

Customer Experience on the move

How Customer Experience will change
in 2018

by **Federico Pizzutto**



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Federico Pizzutto

UX EXPERT

Federico Pizzutto is an Experience Design professional at Docler Holding, the multinational IT company headquartered in LUXEMBOURG. In his role, he's in charge of designing a user research program as well as a business preparation design process, coordinating all the company UX activities.

Federico also acts as the local Leader and Design League Coach of the Interaction Design Foundation (IDF).



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IMAGINE...



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Customer Experience will overtake price and product as the key brand differentiator by the year 2020

Source: Walker - Customers 2020: A Progress Report



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70%

people point to customer experience as an important factor in their purchasing decisions

Source: PwC

Why are so many
consumers
disappointed with
company
services?



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Disconnected Experience



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32%

of all customers would stop doing business
with a brand they loved after one bad
experience

Source: PwC - Future of CX

12 vs 1

It takes up to 12 positive experiences to make up for one unresolved negative experience

Source: "Understanding Customers" by Ruby Newell-Legner

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**What should be
the right focus for
this year?**



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THE BASICS...

Speed

Consistency

Friendliness



Opportunity #1



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GDPR

General Data Protection Regulation



Data Protection
Officer (DPO)



Compliance



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Data Breaches



Personal Data



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Trust

Start building a
relationship

Opportunity #2



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“Prima de parlar, tasi”

**Before you speak,
be quiet**

A recommendation of Republic of Venice
to their ambassadors.



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Understand your customer



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Customer Journeys

Focus in connecting the
dots across all the
channels and touchpoints



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Big Data

Insights and predictive
analytics



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Opportunity #3



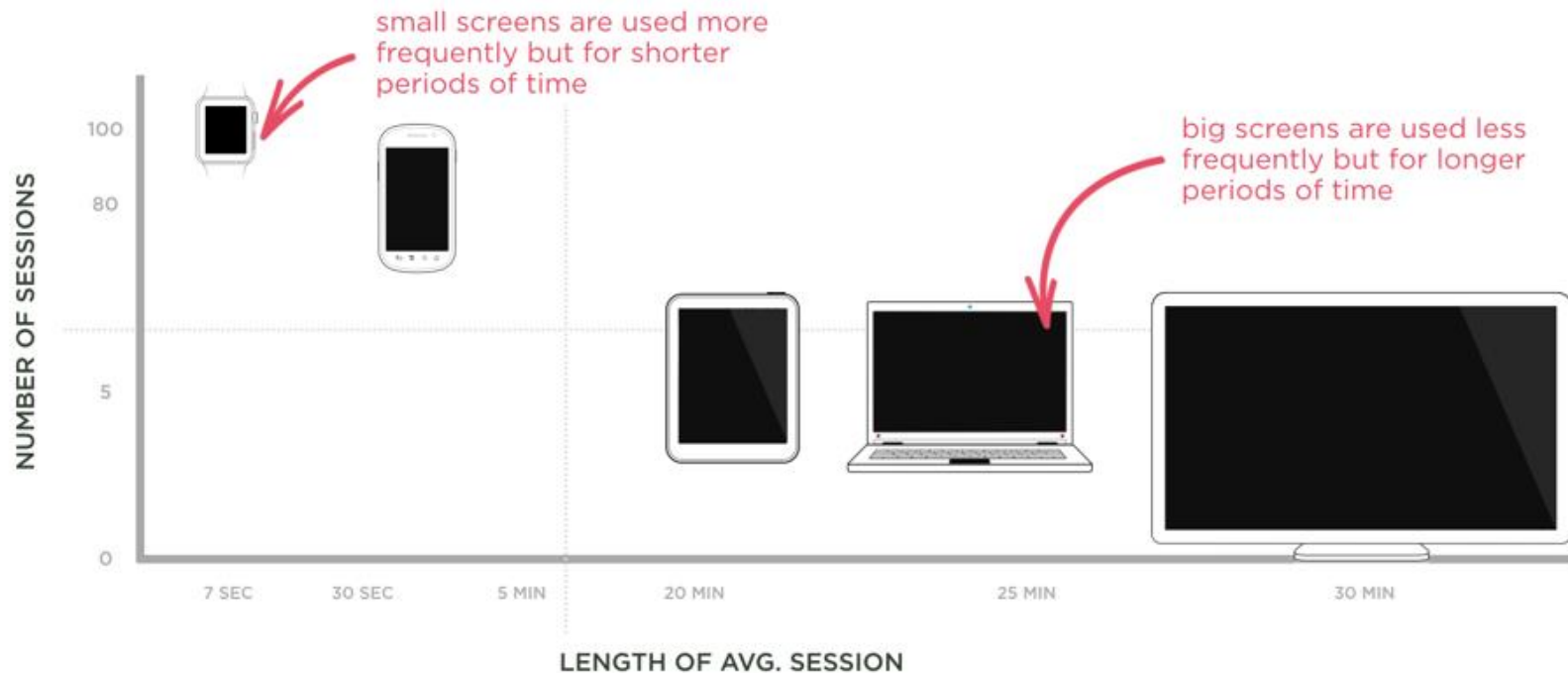
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Personalisation at scale



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Daily Usage of Screen Time



Mobile & IoT

Consistent and seamless
experience

Magic Bands™



Opportunity #4



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Human



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Empower employees

Tools and policies and
...recognition

Culture

Customer Experience is a
way of thinking

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Customer focus
committed



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Key Takeaway



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Key Takeaway

- **Make Customer Experience a mindset**
- **Use technology as enabler**
- **Connect the data to get insights**
- **Provide personalisation**
- **Empower humans**



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Are we missing something?



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THANK YOU



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