**Latest trends in Customer Analytics**

“The coming era of on demand marketing” – McKinsey Consulting

**Team 1**  
Lee Chien Wei (A0120503A), Edwin Tam Wei Ching (A0178396J), Lin JunLiang (A0178295M), Chee Jiawei (A0082949M), Goh Yu Chen (A0178437R)

## **The Problem**

The accelerating pace of digital technologies will force companies to meet new and exacting consumer demands for marketing that’s always relevant.

## **These New Consumer Demands Matter Because…**

In an on-demand world, consumers will judge brands by their ability to deliver heighted experiences— interactions, literally anywhere, that offer high levels of value and are radically customized and easy to access—along the consumer decision journey

## **This How Consumer Demands Look Like in 2020**

Over the next several years, we’re likely to see the consumer experience radically integrated across the physical and virtual environment. Most of the technologies needed to make this scenario happen are available now.

We review 2 main areas:

1. 4 Emerging areas of consumer demands
2. Data feeds into Discovery, and vice-versa

### **4 Emerging Areas of Consumer Demands**

1. **Now**: Consumers will want to interact anywhere at any time.
2. **Can I**: They will want to do truly new things as disparate kinds of information (from financial accounts to data on physical activity) are deployed more effectively in ways that create value for them.
3. **For me**: They will expect all data stored about them to be targeted precisely to their needs or used to personalize what they experience.
4. **Simply**: They will expect all interactions to be easy.

These areas change our standard customer journey. Consumers will soon make these demands of every interaction they have with companies. Although the marketing function may often be the best conduit to get customer input and to drive decisions about how to distinguish brands, coordinated efforts across the enterprise will be needed.

### **Data feeds into Discovery and vice-versa: a non-stop cycle**

To win over on-demand customers, you must know them, what they expect, and what works with them, and then have the ability to reach them with the right kind of interaction.

Hence data.

Leverage data to define and contextualize trends, data to measure the effectiveness of activities and investments at key points in the consumer decision journey, and data to understand how and why individuals move along those journeys. That’s why we need data in these lenses:

1. **Telescope**. A clear view of the broad trends in your market, category, and brand is essential. Digital sources that track what people are looking for (search), what people are saying (social monitoring), and what people are doing (tracking online, mobile, and in-store activities) represent rivers of input providing constant warning signs of trouble or signals of latent opportunity.
2. **Binoculars**. Complete, integrated picture of where companies spend their money, which interactions actually happen, and what their outcomes are. The challenge lies in getting enough data across all touchpoints and customer journeys. For in the world of on-demand marketing, where multiple interactions take place along multiple journeys, last-action attribution explains only part of the impact of media spending, and media-mix models fail to account for touches and costs outside of paid channels.
3. **Microscope**. Trust is essential, and personalization can show customers they matter. They expect a brand to be a good steward and user of data about them and, increasingly, have high expectations for what a brand should know.

## **Are Today’s Companies Ready for Changing Consumer Demands?**

Today, many companies have successfully defined and addressed customer interactions across a few channels. What they need to be designing, however, is the entire story of how individuals encounter a brand and the steps they take to evaluate, purchase, and relate to it across the decision journey.

These new experiences would change the way companies work and excel on 3 levels:

1. Engage customers in manifold new ways by designing interactions that are grounded in use cases
2. Assemble data offering new lenses on the behaviour of consumers by pulling together and evaluating all their touch points with a brand
3. Develop new processes and skills across all functions (not just marketing) to transform the delivery of brand experiences

To deliver these new experiences, executive teams must rethink the role and structure of the marketing organization and how it engages with other functions. The changes are likely to cut deeply, transforming the way companies manage campaigns and communities, measure performance, provide customer support, and interact with outside agencies

## **On Reflection, We Think That…**

The article paints a pretty picture of the future without considering the “hows”:

1. People are the problem. The politics involved in cross-functional roles usually hinder departments from sharing data, collaborating on tactics, and mapping the user journey.
2. "How do we track all of my user's touchpoints?" There are Data Management Platforms (DMP), Marketing Automation (MA), Customer Data Platforms (CDP), location-based tracking via phones etc. That's a lot of data to map and match to get a single point of view on a user.
3. Real personalization is the most challenging, the real issue lies in really understand customers' behaviour and what they actually want. The example that was given in the article was kind of ideal but might be considered as "annoying" by others. In general, modern advertisements tend towards "spam" than personalized and useful content.

Yet consumer personalization is almost inevitable, the group’s personal accounts seem to bear this out:

1. “Google syncs my account with all my past searches for food, more likely to suggest the right location when I then use Google Maps search.”
2. “Many apps sync with our Facebook friends/google contacts and suggest them as people to follow. E.g. Quora, LinkedIn, Tinder, Carousell.”
3. “Facebook – Newsfeed does not just have posts that are shared by friends, but also suggests posts that my friends like. Because what my friends like will also likely be what I like. For example, I get posts about Microsoft because my friends liked Microsoft Store page.”

As such, we rate such consumer journeys highly and look forward to it, but remain sceptical that companies can be fully implement such multitude of consumer journeys as per the article.