

In the age of the customer, the next generation customer experience will be powered by artificial intelligence

– Brian Solis, Thought Leader in Digital Transformation and Innovation at Altimeter

DIGITAL TRANSFORMATION & CUSTOMER EXPERIENCE WITH AI

08:05

**HJÄRTAT I DIGITAL
TRANSFORMATION**

08:20

**VAD SÄRSKILJER
DIGITALA LEDARE?**

08:35

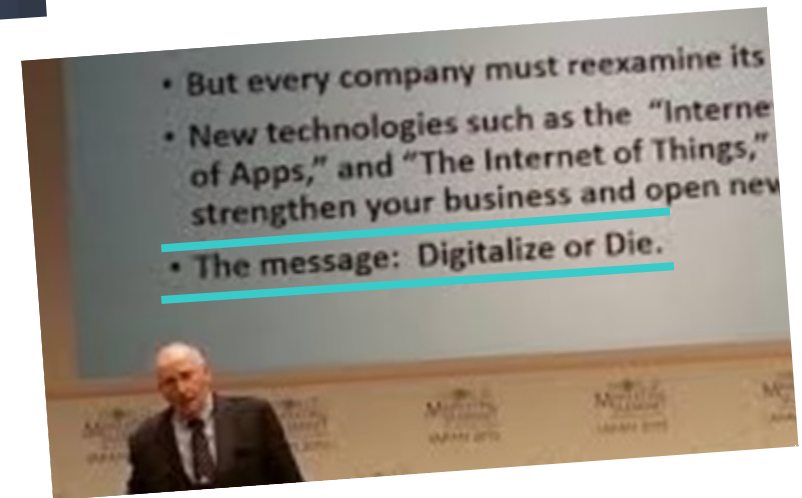
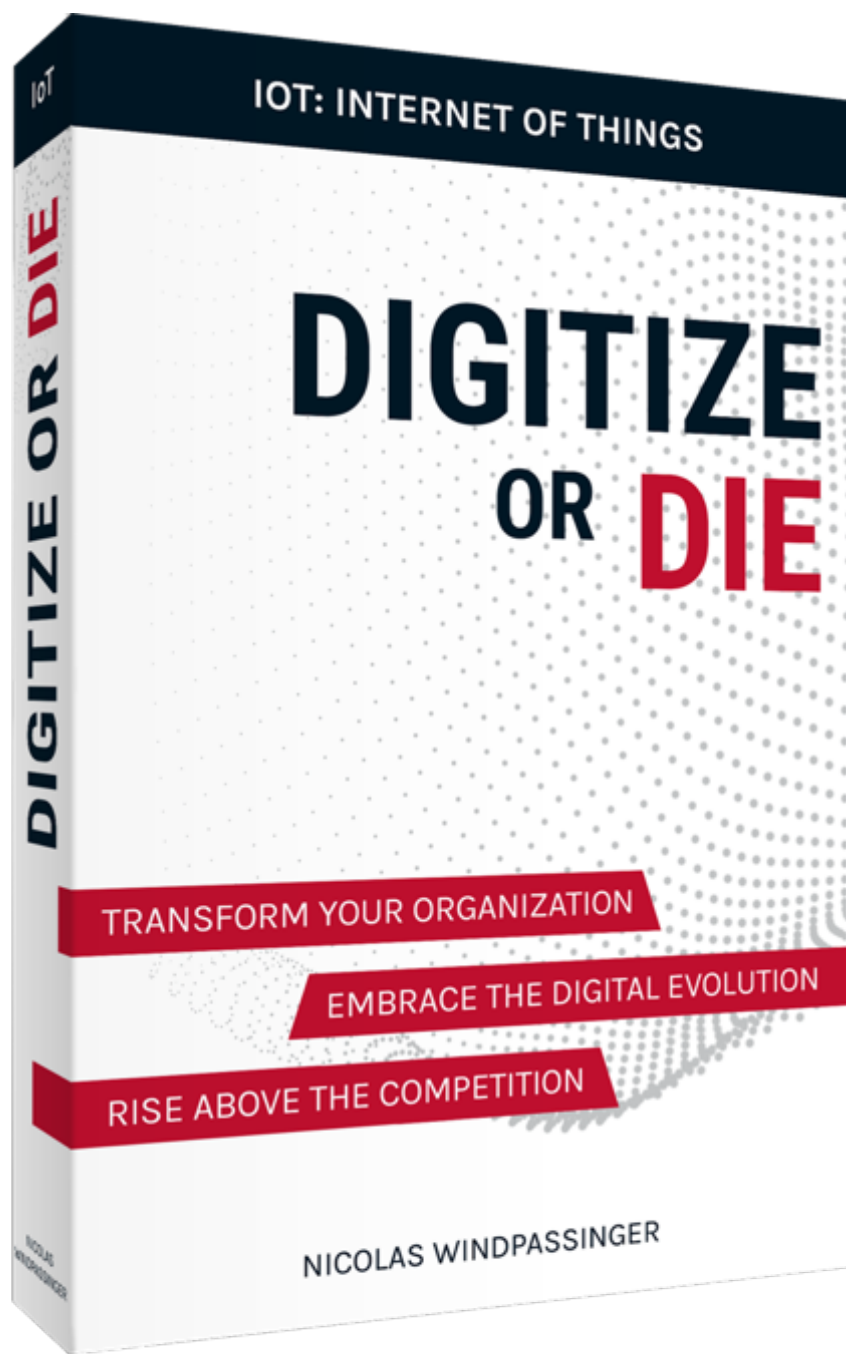
**AI I KONTEXTEN AV
DIGITAL
TRANSFORMATION &
CUSTOMER EXPERIENCE**

09:05

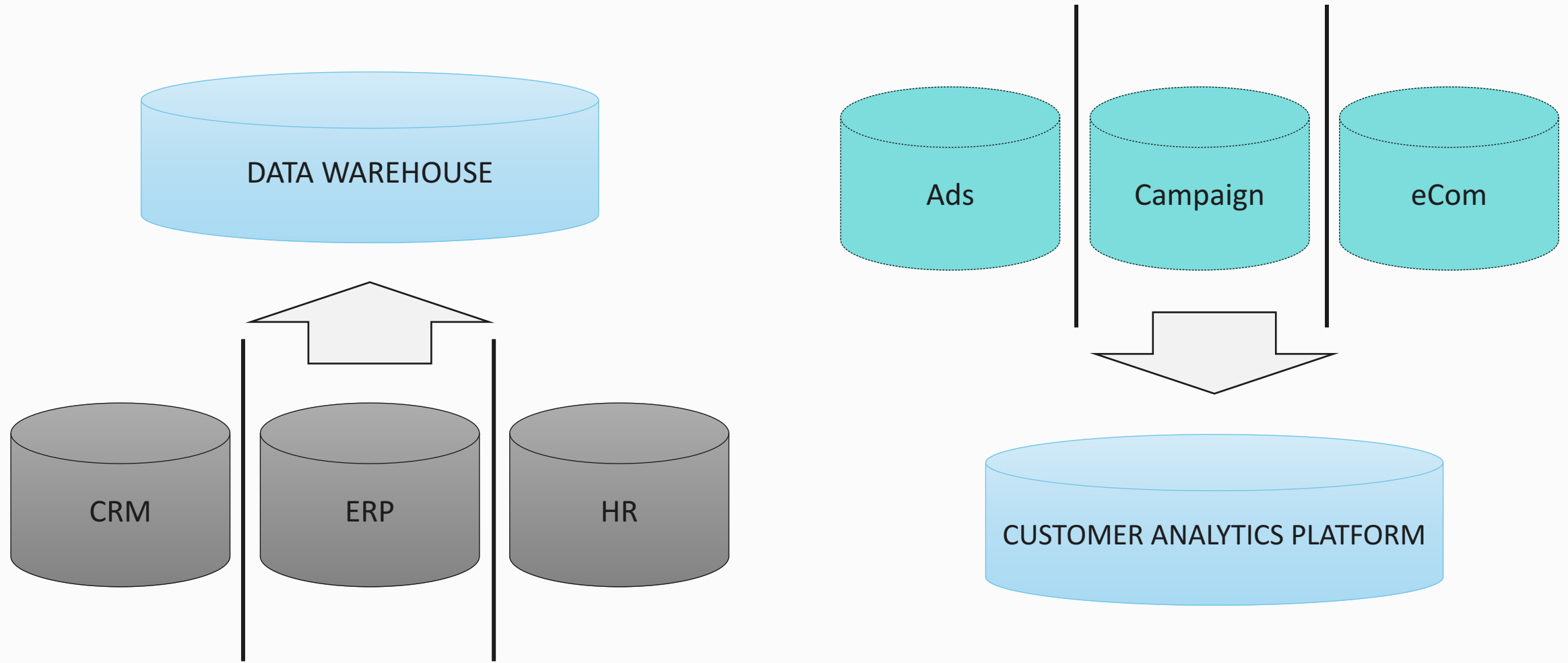
**AI PROJEKT &
BEST PRACTICE**

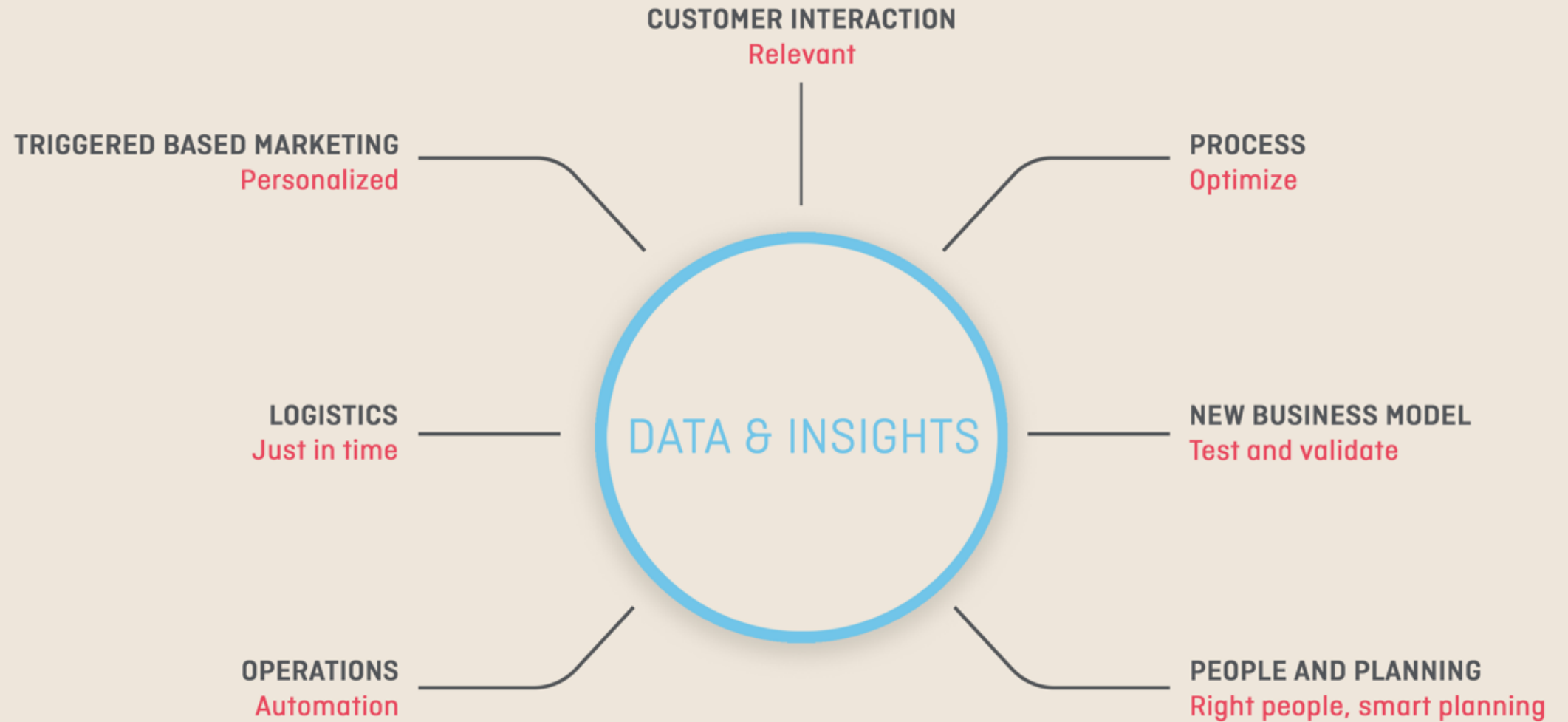






FÖR LÄNGE SEN... HISTORIEN UPPREPAR SIG





amazon



Microsoft



Dagens program

08.00 | Inledning

08.05 | Hjärtat i digital transformation

08.20 | **Vad särskiljer digitala ledare?**

08.35 | AI i kontexten av Digital Transformation och Customer Experience

09.05 | AI-projekt best practice

09.25 | Avslut och summering

MEASURE



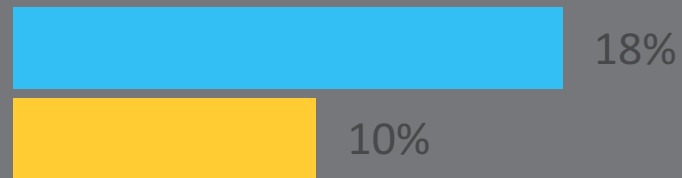
SUCCESS

DIGITALA LEDARE UTKLASSAR DIGITALA EFTERSLÄNTARE

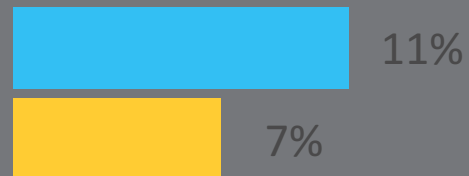
3 års genomsnittlig bruttomarginal



3 års genomsnittlig rörelsemarginal

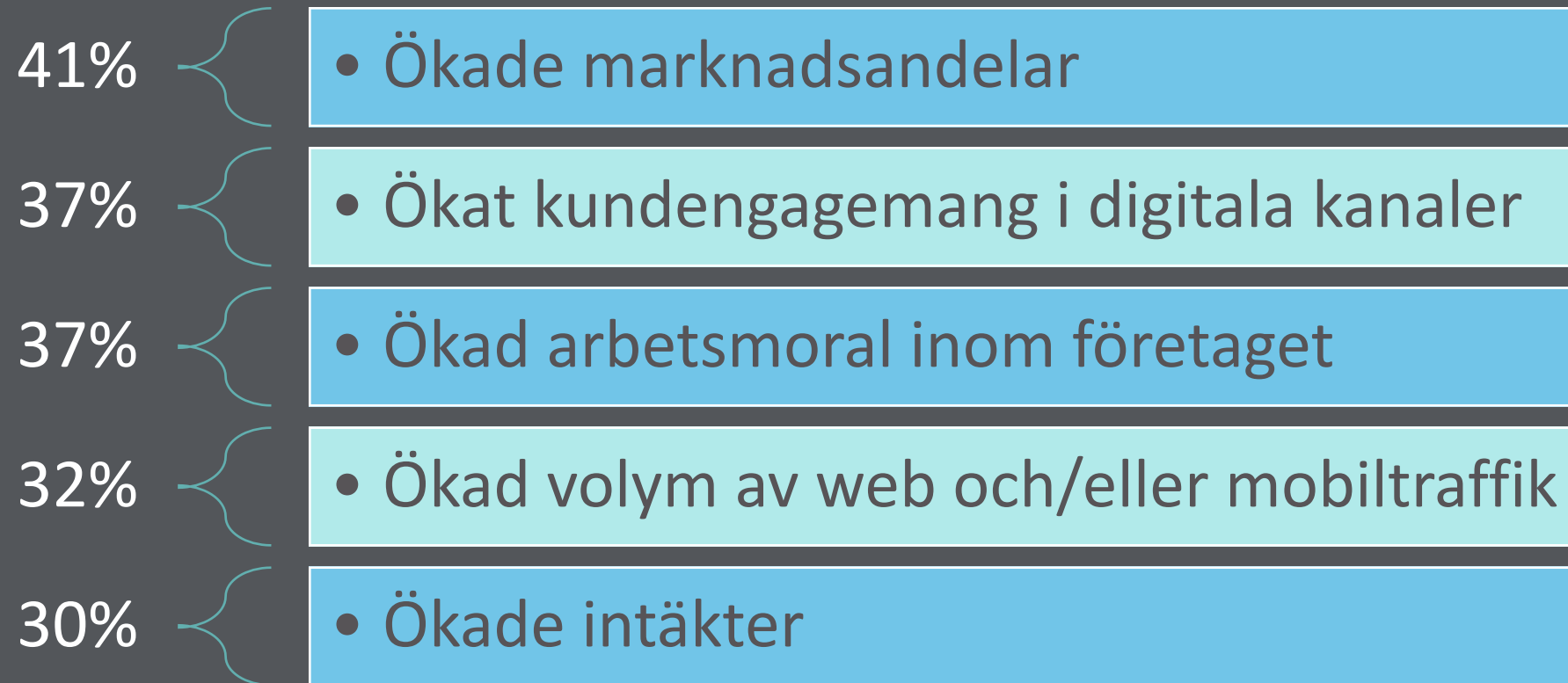


3 års genomsnittlig vinstmarginal



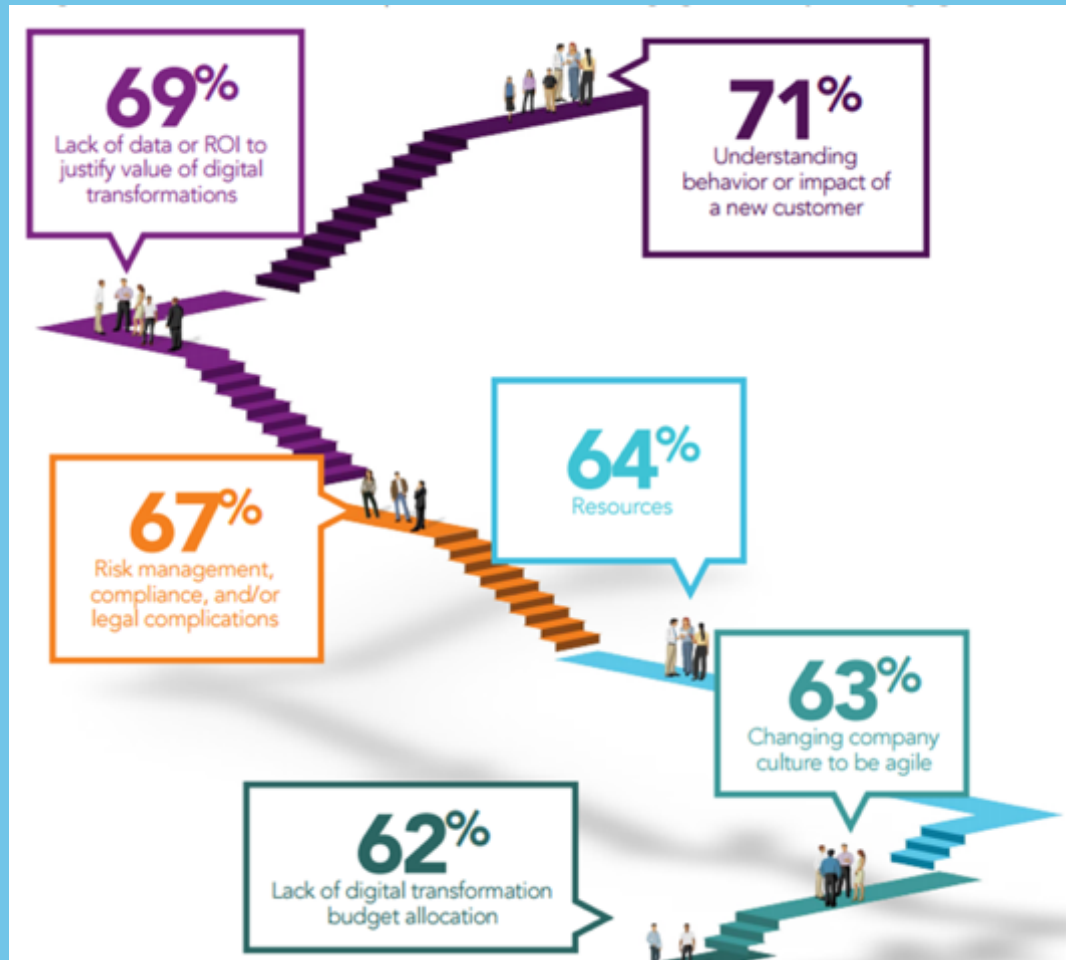
Källa: S&P Capital IQ ©hbr.org

STÖRSTA FÖRDELARNA MED INVESTERINGAR I DIGITAL TRANSFORMATION



Source: State of digital transformation

STÖRSTA UTMANINGARNA FÖR ATT GENOMFÖRA EN FRAMGÅNGSRIK DIGITAL TRANSFORMATION



Source: State of digital transformation

Det finns många utmaningar med digital transformation.

Studierna tog upp de 6 främsta och bad respondenterna att ange hur svåra dessa 6 utmaningar är i förhållande till deras egna initiativ.

DET ÄR INTE PENGARNA SOM GÖR SKILLNADEN!

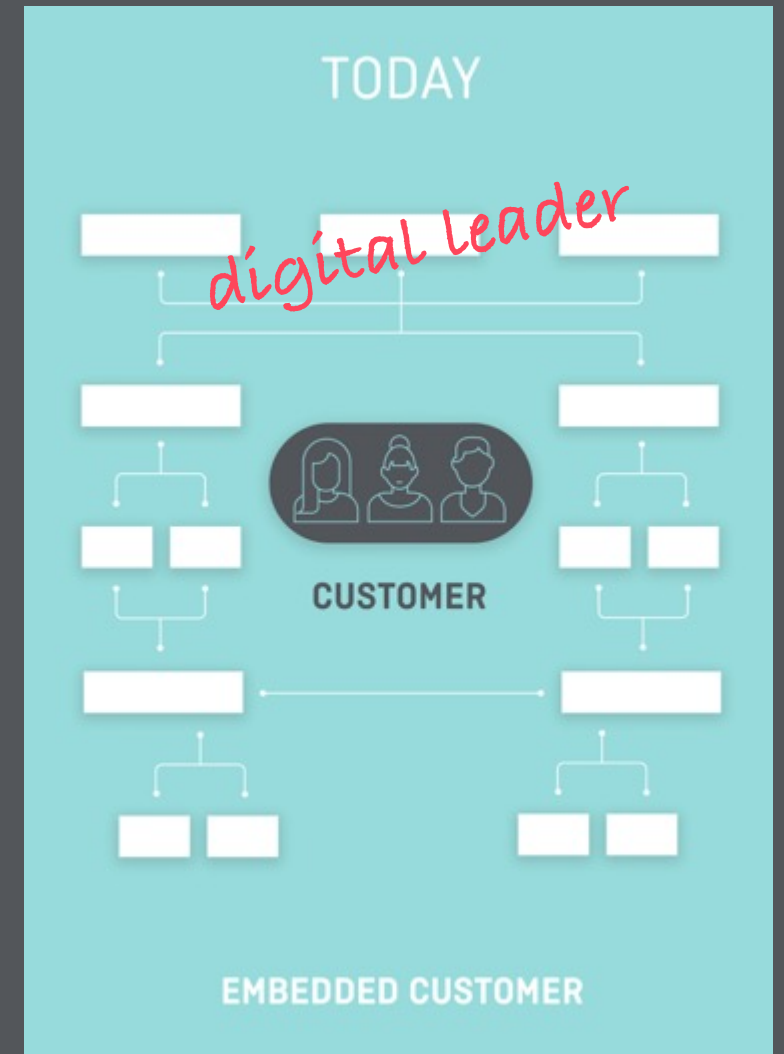
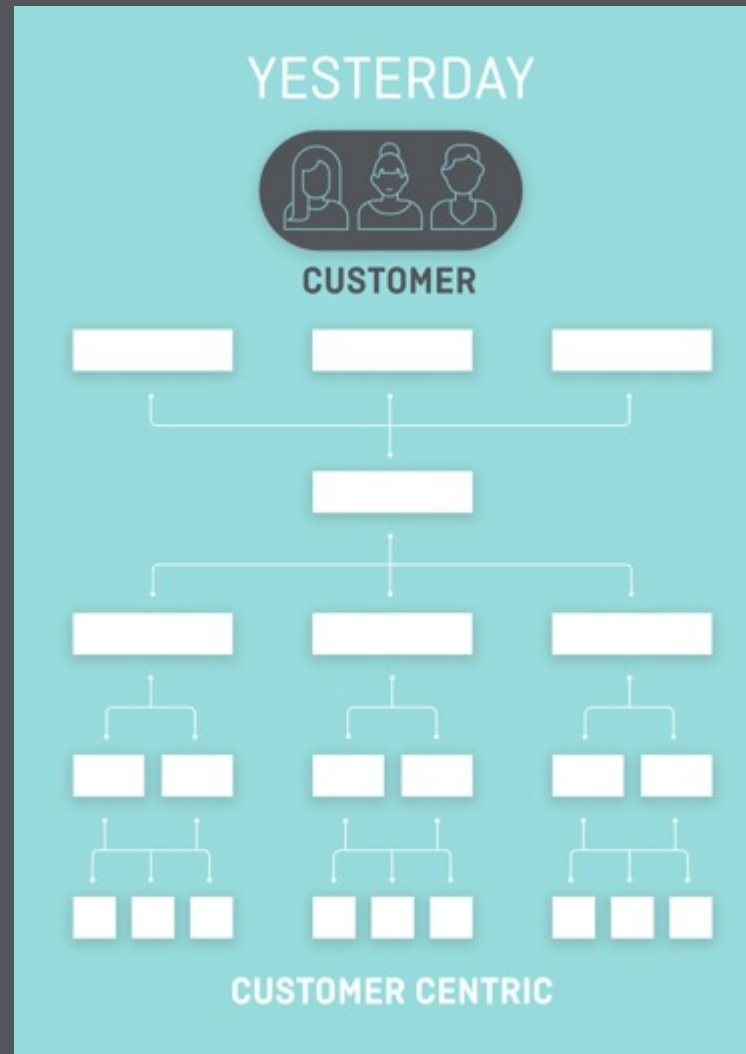
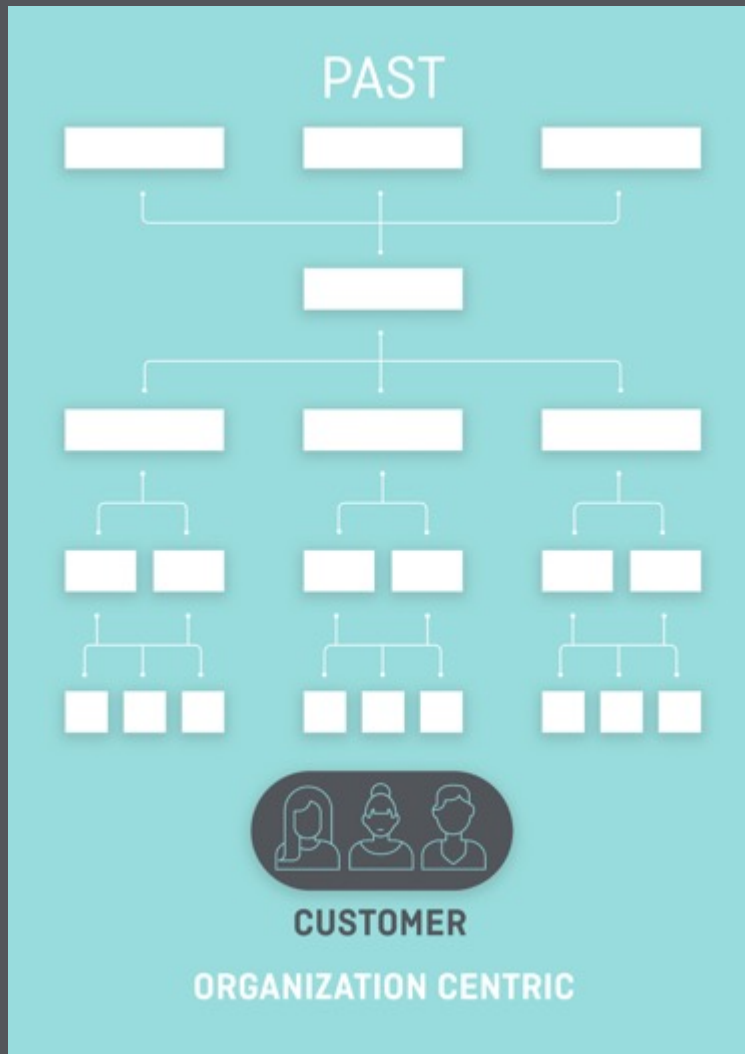
*“THE BEST-PERFORMING COMPANIES STATED THEY HAVE
TECHNOLOGY BUDGETS ON PAR WITH DIGITAL LAGGARDS”
DATA AND ANALYTICS ARE OBVIOUSLY KEY
“OUR RESEARCH INDICATES THAT THESE LEADERS
APPROACH THE DIGITAL OPPORTUNITY WITH A DIFFERENT
STRATEGIC MINDSET”*

Källa: S&P Capital IQ ©hbr.org

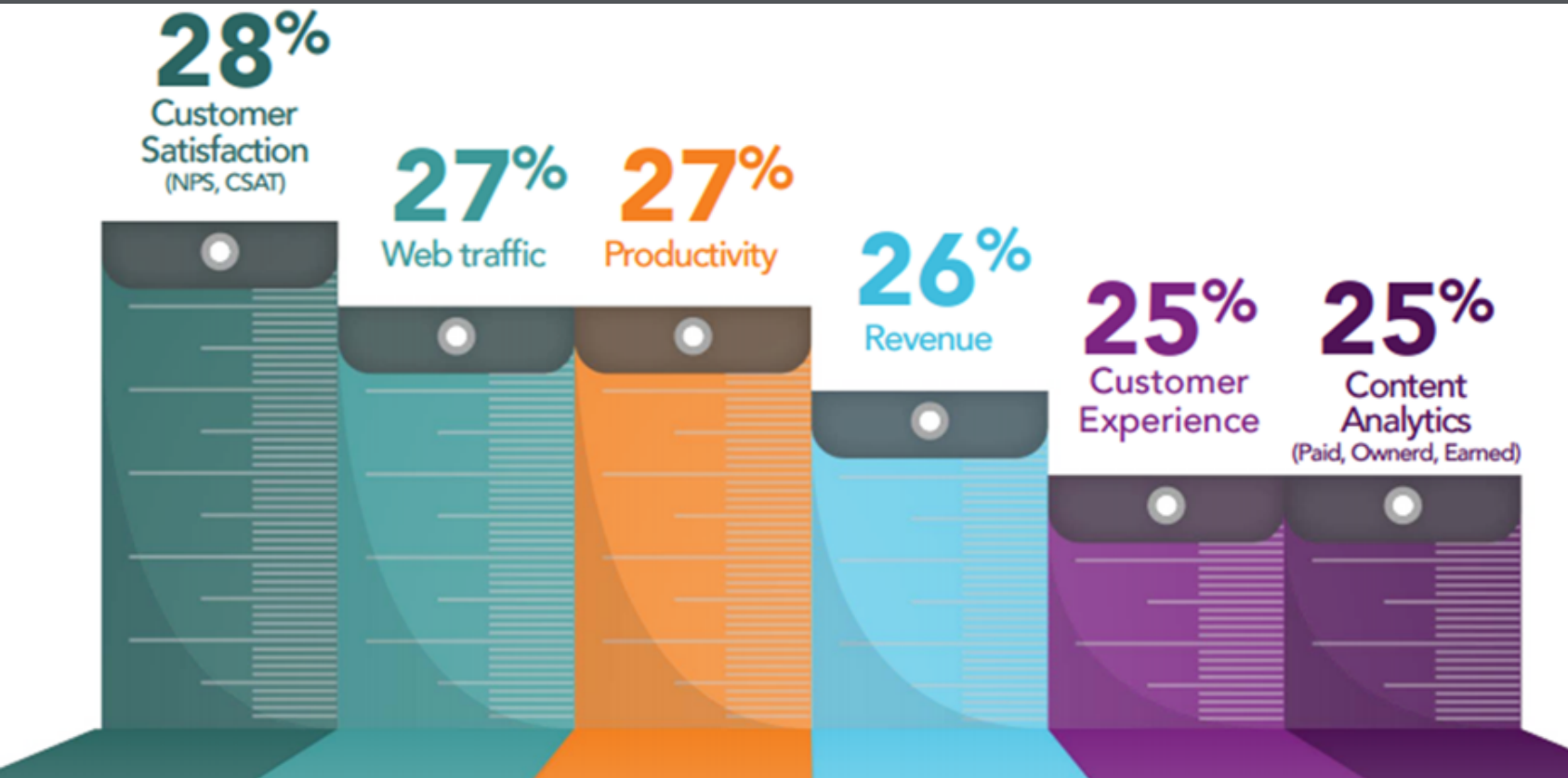
VAD DIGITALA LEDARE GÖR ANNORLUNDA

- Datatillgänglighet
 - för att skapa insikter om kunder, verksamhet, kort sagt så behövs all data
- Faktabaserade beslut om framtiden
- Företagskulturen
 - *Fail-fast* mentalitet
 - Explore and Exploit
- Organisation och förmågor
 - Företag behöver förstå hur man konfigurerar sin verksamhet för transformation - vilka funktioner, roller, ledare och lag som behövs
- Alternativa affärsmodeller
 - Använd data och teknologier (appar ex) och utforska nya affärsmodeller

THE EMBEDDED CUSTOMER EXPERIENCE



ÖVERVÄLDIGANDE?? NI KAN BÖRJA REDAN IDAG...



De 5 viktigaste nyckeltalen som ni kan börja mäta redan idag

Source: State of digital transformation

Dagens program

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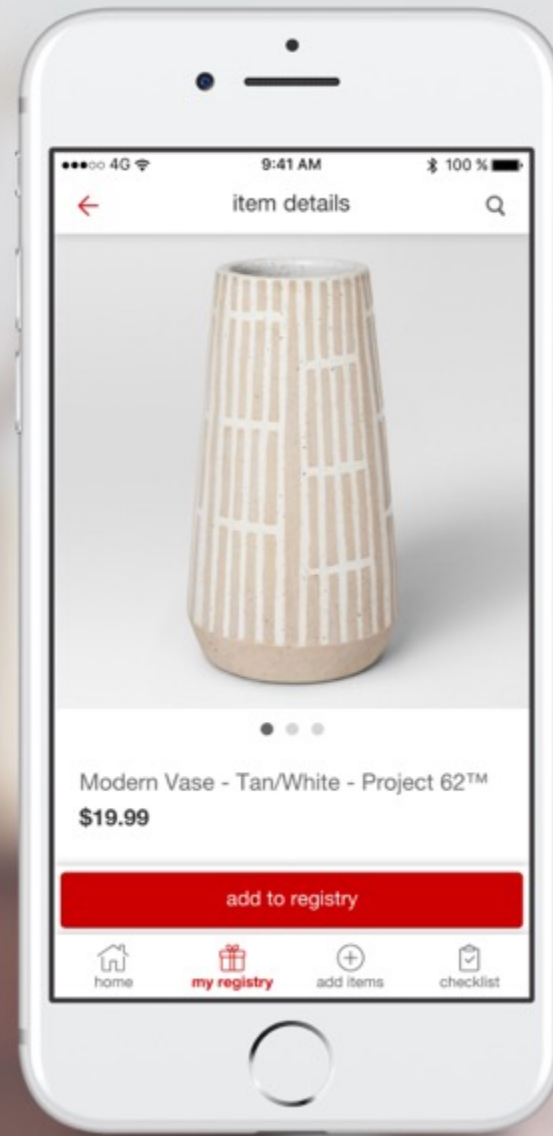
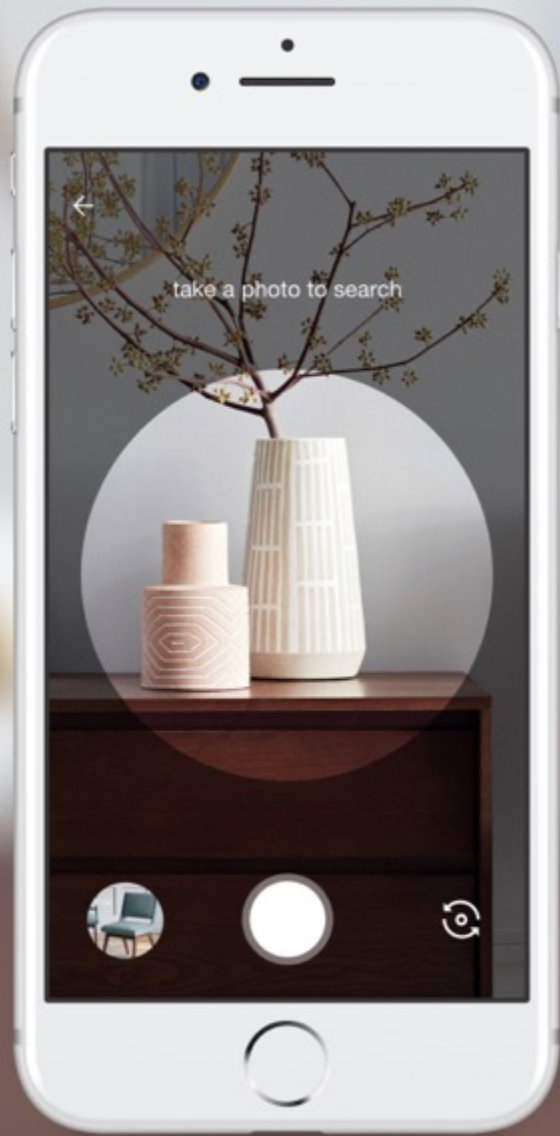
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THE CUSTOMER ANALYTICS LIFECYCLE

Reach

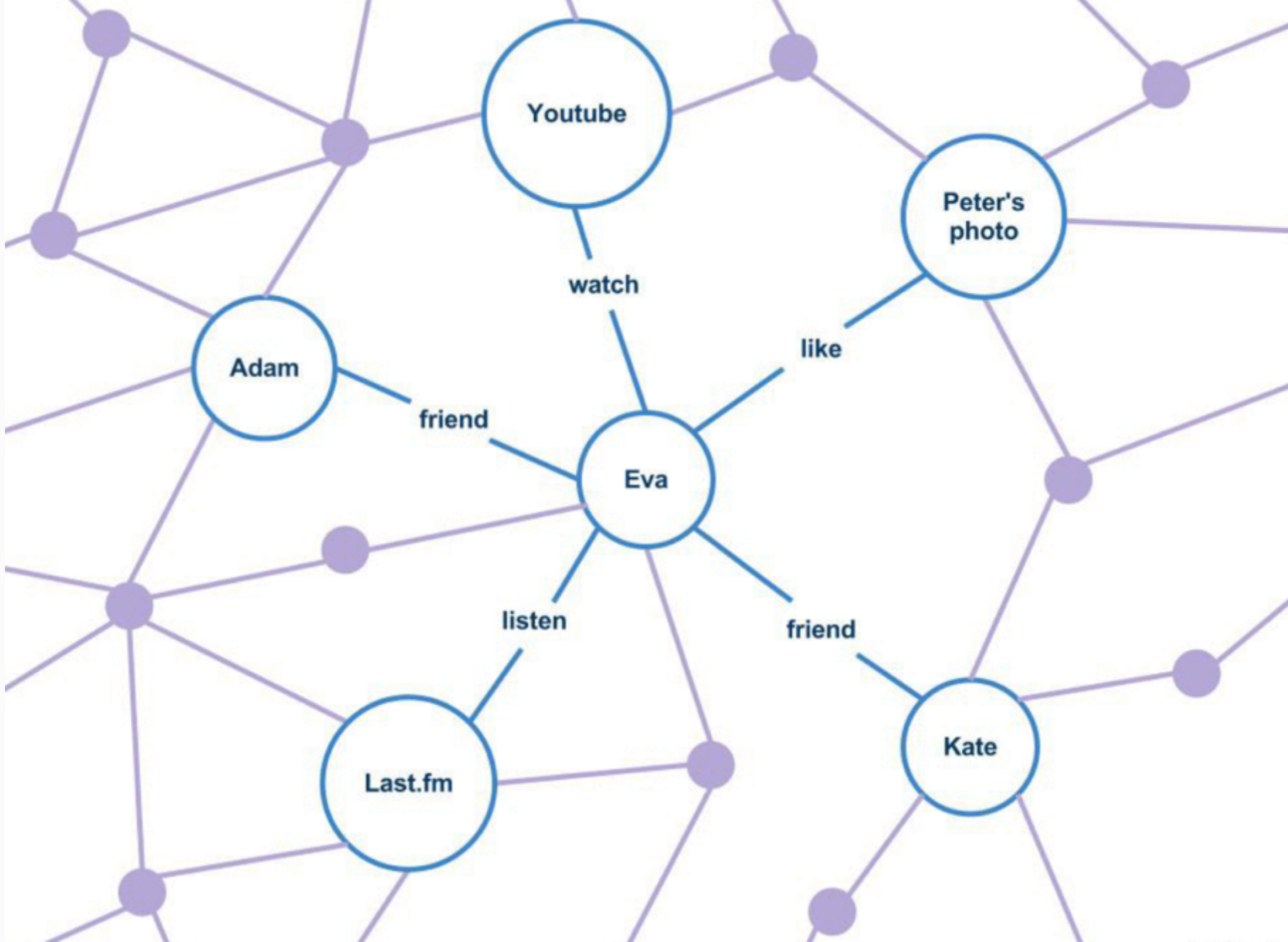
**Acquisition &
Conversion**

Retention

Loyalty

REACH





TWEET USING #VOLVOCONTEST

Female Male

4 722 4 083



18 420

Tweets

8 407 1 308

+ Tweets - Tweets



10 577

Accounts



6 676 118

Eyes

Personal Insight

You are analytical.

You are appreciative of art: you enjoy beauty and seek out creative experiences. You are driven: you have high goals for yourself and work hard to achieve them. And you are persistent: you can tackle and stick with tough tasks.

You are relatively unconcerned with independence: you welcome when others direct your activities for you. You consider tradition to guide a large part of what you do: you highly respect the groups you belong to and follow their guidance.

Emotionality
52 %



Imagination
63 %



Openness
75 %



Adventurousness
78 %



Artistic interests
97 %



Account age in days



Friends per account



Status per account






* percentage in screens above are percentage of total



ACQUISITION & CONVERSION

MARKETING OPTIMIZATION

-  **Variation A**
Low Performance
-  **Variation B**
Medium Performance
-  **Variation C**
High Performance

A/B Testing



Manual Intervention

Multi-armed Bandit Testing



CONVERSION



Solgaranti på akterdäck och
10% av på allt i bordershop

**BOKA
NU!**

5% Conversion



10%
ORKA HANDLA MER
Summer Sale i vår bordershop ökar semesterglädjen

**BOKA
NU!**

6% Conversion






Spara
186:-

59:-
BORDERSHOP 1 ÅR
GÖTEBORG - FREDRIKSHAMN 59:-
Systembolaget 245:- Max 600person. 24x33 cl. 5,2% vol.
Gäller t o m 10 maj eller så långt lagret räcker.

**BOKA
NU!**

4% Conversion

WE INCREASE CONVERSIONS BY ADDING CUSTOMER DIMENSIONS

Message	Young single woman	Family	Seniors
	2%	5%	1%
	7%	2,5%	5%
	3%	4%	9%

... And so on

MARKET

Stena Line A/S Denmark Stena Line A/S Norway Stena Line AB Sweden Stena Line B.V. Stena Line France Stena Line Germany Stena Line Ireland Stena Line Poland Stena Line Russia Stena Line UK Ltd

Top 5 Routes



976.41 €

Average of Value

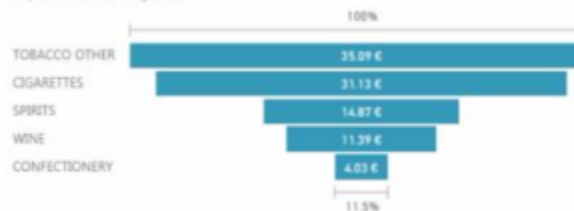
324.71 €

Average of Booking Price

651.70 €

Onboard Revenue

Top 5 Products Categories



Booking Sales by Customer Homeland

Blue Gold



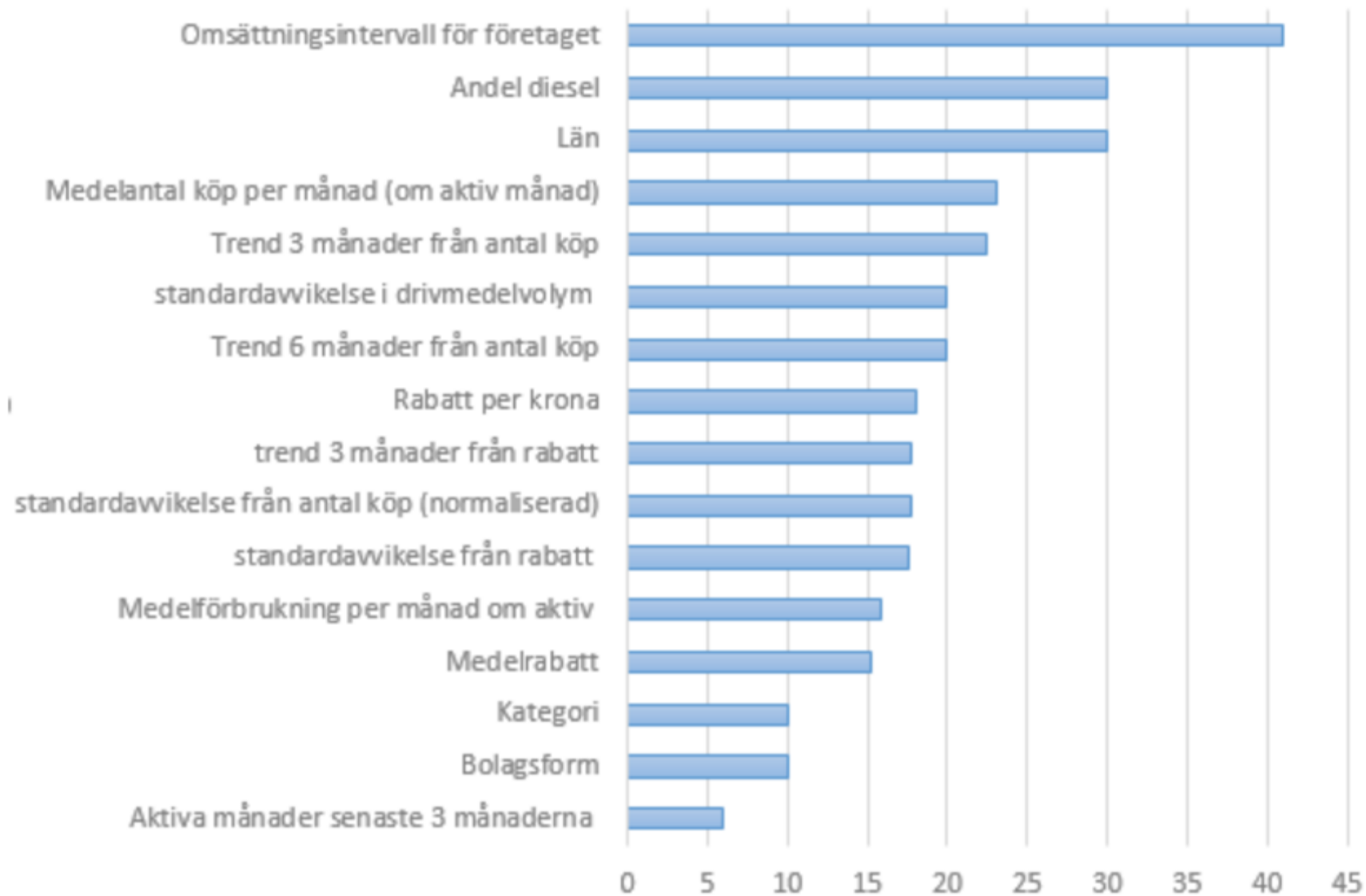
Onboard Sales by Customer Homeland

Blue Gold



RETENTION

Prediktiv styrka





Group A

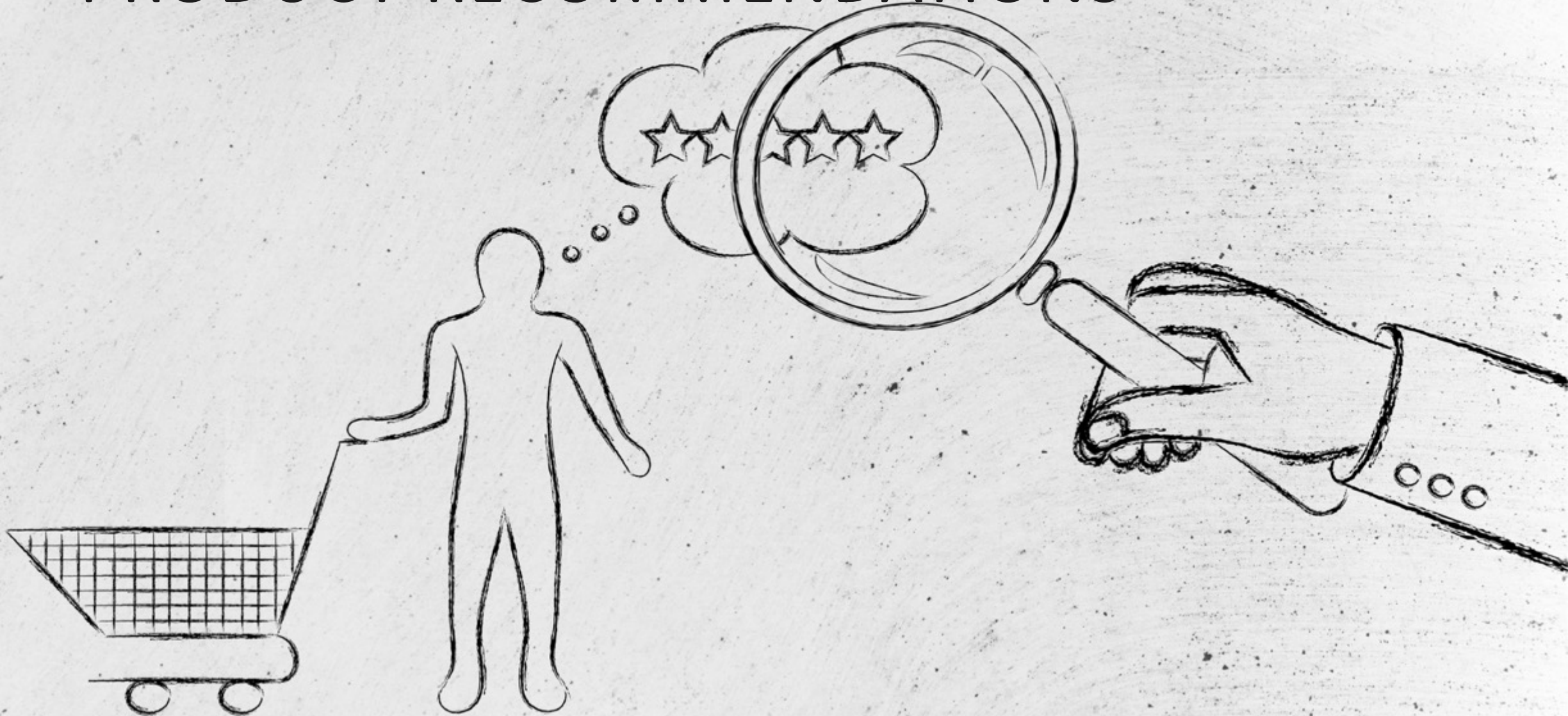


Group B

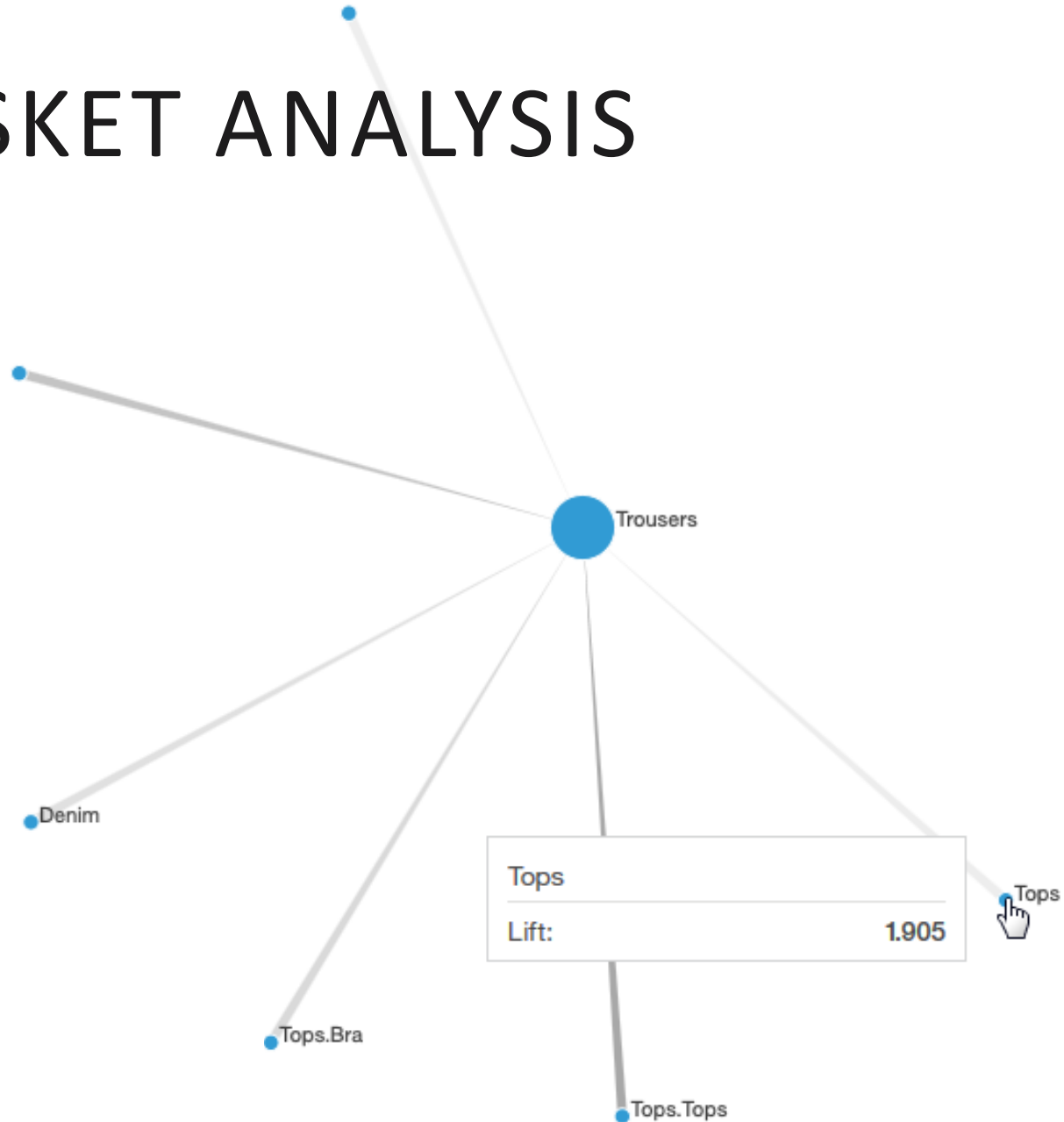


LOYALTY

PRODUCT RECOMMENDATIONS



MARKET BASKET ANALYSIS



PRODUCT RECOMMENDATIONS

User 654825 **Man**

Read Magazines



Recommended Magazines



User 849574

Read Magazines



Recommended Magazines



PRODUCT RECOMMENDATIONS

User 811691

Read Magazines

Recommended Magazines



PRODUCT RECOMMENDATIONS

User 689677 **Man**

Read Magazines

Recommended Magazines



User 823947 **1961** **Man**

Read Magazines

Recommended Magazines



PRODUCT RECOMMENDATIONS

User 734566 Kvinna

Read Magazines

Recommended Magazines



User 854572 1978 Kvinna

Read Magazines

Recommended Magazines



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WHAT YOU NEED TO GET STARTED



COMMITMENT



DATA



COMPETENCE

DATA FOR AI-DRIVEN CUSTOMER ANALYTICS

For a 360° view of the customer



Descriptive:

Attributes
Characteristics
Demographics

Often found in CRM systems or sourced



Interaction:

E-mail, chat transcripts
Personal dialogues
Web clicks

Often found in Customer Service systems



Behavioral:

Orders
Transactions
Payments history
Usage history

Often found in ERP-systems



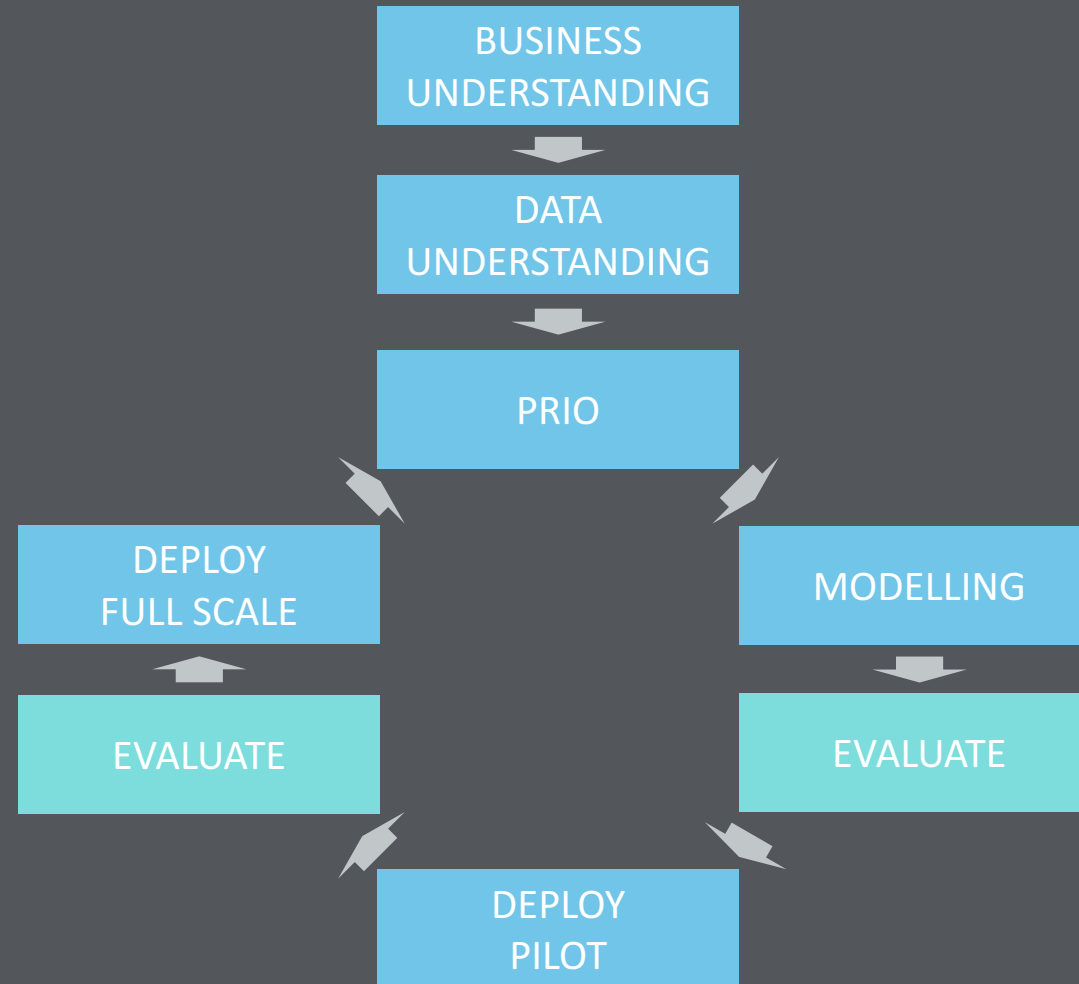
Attitudinal :

Opinions
Preferences
Needs

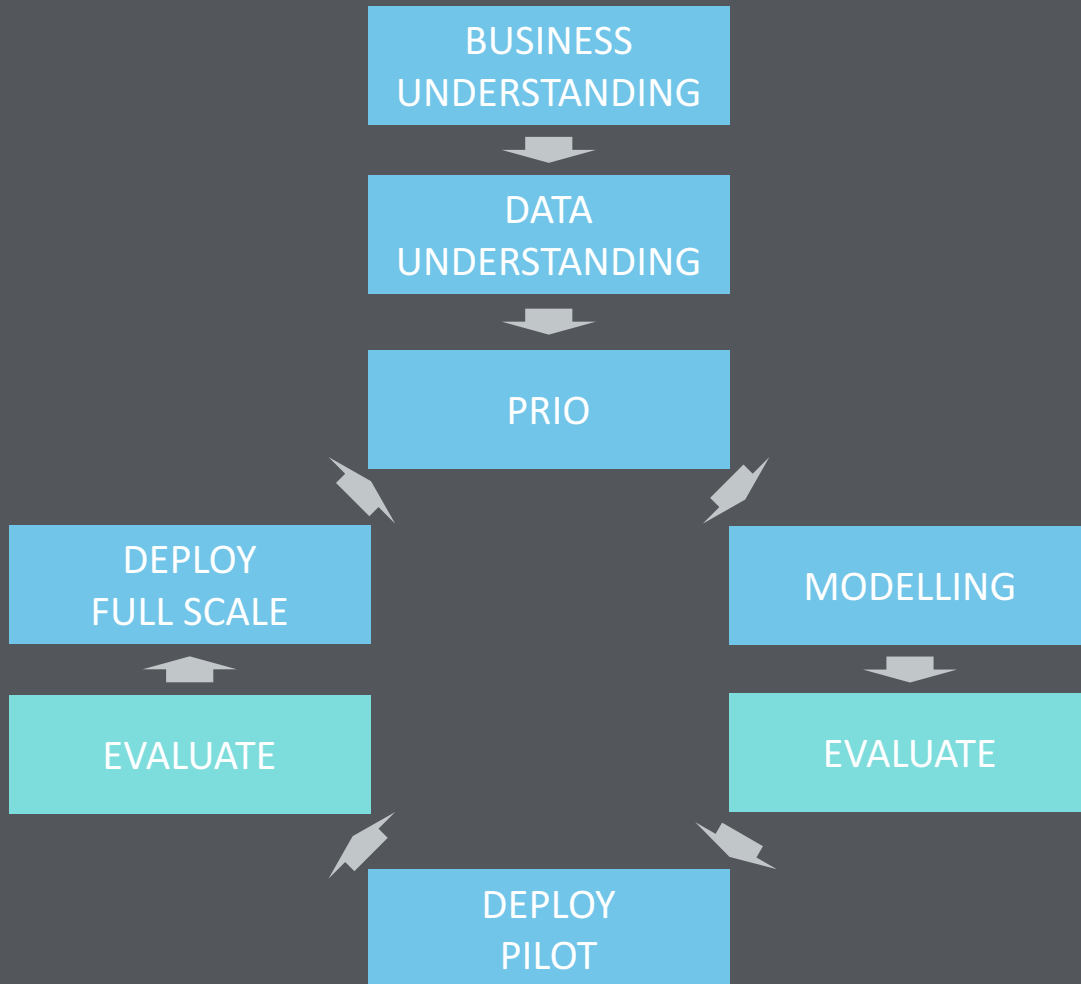
Often found in surveys or social media

THE AI-WORKFLOW

ROLES & TASKS IN THE AI-WORKFLOW



ROLES & TASKS IN THE AI-WORKFLOW



BUSINESS ANALYST

Work with the data and applies findings in the business



DATA ENGINEER

The architect for how data is to be stored, organized and flow through the business.



DATA SCIENTIST

Analysing the data for finding hidden insights and develops models for AI and Machine Learning

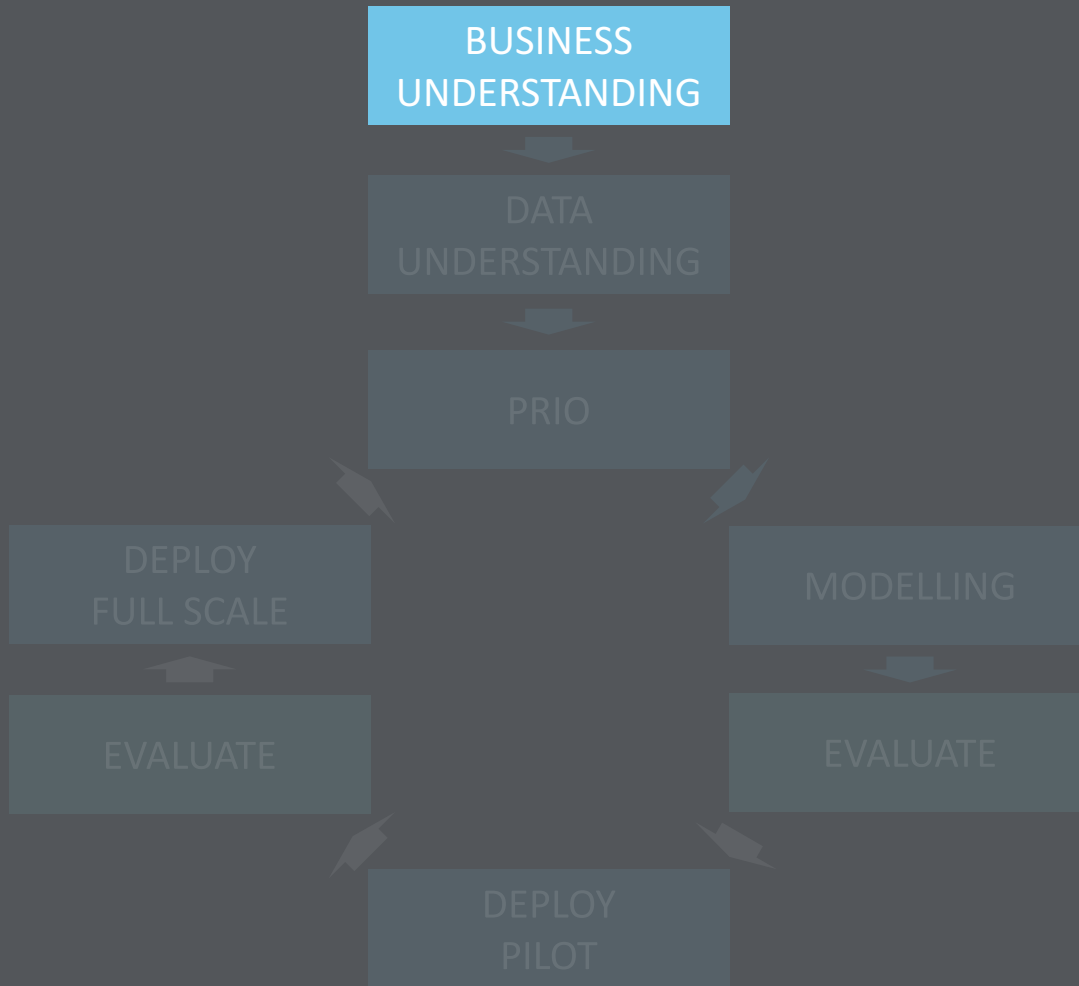


DEVELOPER

Works with integration and development of new apps for putting in production

HOW TO GET STARTED

ADVECTAS ANALYTICS WORKSHOP



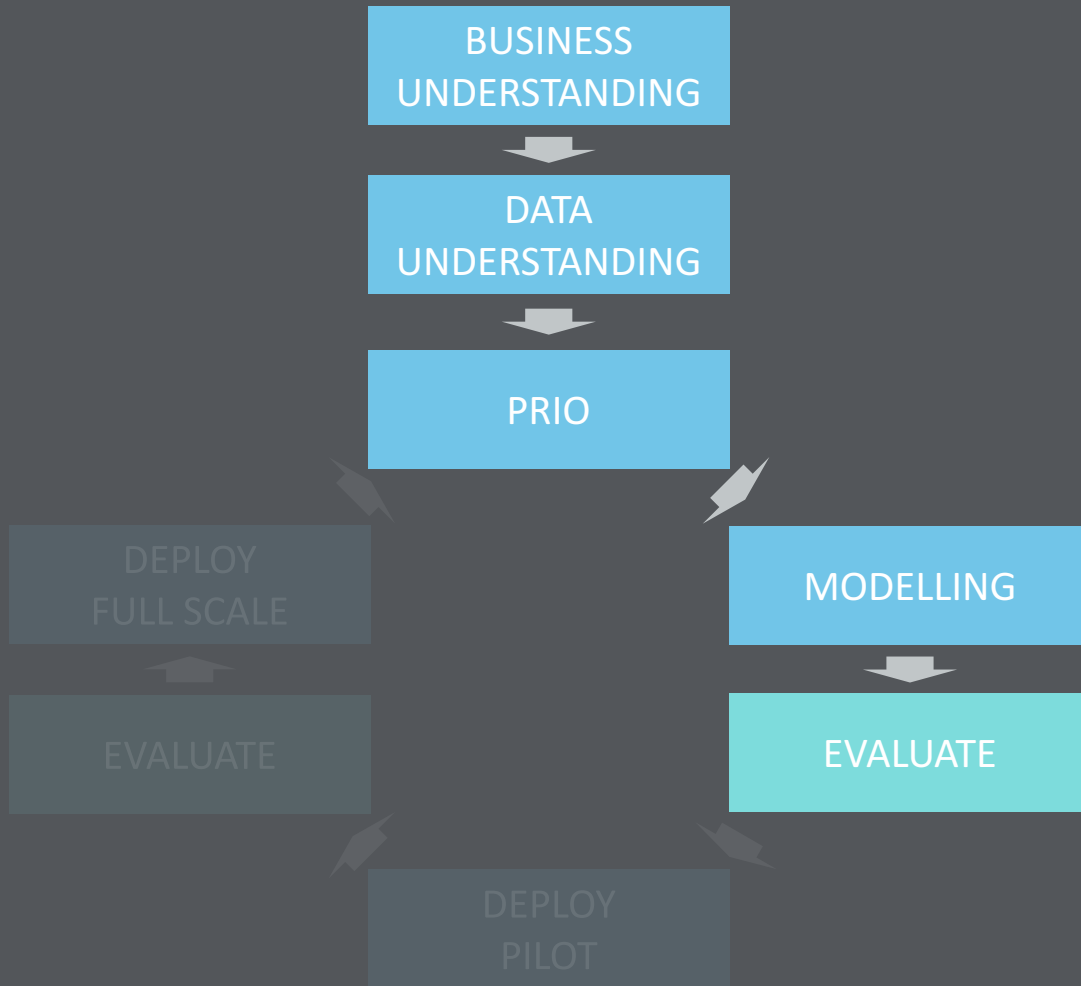
ADVECTAS ANALYTICS WORKSHOP

- You will learn more of what AI really can do
- We discuss more deeply how you can use AI in your Business

DELIVERABLES FROM A WORKSHOP

- Business Cases for your first AI Project
- Time and cost estimate for next step in the process – a JumpStart

ADVECTAS ANALYTICS JUMPSTART



ADVECTAS ANALYTICS JUMPSTART

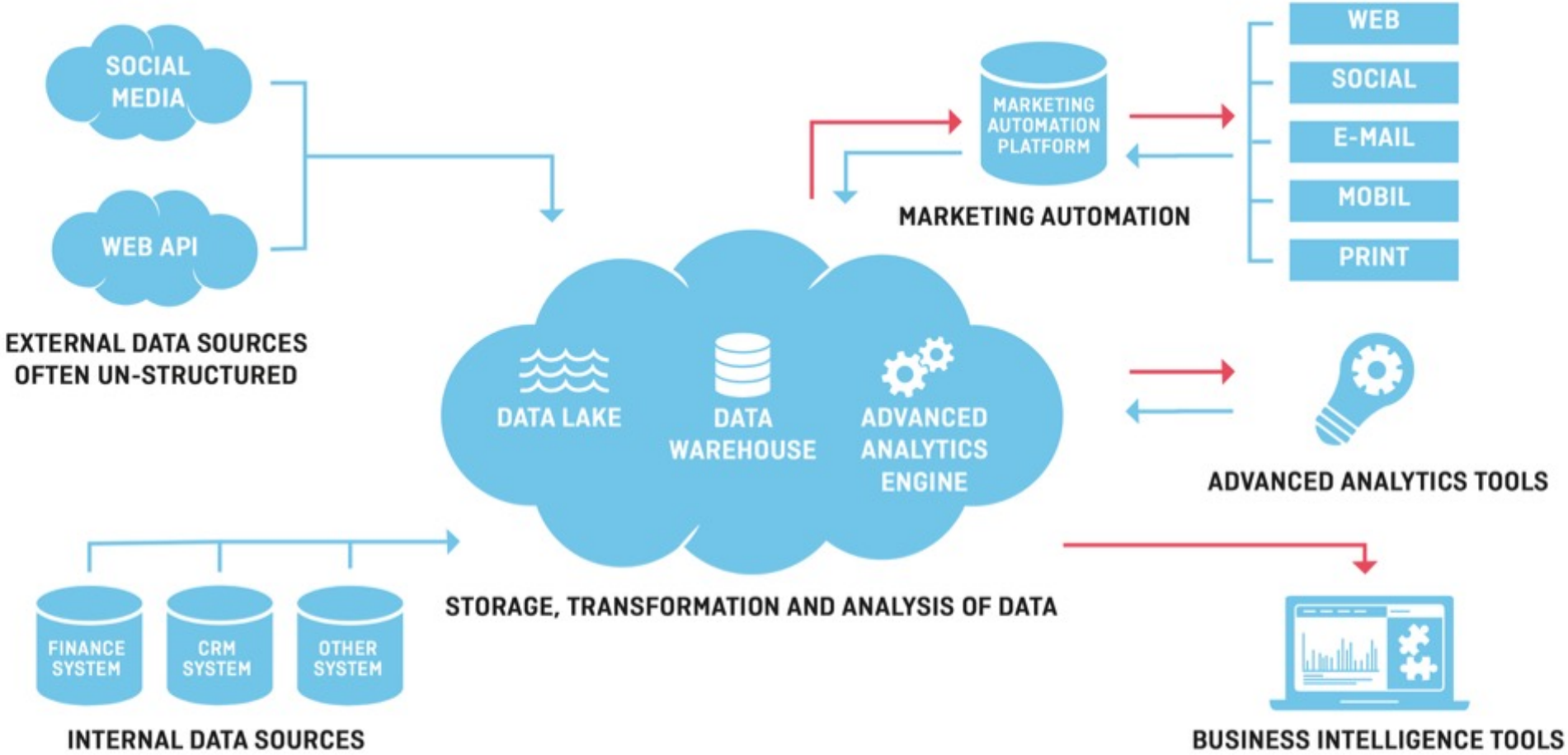
- Advectas Analytics JumpStart is a proven methodology, both academical and in practise
- Solely designed to help companies start their journey to become data driven
- It delivers the business case companies need to proceed with Analytics

DELIVERABLES FROM A JUMPSTART

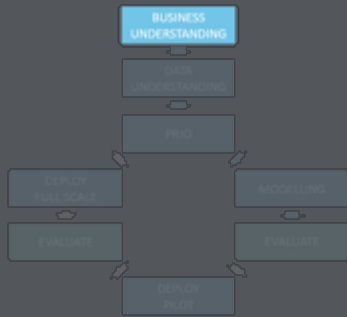
- Documentation and Presentation
- Visualization of Result vs Expected result
- Time and cost estimate for next step in the process – a live pilot

REFERENCE ARCHITECTURE

PLATFORM FOR AI DRIVEN CUSTOMER ANALYTICS



TIME IS NOW - START TODAY



WORKSHOP

10 000:-



JUMPSTART

~150 000:-

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TACK FÖR ATT NI KOM 😊



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A D V E C T A S

Excellence in your decisions