

Customer Experience

Why and how it drives your growth strategy - a new model to accelerate your Digital Transformation

Fujitsu World Tour 2017

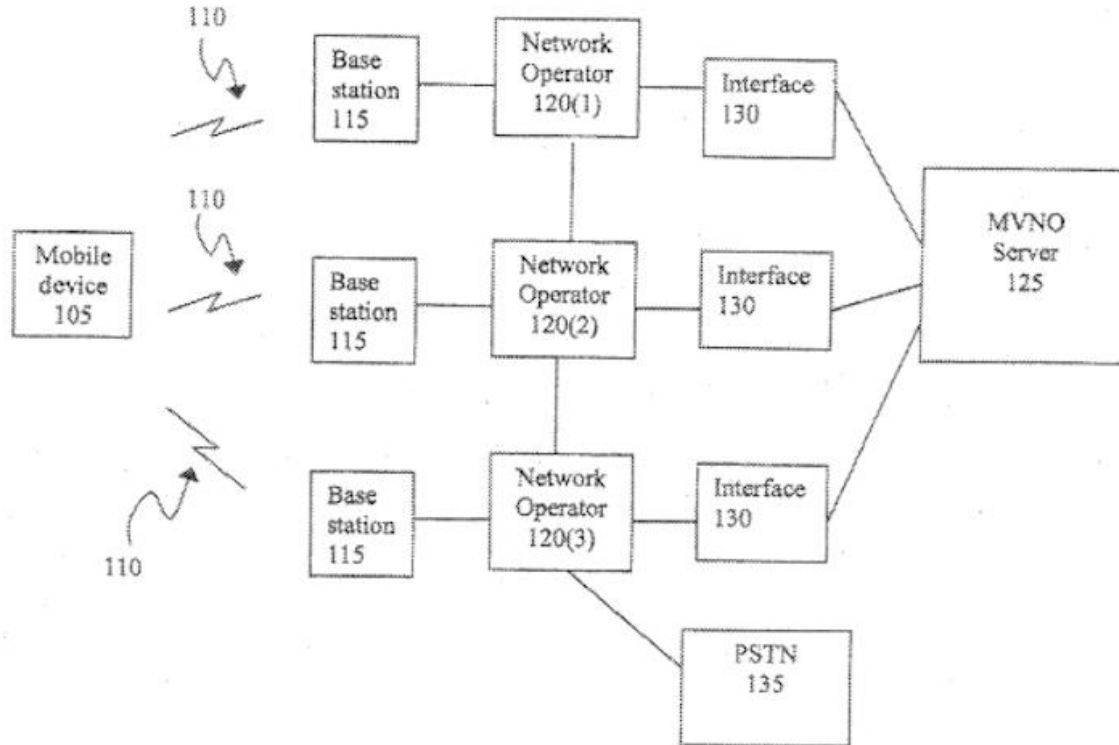


shaping tomorrow with you



Human Centric Innovation

Digital Co-creation



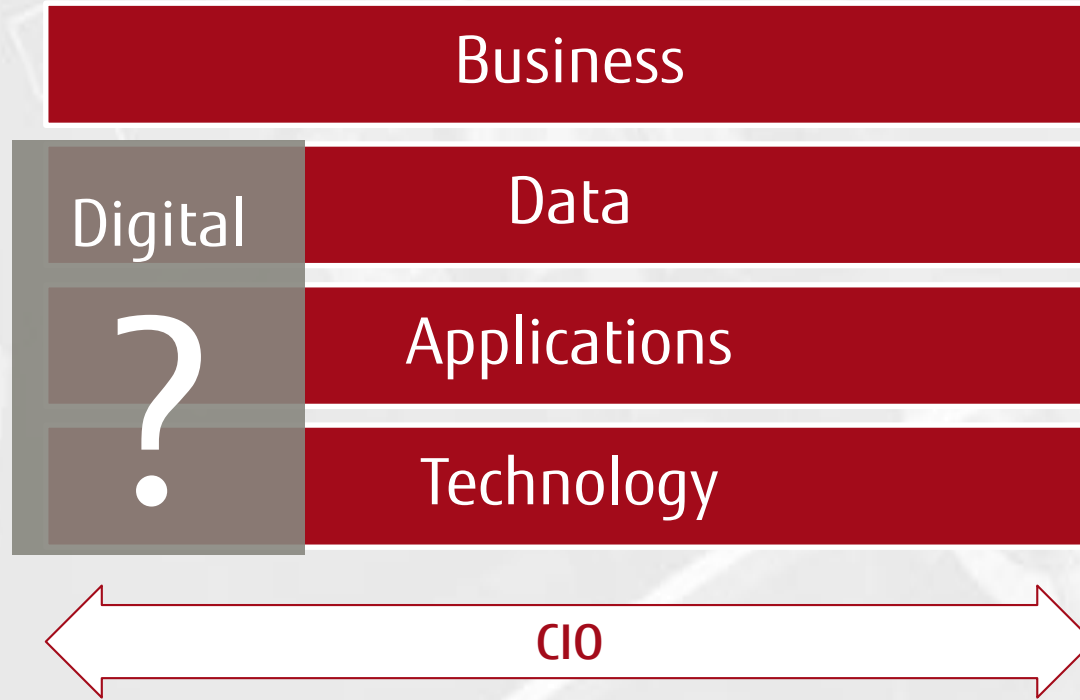
“Business is an exchange
of value for experience”

..but Customer Experience isn't often central to business decisions

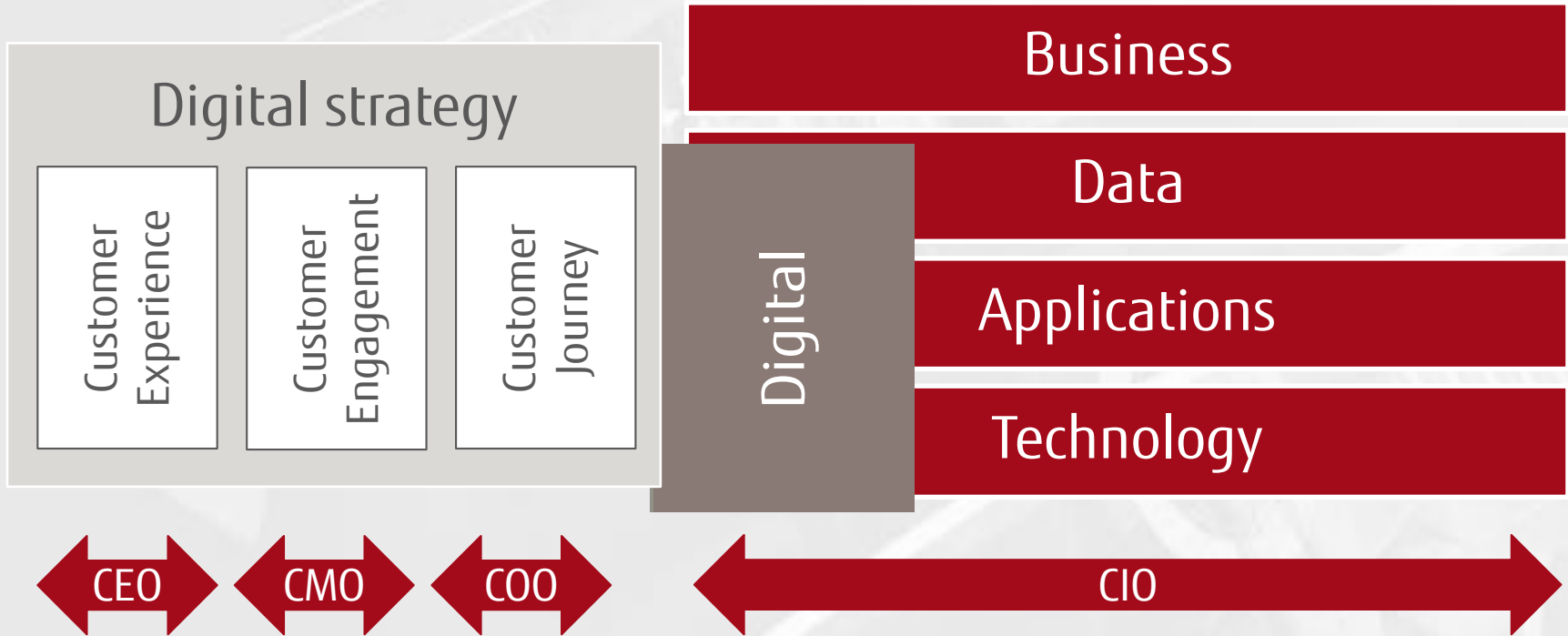


- Customer options were limited so they put up with poor experiences
- Organisations have been organised by what they do, not what customers want
- Customer experience is viewed as ethereal, difficult to define or measure with granularity (and what's measured matters!)
- Easier to focus on short-term revenue and profit rather than the reason these even exist
- No role fully responsible for this

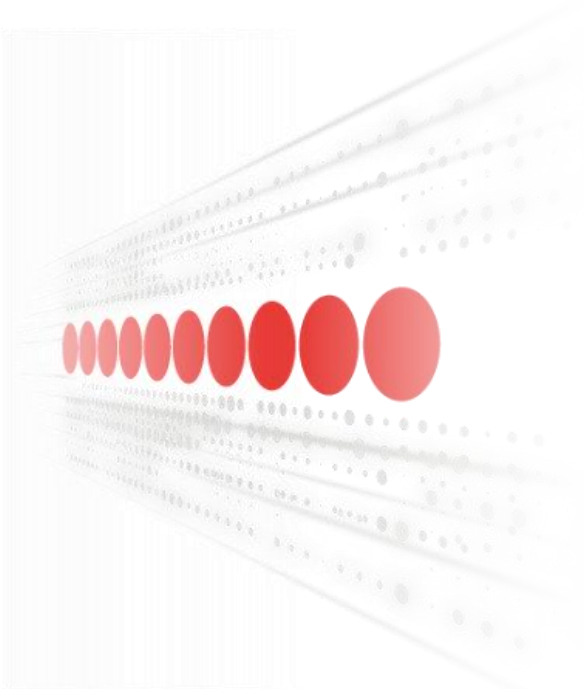
From last year Patrick Smith (see Fujitsu Forum YouTube)



Customer Experience is the driver for Digital



Our survey says....



98% said their organisation has already been impacted by digital disruption

75% believe their sector will fundamentally change over the next 5 years

92% believe their organisations need to evolve to thrive in a digitally disrupted world

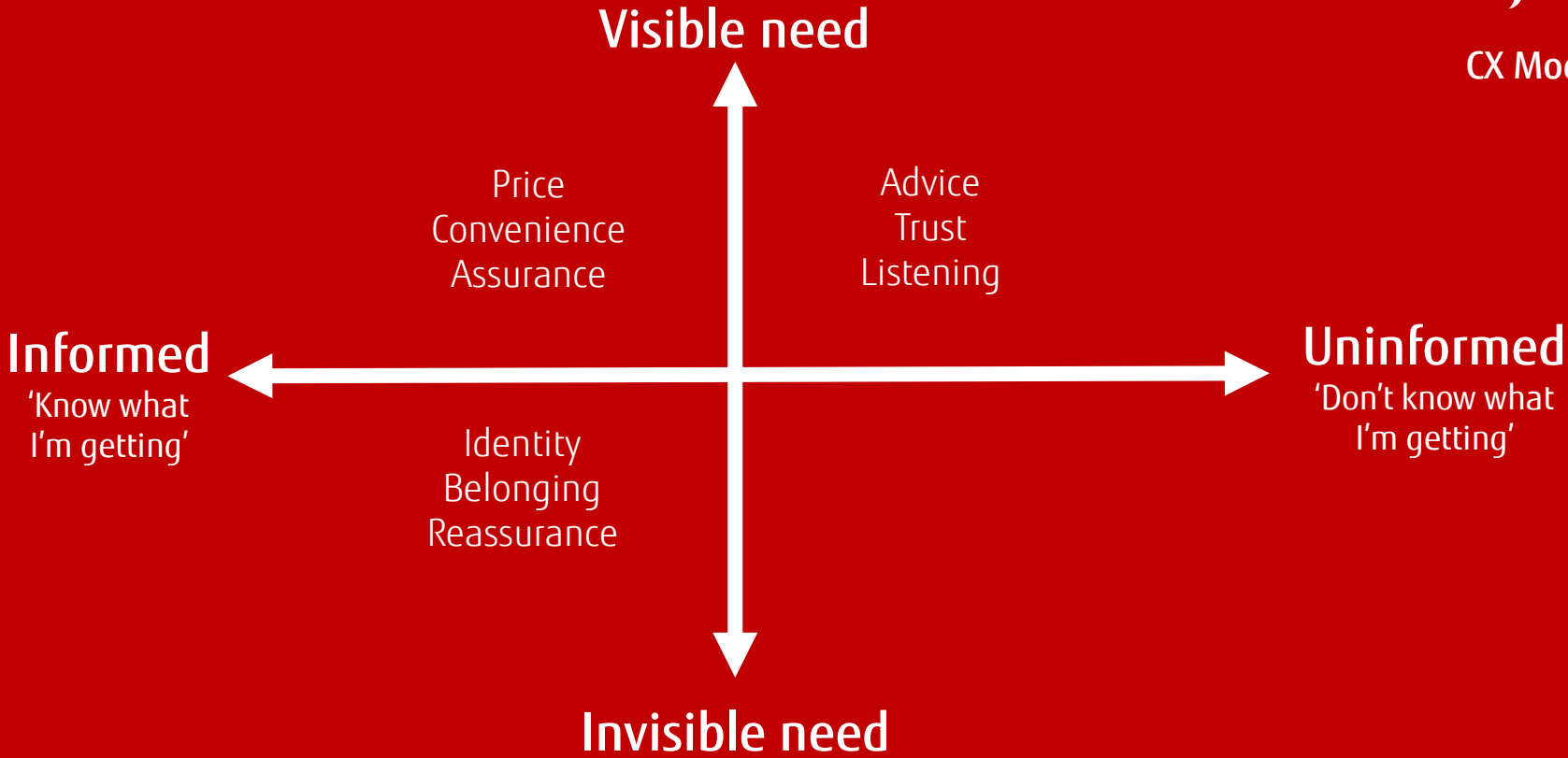
58% cite digital disruption as the biggest business challenge they currently face

67% want their organisation to move faster when it comes to digital disruption.



Do I always get the advice I need here?



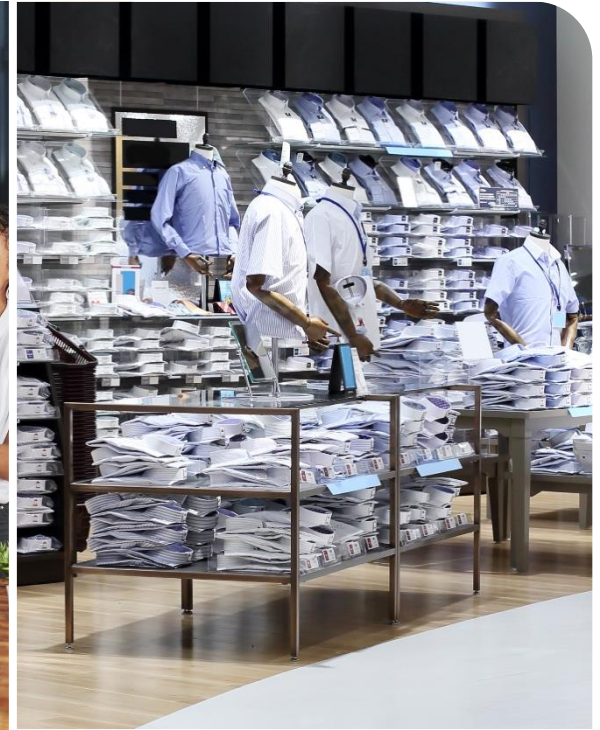


Logic goes out the window...



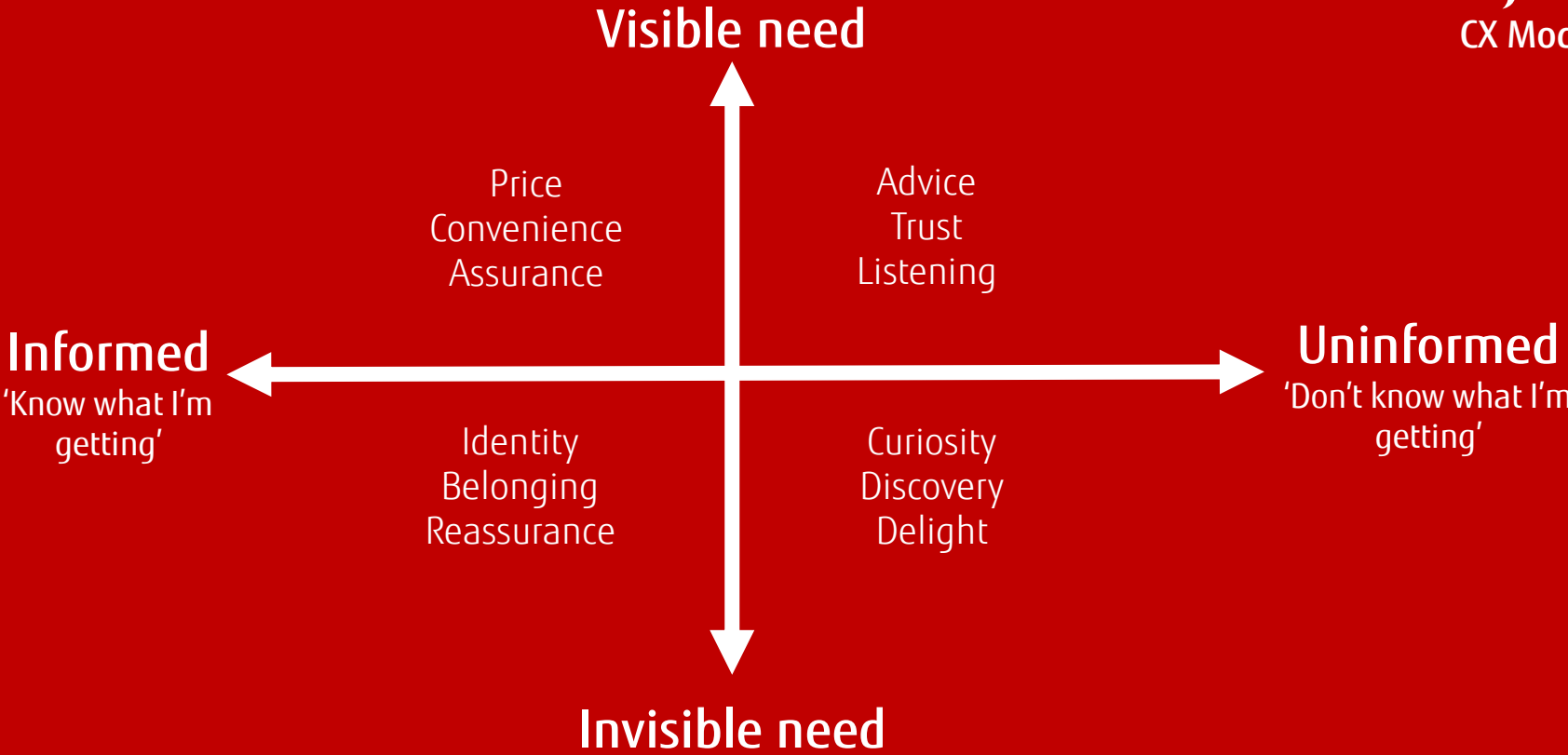


Who is this for?

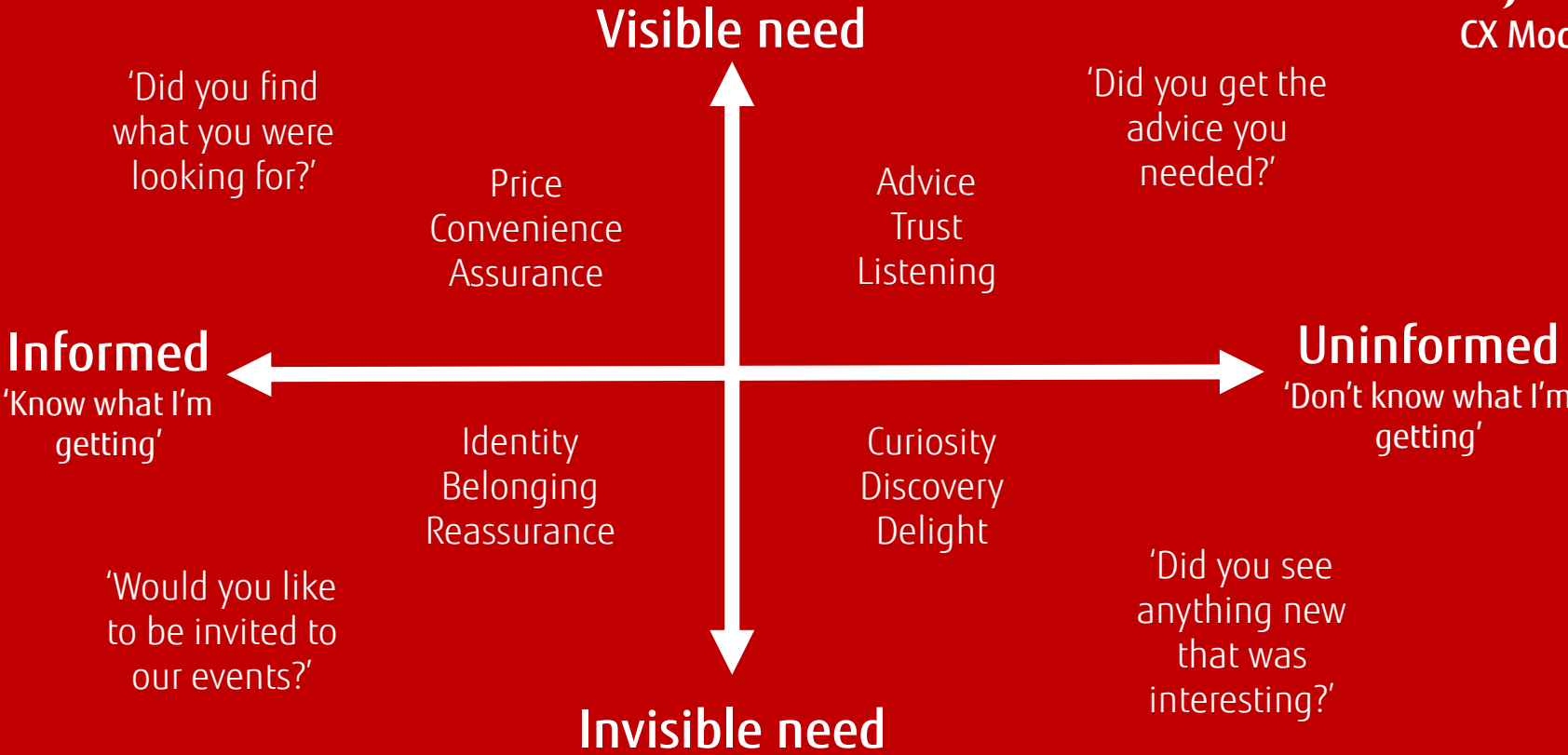




Imagine a... Bank
 Utility Provider ...for people like me.
 Transport Company
 Insurance Company





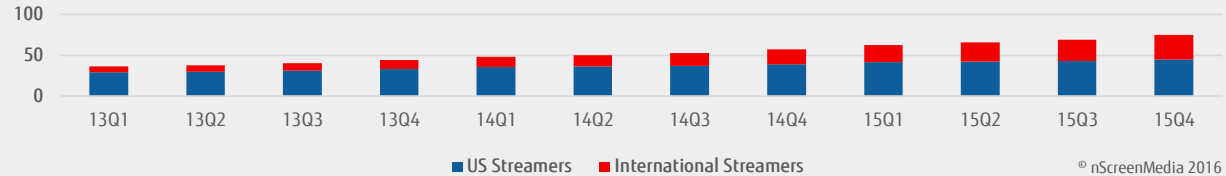


Behavioural data drives Netflix's growth



NETFLIX

Netflix streaming subscriber growth 2013 to 2015 (millions)



- When you pause, rewind, or fast forward
- What day you watch content (Netflix has found people watch TV shows during the week and movies during the weekend)
- The date you watch
- What time you watch content
- Where you watch (zip code)
- What device you use to watch (do you like to use your tablet for TV shows and your Roku for movies? Do people access the Just for Kids feature more on their iPads, etc.?)

- When you pause and leave content (and if you ever come back)
- The ratings given (about 4 million per day)
- Searches (about 3 million per day)
- Browsing and scrolling behaviour
- How many episodes you need to watch to get 'hooked'
- Favourite actors and directors

Can safely bet \$6Bn per year on developing own content, could you?

Data enables service providers to drive..



Personalised Experience

- Real-time personalised messaging and recommendations to drive customer satisfaction and retention

Operational Efficiency

- Automation of processes and real-time self-service options
- Understanding and prediction of demand peaks and troughs for particular services and underlying infrastructure
- Understanding of failure demand

Informed Investments in new Capabilities and Customer Propositions

- Investments in fulfilment centres, channels and Amazon Prime based on customer data
- House of Cards \$100m investment Netflix outbid HBO due to a better understanding of customer value

We can do the same...



Dashboard shows critical statistics about in-store customer engagement in a single view: average dwell time, customer conversion rates, store traffic by customer type, new vs. repeat visitors, and engagement level by department or zone.



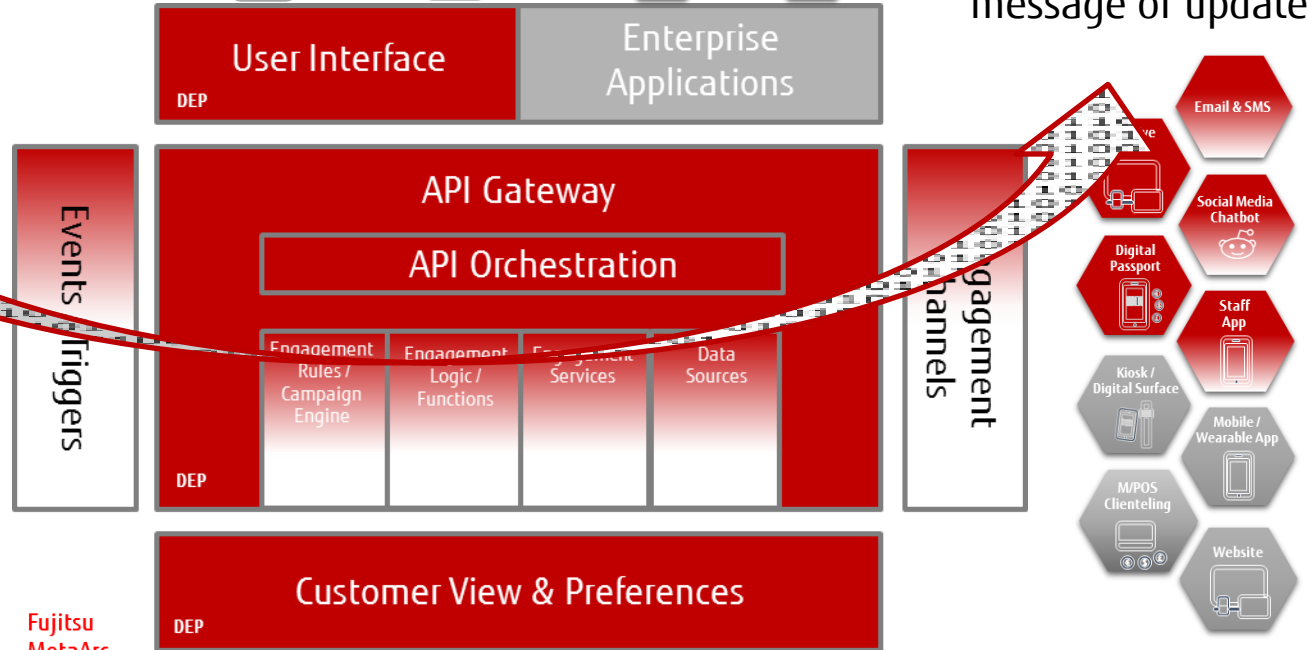
Behavioural Insight and Real-time Action



Any Online or Offline trigger



Relevant personalised message or update



Fujitsu
MetaArc

Human-centric innovation needs to deliver



Life is simple
People care

For more contact

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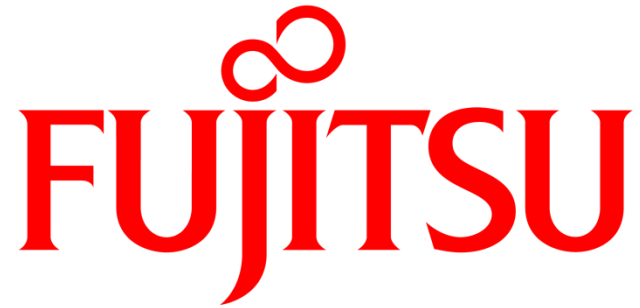
Make sure that board level understand this

Define your metrics for the CX quadrants and how you will gather data

Diagnose where you are, where competitors are and where you want to be

Understand the capabilities you will need to build for your mix of CX

For more contact jat.sahi@uk.fujitsu.com | Twitter: Sahi Jat

The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is stylized with a long, downward-pointing tail that curves to the left.

FUJITSU

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