherty. Nielsen & Norman 2019.  
<https://www.nngroup.com/articles/cx-organizational-fluidity/>
4. Macy's multichannel strategy explained. Think with Google.  
<https://www.youtube.com/watch?v=jYJ-0xJeesw&feature=share>

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# Omnichannel orchestration

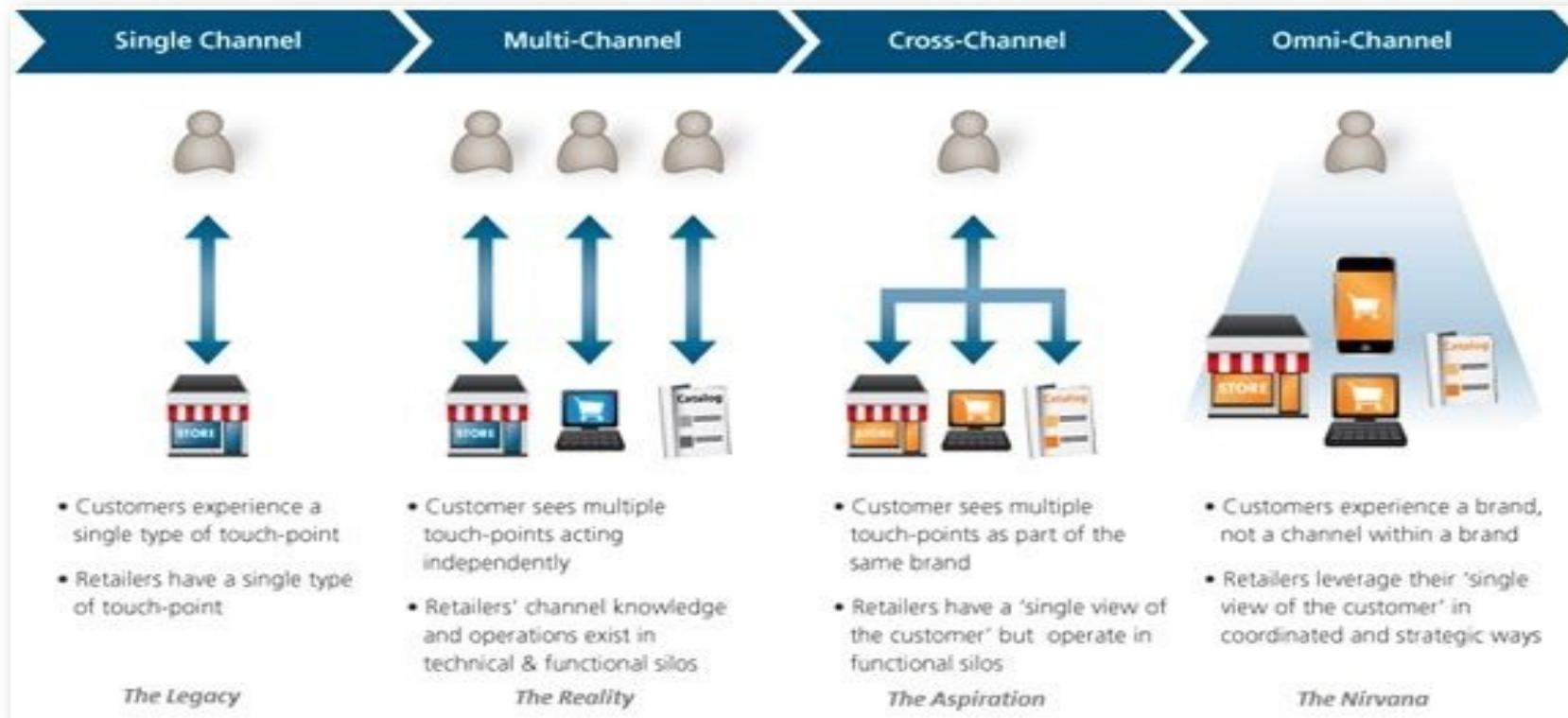
Every customer experience (on or off)  
leaves a digital footprint

*“I no longer believe in Digital Marketing but in  
Marketing on a Digital World”*

Clive Sirkin - CMO Kimberly Clark

Discussion: give examples of digital footprint in different experiences (online and offline)

# Omnichannel orchestration



Hema Supermarket: <https://www.youtube.com/watch?v=uEbYNJZ9iJ4>

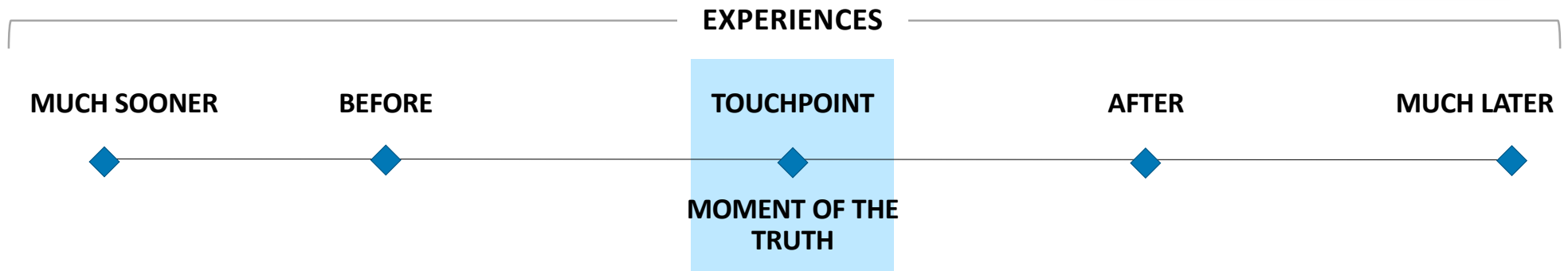
Reading Alibaba – China Retail revolution – <https://qz.com/1231423/the-future-of-retail-is-happening-right-now-in-china/>

Video: <https://www.youtube.com/watch?v=336YkwayCD4&feature=youtu.be>

# Omnichannel Orchestration: from “Touchpoints” to “Customer Maps”

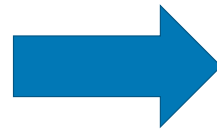
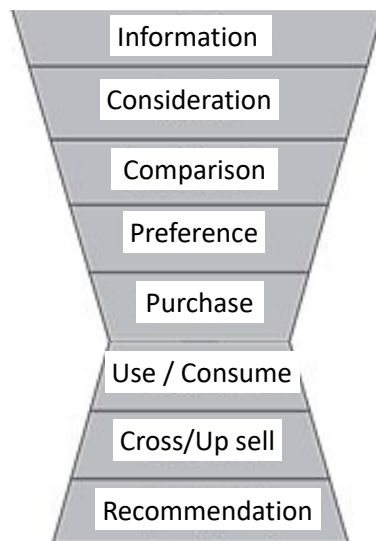


From typical  
Customer Journey to  
Customer “Pretzel”

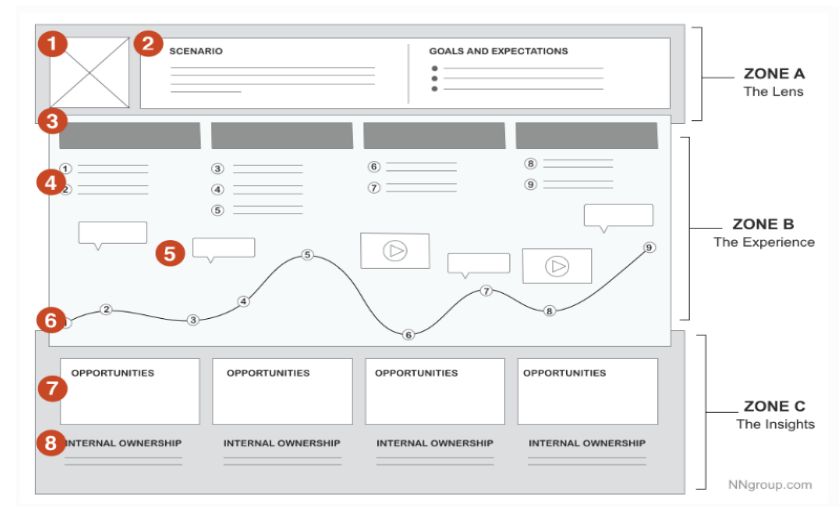


# Omnichannel and multichannel lead management (CRO)

Sales Funnel (micro CRO level  
focused on one Channel)



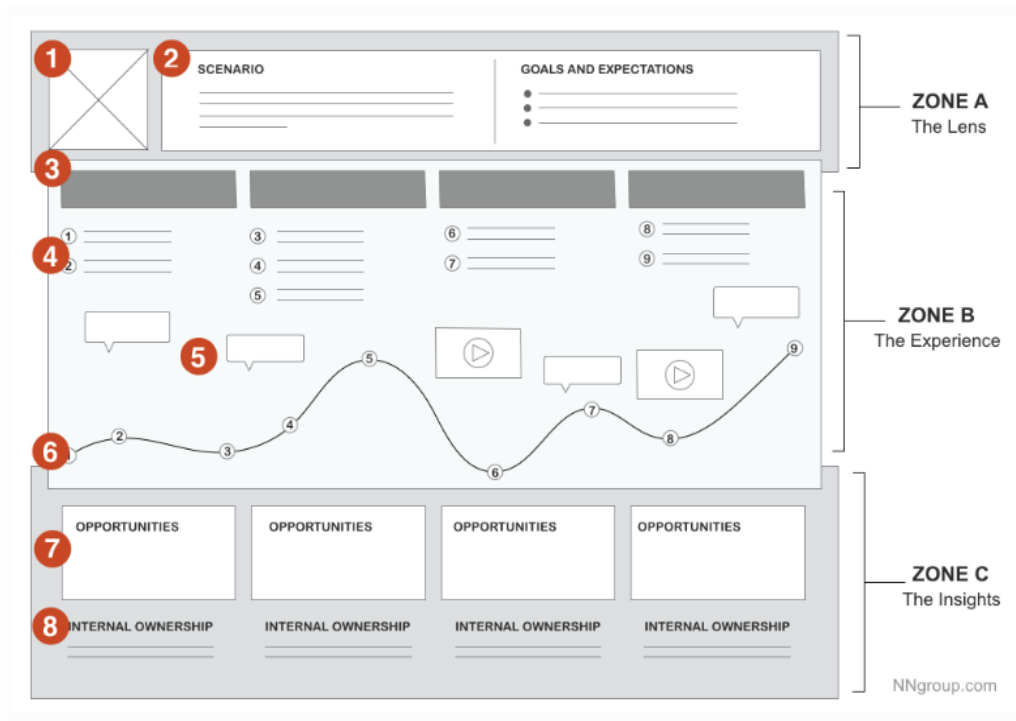
Customer journey / map  
macro level CRO



Discussion: X3 moments of truth: Before, During and After



# Omnichannel Orchestration: from “Touchpoints” to “Customer Maps”



## Customer Journeys:

- All functions represented not only sales
- Including pre and post sales touchpoints
- To identify “brilliant-points” and “pain-points”
- To map people, technology and processes to deliver the customer journey

Reading: Customer Journeys and Omnichannel (Nielsen/Norman): <https://www.nngroup.com/articles/customer-journeys-omnichannel/>

Reading: Customer maps: Understanding new customer journey. IKEA, Lego & Nike. Fitch. (pdf)

# Omnichannel lead management: sample cases

1. Web / App to Store (Decathlon)
2. Store to Web / App (Zara)
3. Proximity technologies in Stores (Beacons) – (Macy's)
4. Collect from Store / Return to Store (John Lewis)
5. App Checkout in the Store (Apple, Amazon Go, ...)
6. Smartbags in the Store (Argos)
7. VR/AR in retail and more...? ... (Footlocker)

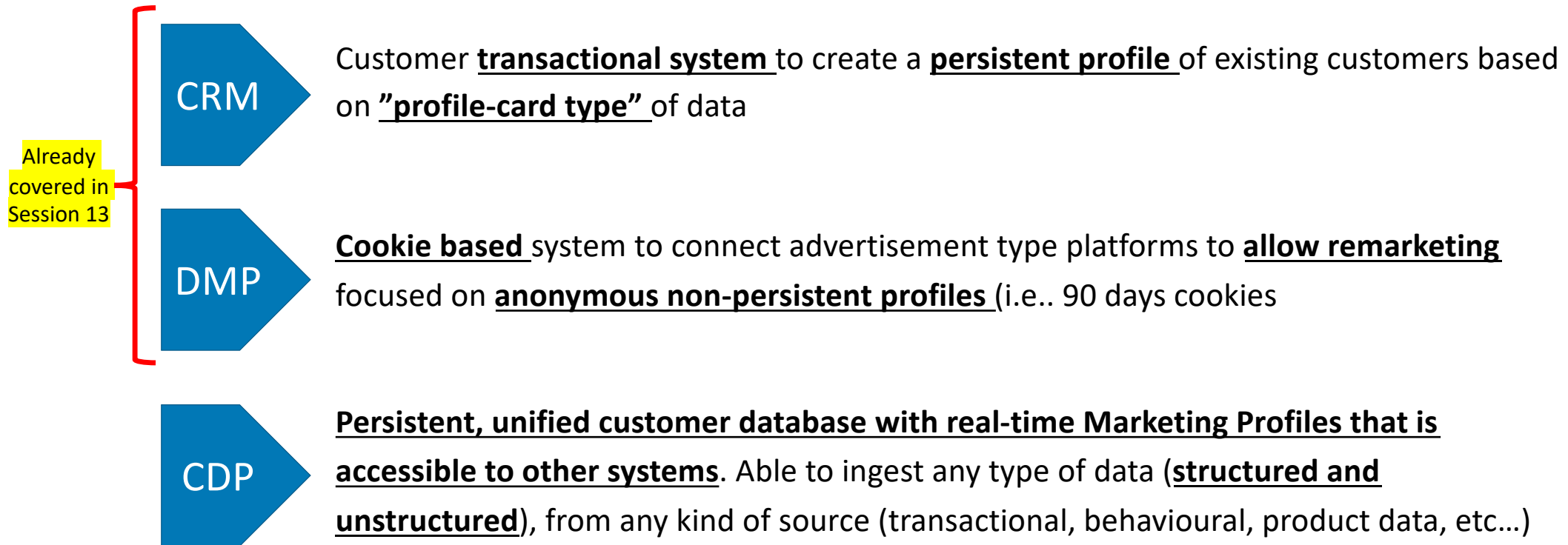


Not every experience works in every industry  
Knowing your customer persona, product and industry is essential  
Knowing your CUSTOMER MAP is essential !!

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# CRM, DMPs y CDPs



What is a CDP (Cap Gemini): <https://www.youtube.com/watch?v=pp3l6AgGwss>

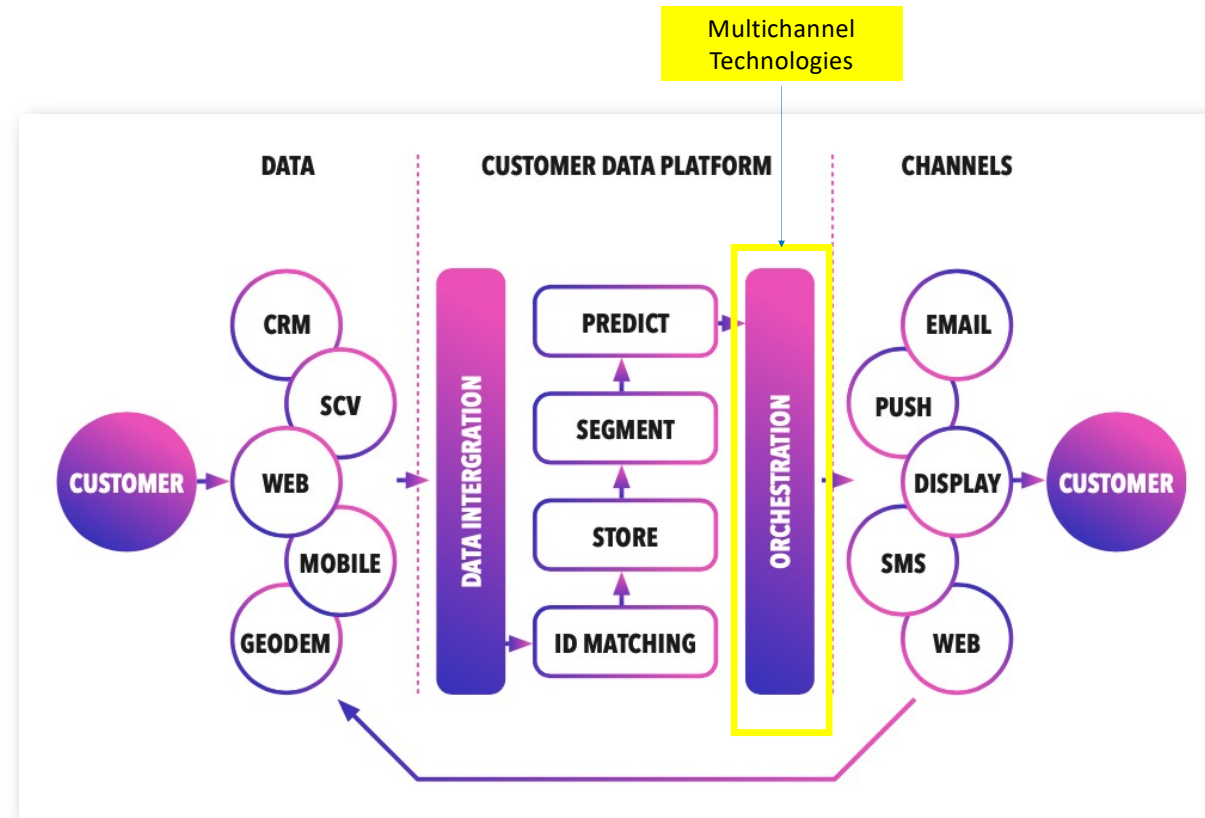
Deep dive: <https://econsultancy.com/what-is-a-customer-data-platform-how-is-it-different-from-a-dmp-or-crm/>

# Customer Data Platforms (CDPs): multichannel personalization

Real time customer profiles ready to activation in omnichannel

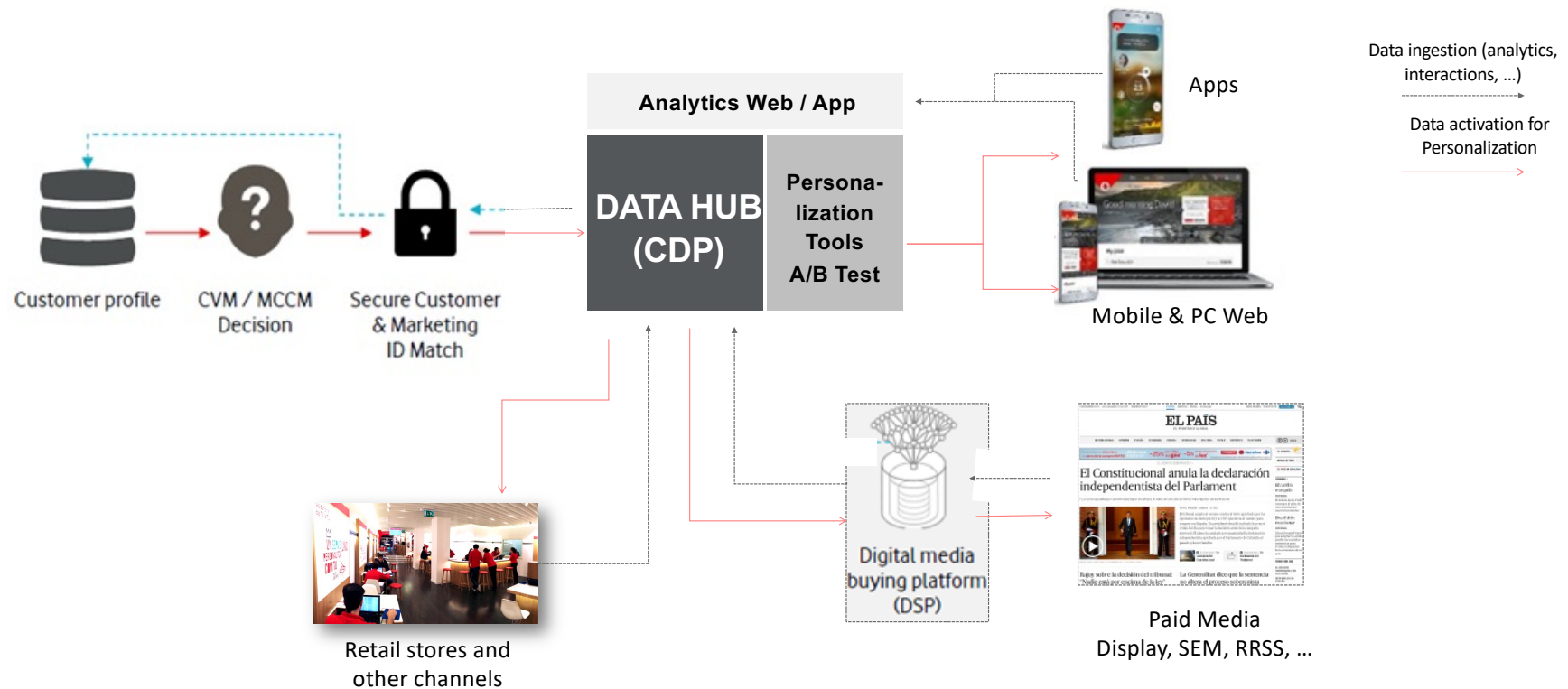
## Elements

- Data ingestion capacity:
  - CRM
  - Web / App Analytics
  - Any other back-end systems
  - Paid Media signals
- Data storage
- ID Management and resolution
- Segmentation
- Data modelling and predictive
- **Activation via Multichannel Campaign Technologies** : mail, notifications, web/app personalization, retail, call-centres, paid media, ...



Source: Signal CDP

# Customer Data Platform: in action



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# Brands not prepared to make personalization

## **Gartner Survey Shows Brands Risk Losing 38 Percent of Customers Because of Poor Marketing Personalization Efforts**

Marketing Leaders Strive for One-to-One Personalization, But Fall Significantly Short in Most Cases

74%	Lack of dedicated staff	Soporte c-Level
60%	No cross-channel organization	Silos / Customer Journeys
57%	3-6 weeks to launch a campaign	"Quick-wins" + Tecnología
22%	months to launch a campaign	"Quick-wins" + Tecnología

Reading "Profiting from Personalization":

<https://www.bcg.com/publications/2017/retail-marketing-sales-profiting-personalization.aspx>



# Customer Data Platforms organizational challenges

- Clear **business goals** and focus on Quickwins Customer Use Cases at the beginning
- Top-down support from **C-level**
- Organizational alignment: diverse and cross teams involved in the setup and management to **avoid DATA silos**
- Strong **Digital Marketing and Customer Maps** internal capability
- Strong **Technical capability**
- Strong **content** creation capability

Reading: Omnichannel and Organizational Fluidity. Kim Flaherty. Nielsen & Norman 2019.

<https://www.nngroup.com/articles/cx-organizational-fluidity/>

# Omnichannel case study: Macy's



- From 2014 delivering omnichannel strategy to compete with Amazon
- Organizational changes: new roles “Chief Omnichannel Officer”

**Video:** Retail Hero: Macy's, Chief Omnichannel Office

<https://www.youtube.com/watch?v=jYJ-0xJeesw&feature=share>

# Multichannel personalization: T-Mobile



- “The Uncarrier revolution” with focus on Multichannel Experience since 2018
- “Digital Revolution to empower customers through radical simplicity and customer control”
- “There is nothing we can do for them they can’t do for themselves”

**Video:** Retail New Wireless Customer Experience

<https://vimeo.com/523471897>

# Key Takeaways from Session 14

1. Every Customer Experience in Digital or Physical channels always leave a Digital footprint
2. The Omnichannel lead management requires a strong focus on the Customer Map not only on the Sales Funnels
3. CDPs (Customer Data Platforms) manage a persistent real-time Marketing Profiles that are accessible to other systems allowing easy real-time omnichannel personalization
4. Organizational challenges are paramount and Brands are taking organizational decisions to facilitate Omnichannel personalization: top C-level support, cross-functional units to avoid DATA silos, strong technical support and content creation capabilities