Customer 360

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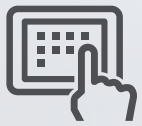
Mindtree Confidential. 2020

Customer Experience (CX) is the new battlefield



2020

CX will overtake price and product as the key brand differentiator.

50%

Organizations will **redirect their investments** to customer experience innovations.

20%

Companies consider CX as the most exciting business opportunity

50%

CX leaders fail to quantify an improvement in their company's customer experience

16%

Decrease in customer satisfaction due to One second delay in e-commerce transaction

40%

Data Analytics projects will relate to an aspect of customer experience by 2020.

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Source: Adobe, Gartner; Frost Sullivan; McKinsey Digital Labs 2016, Mindtree Global Study, Forrester Predictions. Kissmetrics

Mindtree: Successfully Transforming CX in a Complex Landscape

Proposition
- Design
- Configuration
- Lifecycle
- Offer
- Pricing

Brand
- Values
- Resonance

Marketing Campaign

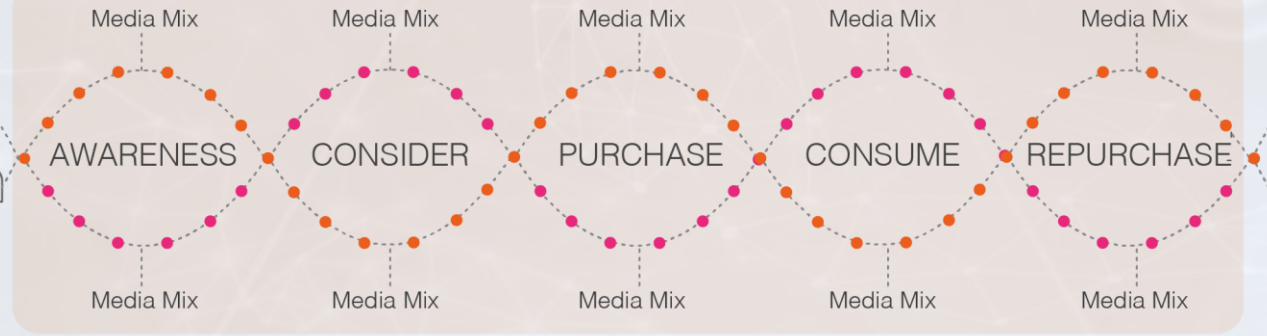
Intelligent messaging Personalisation

Campaign Management
- Objective
- Creative
- Content
- Media plan
- Activation
- Optimisation
- Agencies

Executive Management
- Growth
- Reputation
- Innovation
- Revenue
- Margin
- Cost
- ROI
- Forecasting
- Budgeting
- Customer Sat.
- Compliance

Consumer Segmentation
- Market
- Geography
- Size
- Value
- Needs
- Trends

Consumer Personas
- Values
- Psychographics
- Emotions
- Behaviours



Channels
- Omni Channel
- Media
- Paid
- Owned
- Earned

ACQUISITON

RETENTION

SERVICE

Data Management
- Management
- Format
- Collection
- Quality
- Use
- Platform

Data Insights
- Consumer
- Promotion
- Market
- Proposition
- Reporting
- Prediction

Customer Service & Support
- Forums
- Feedback
- Account Management
- Service Management
- Reporting

Corporate Systems
- Integration
- Provisioning
- Services
- Payments/ Billing
- Support
- Testing
- Security
- Compliance

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Our blueprint for elevating CX

Re-imagine the Customer Experience

Connect Customer	**Next-Gen Experience Systems with AI** Connect Context	Connect Experience

Modernize the Ecosystem and Processes

Legacy Migration to Cloud Innovate at Speed	**Process and Asset Modernization** Responsive Systems	**Platform Build and Factory-based Delivery** Agility and Lower Cost

Harness the Power of Data

Data Integration Get Unified Customer View	**Advanced Analytics** Bridge Anonymous-Known Divide	**Customer Segmentation** Personalized Engagement

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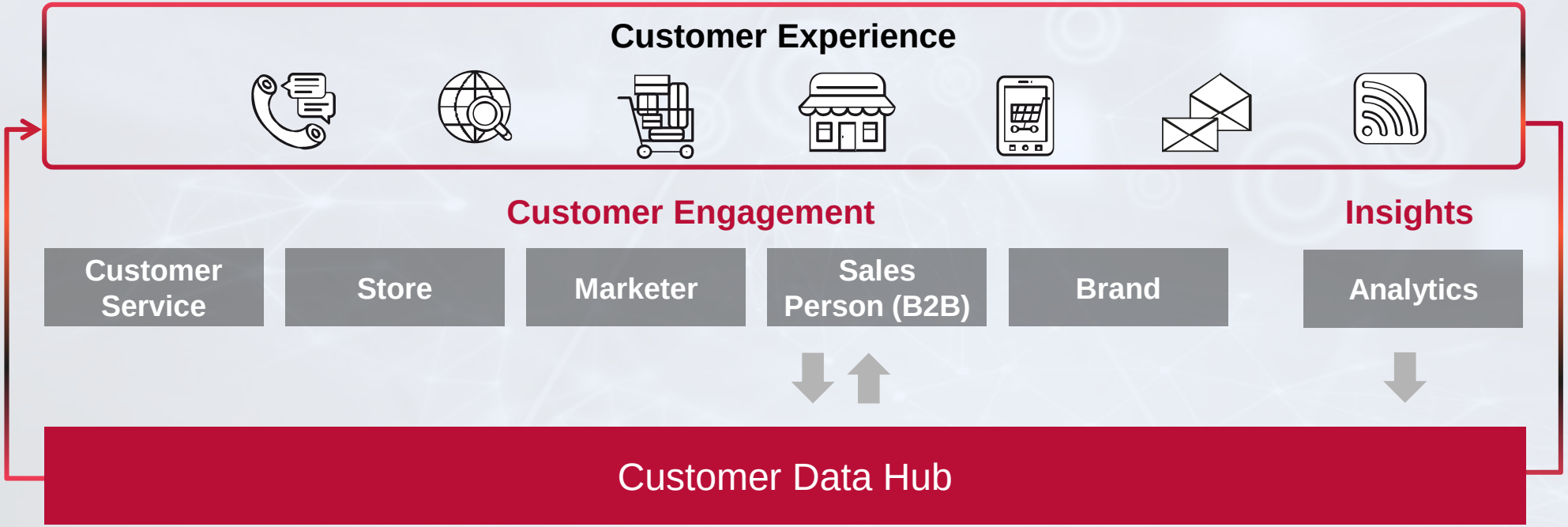
Customer 360 is the holy grail for CX

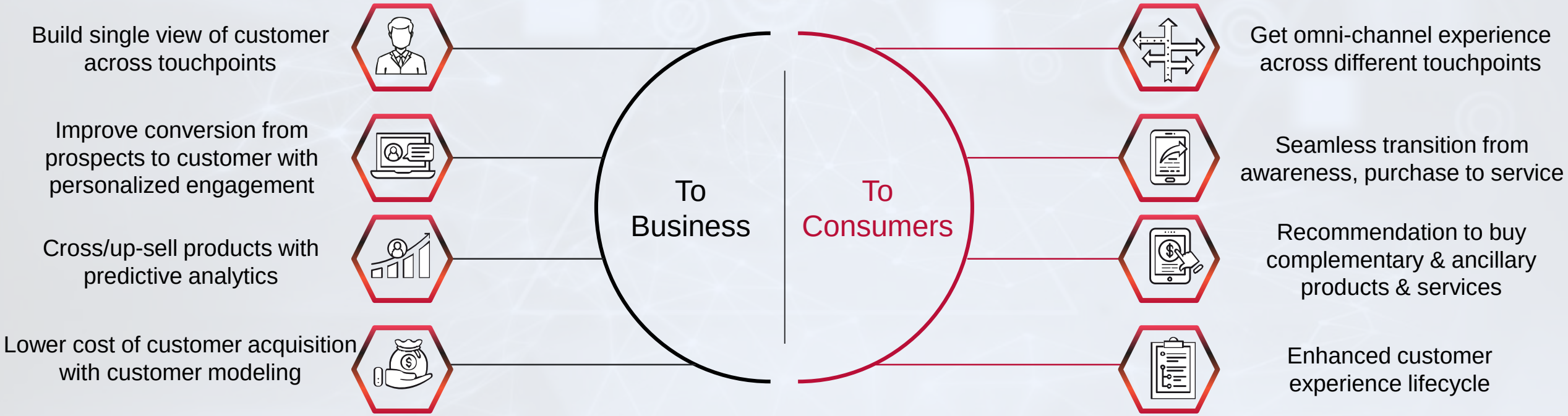


Customer Experience
How consumers interact and perceive engagement across channels and touchpoints

Consumer Engagement
How Sales, Marketing, Customer Service, Store, etc. deliver personalized experiences to consumers

Insights
How brands use analytics, reporting and insights to drive engagement and affect consumer experience

Profiting from CX with Customer 360



Customer 360 Use Cases in the consumer industry

DRIVING BUSINESS GROWTH

Consumer Intimacy	Channel Excellence	Differentiated Journeys	Marketing Oriented	Compliance
Better understanding of Consumer Journey • Advanced Segmentation • Customer Identity Resolution	Omni-Channel Experience • RT Personalization (Content/ Service) • Offers & Redemptions	Journey Orchestration • Abandon Cart/ Forms • Birthday Offers • Segment Upgrade	Downstream Activations • Faster/ RT Activations • Contextualized	Compliances • Privacy Compliances • Trust
Better Segmentation & Targeting	Connected & Personalized Experience	Higher Conversions	RT Onsite & Offsite Targeting	Compliance Adherence

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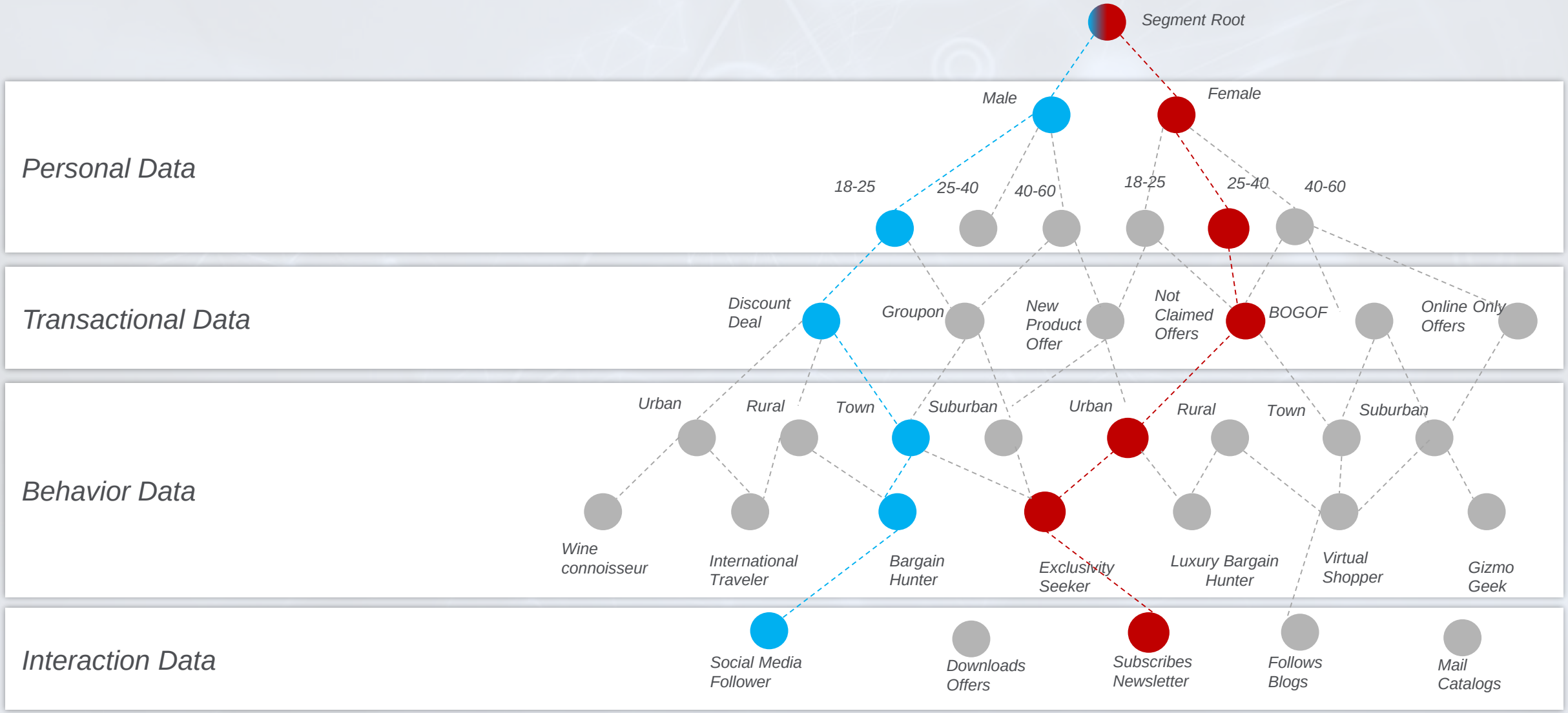
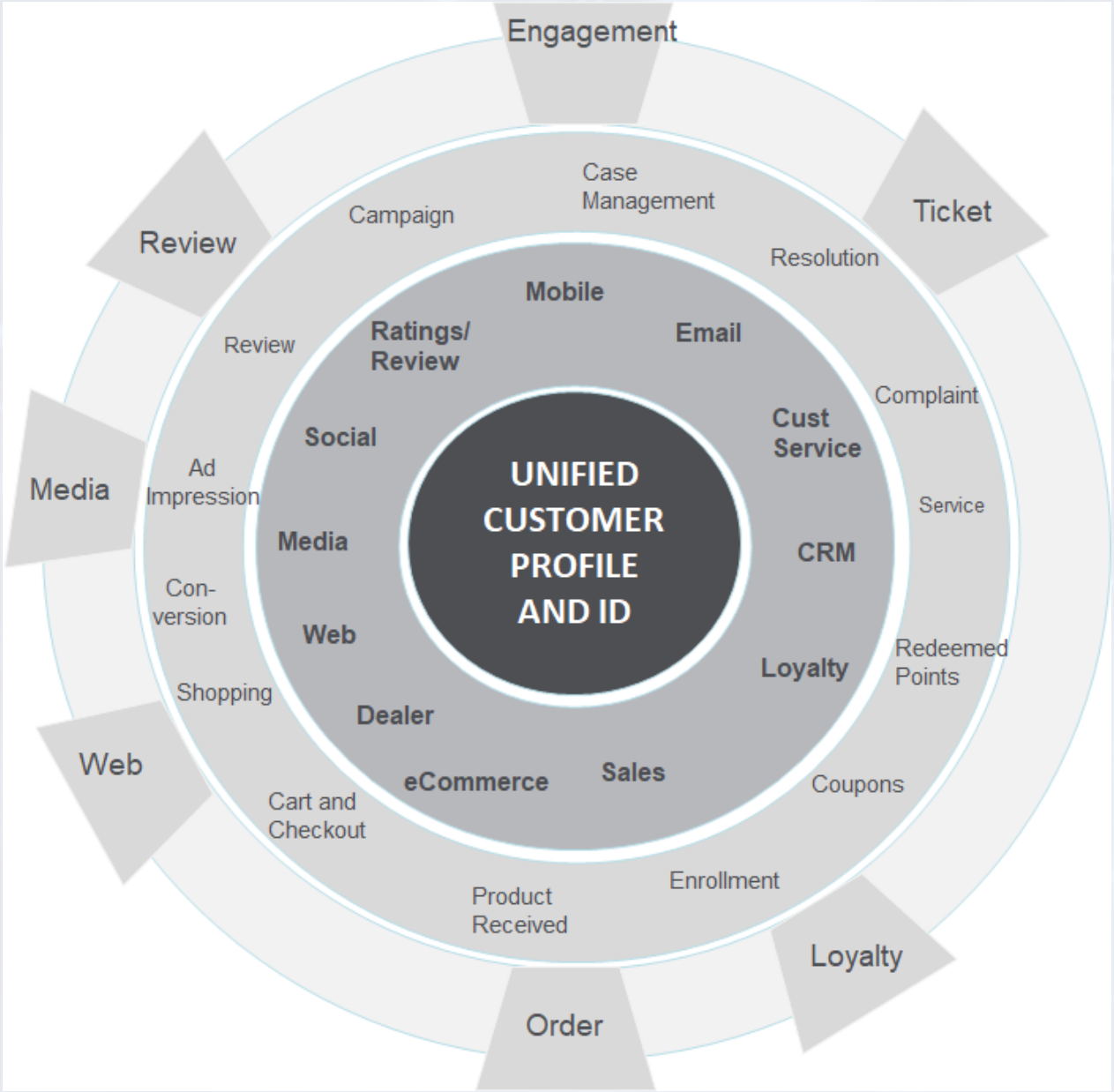
Example of building a Customer 360 View



Customer 360 Map

Transactions

- SALES
- SERVICE
- COMMERCE
- REVIEWS
- CASE
- WEB INTERACTION
- MEDIA INTERACTION
- JOURNEY TOUCH POINT



Consumer

- GLOBAL PROFILE
- BRAND PROFILE
- Consumer (LOYALTY)
- INTERACTION
- UNIFIED LINK
- ANAONYMOUS CUST INTERACTION
- ANONYMOUS Consumer
- ANONYMOUS BRAND PROFILE
- ANONYMOUS GLOBAL PROFILE

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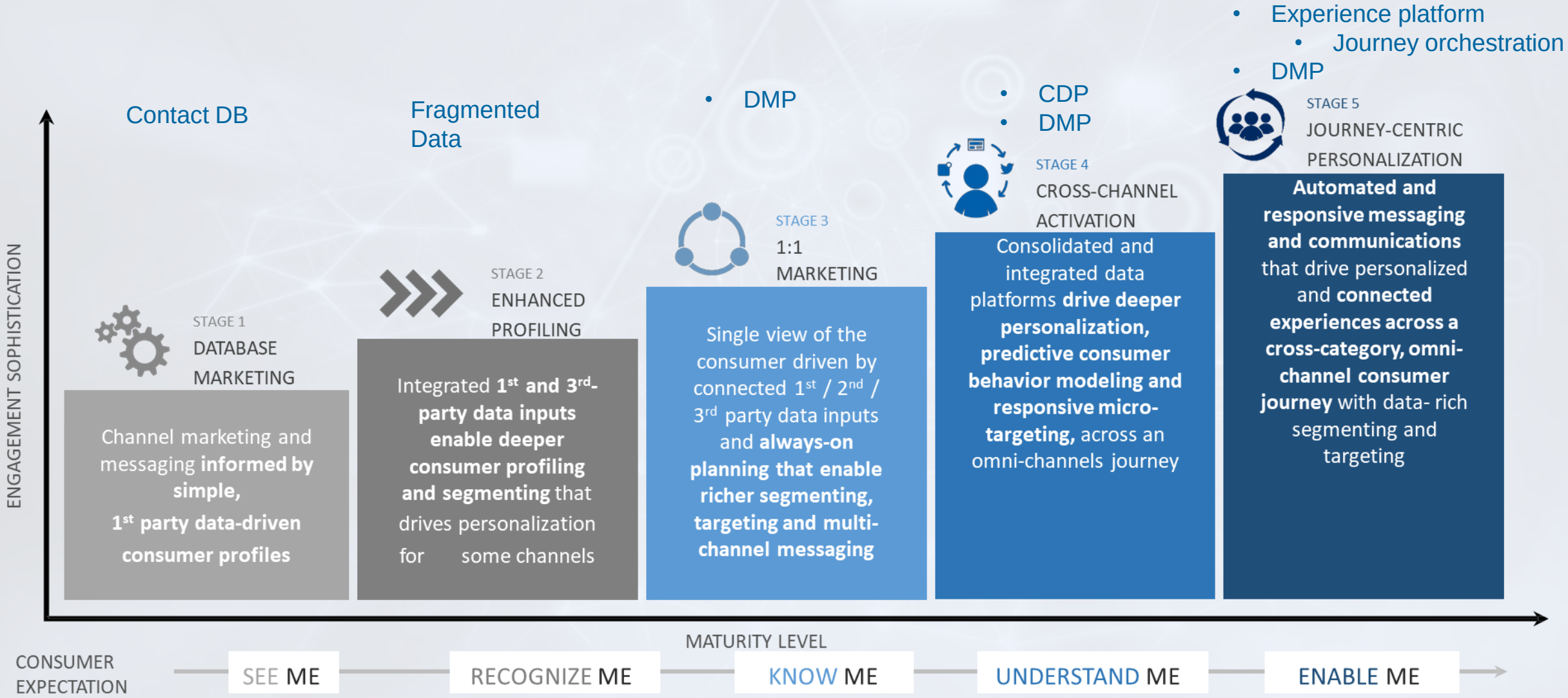
Customer 360 helps make progress in Data-driven Marketing



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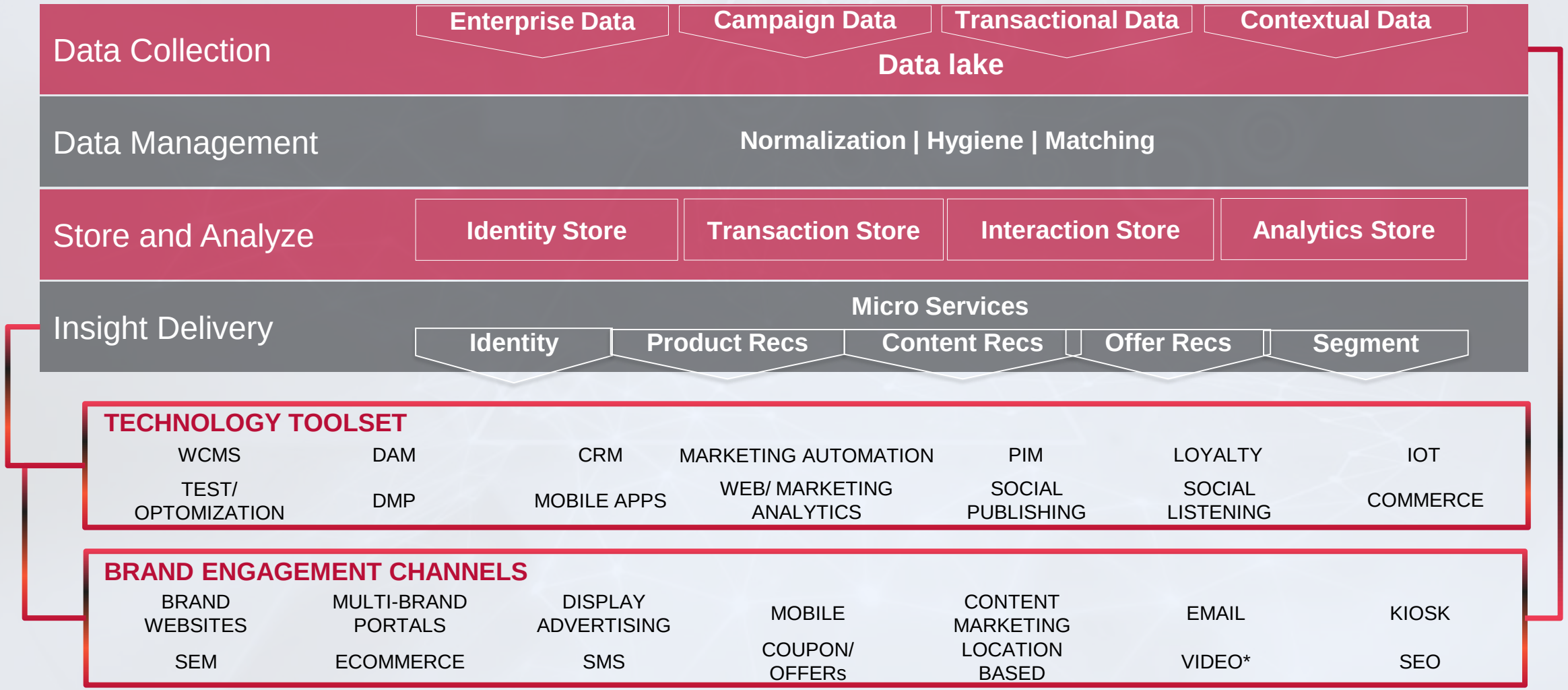
Building Blocks of Customer 360



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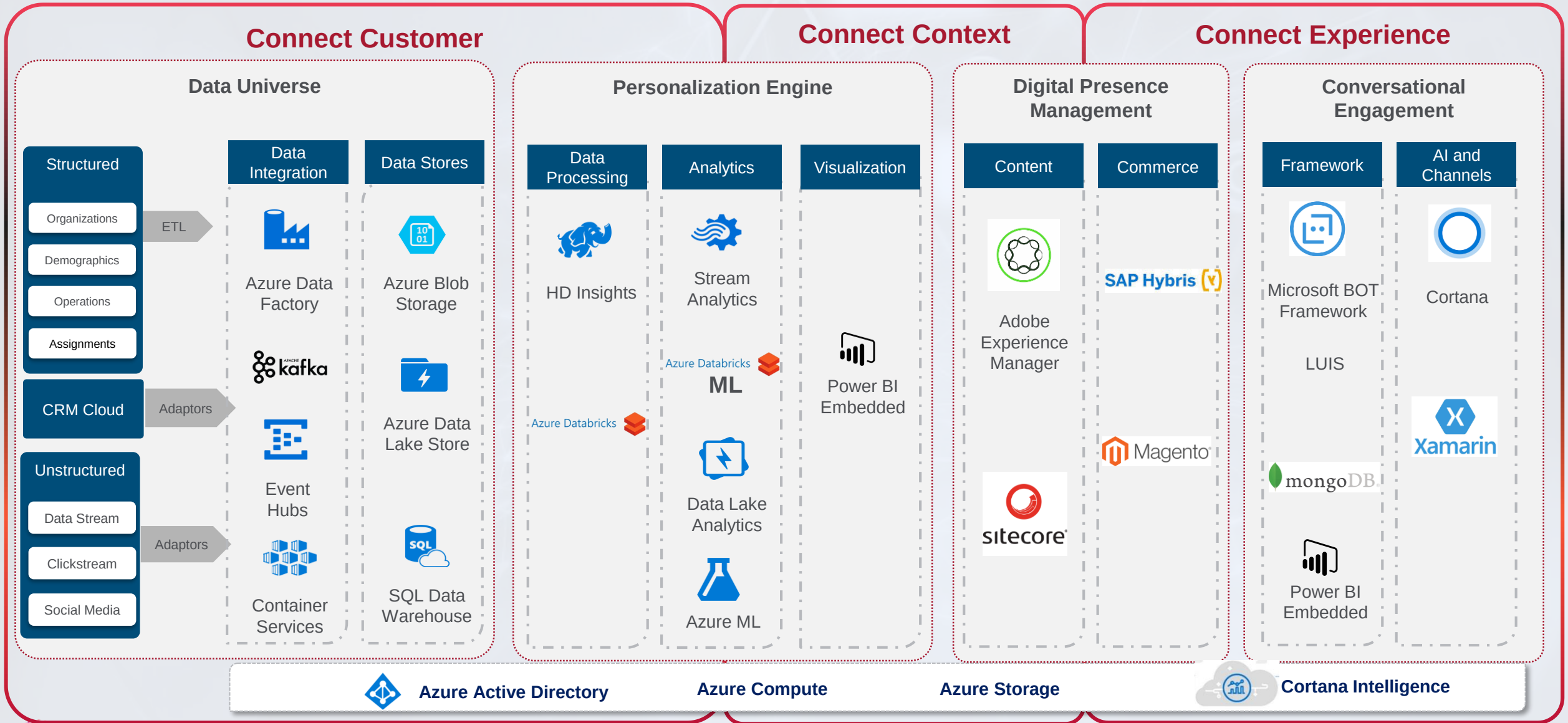
Solution Architecture with Tech Stack



Typical Roadmap to accelerate Customer 360

	SHAPE *4 weeks*	ORGANIZE *4 weeks*	VALIDATE *4 weeks*	TRANSFORM *Future Roadmap*
BUSINESS	• CX & IT Team Interviews • Understanding Pain Point/ Business Challenges • Strategy Alignment • Defining Success Factors	• In-Depth SWOT Opportunity Analysis • Capabilities Evaluation • Prioritization Metrics	• Eco-System Evaluation • Align the Prioritization Matrix with Stakeholders • To-Be Capability Map	• Execute Roadmap & Timelines • Eco-system Integration • Business Impact Matrix e.g., NPS/OKRs/KPI Measurement Factors • Choice Decision Analysis
EXPERIENCE	• Understanding Products and Services • Identifying Engagement Gaps/ Opportunities	• CX Touchpoint Analysis • Service Design Mapping Existing CX Journeys	• Ideate/Test CX Journey Solutions • Validation of Customer Experience Strategy Recommendations • Service Design Mapping of Future State	• Customer Experience Strategy Solution • Functional Architecture Plan • Timeline of CX Integration into existing processes/work flows
TECHNOLOGY	• Work Stream Prioritization • As-is Evaluation • Standards & Constraints • Qualitative/ Quantitative Governance Models	• System Context • Solution Architecture • Technology & Tools Evaluation	• Deliver Executable Roadmap • Tech Solution Architecture • Guidance & Recommendations • “To-Be” Systems Context • Architecture Spikes	• Technology Integration & Evaluation into existing systems • Benefits Process Mapping • Framework Engagement Definition

Discovery & Assessment **PoC/Pilot** **Build & Manage**

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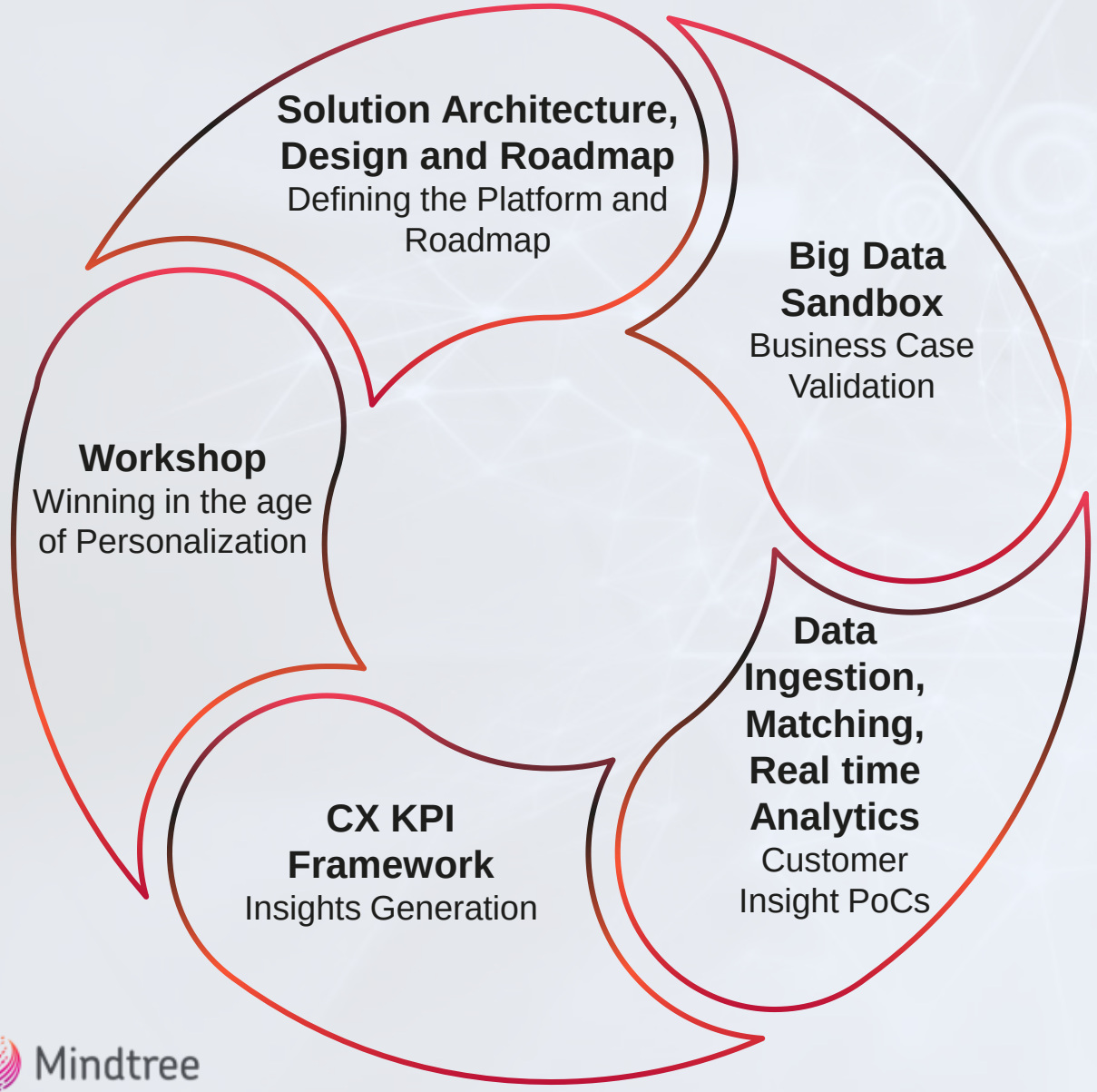
Mindtree Offerings to build Customer 360



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Your anchor partner to win in the Age of Personalization

Decision Moments Platform

Multi Channel KPI Framework

Expertise Across MarTech and AdTech Ecosystems

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Getting Started with a 2 weeks Assessment

What we do

Week 1

- Understand the business and marketing challenges with customer data
- Understand the sources of customer data
- Design Thinking workshop to imagine the possibilities with Customer 360 view

Week 2

- Big Data Sandbox for business case validation
- Measure the cost and expected benefits of the Customer 360 solution

Deliverables

- High Level Roadmap and Strategy for achieving Customer 360 View
- Recommended Architecture by leveraging Azure Cloud
- Business Case for building a Customer 360 View

Thank you.

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