

How culture and organization affect your ability to succeed with data driven communication and loyalty

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ARE YOU CONFIDENT IN YOUR CX STRATEGIES?

If you're not, you're not alone.



In a recent study the CMO Council and SAS asked over **1,000 global Marketing and CX leaders** this question and nearly 2/3 of those say that they lack the confidence that their CX strategies to win and retain customers against shifting buyer behaviors and chaotic market forces.

What drives customer loyalty today?

FINDINGS

Brands have increased focus on elevating personalization and brand consistency as a means of differentiation.

Loyalty programs and incentives (that marketers can influence) are important loyalty drivers.

Personalization have reached a saturation point whereby consumers simply expect it.



Do you have a solid understanding of what drives loyalty today?

Maximizing Martech



TOP 4 CX TECHNOLOGY CHALLENGES

- Too Many Disintegrated CX/Marketing Technologies
- Inability to Link Online and Offline Customer Identities into a Single Customer Profile
- Inability to Integrate Multiple Customer Data Sources
- Poor Data Quality



TOP 4 AREAS OF INVESTMENTS TO ADDRESS THE CUSTOMER JOURNEY

- Marketing Analytics AI/ML
- Marketing Attribution and Measurement
- Digital Data Collection and Personalization
- Customer Data Platform



Are your MarTech investments (or lack of) holding you back or propelling you forward?

HITTING THE RIGHT HYBRID NOTES

How well are brands delivering a seamless experience across digital and physical?



More than half of consumers (56%) answered moderately or worse.

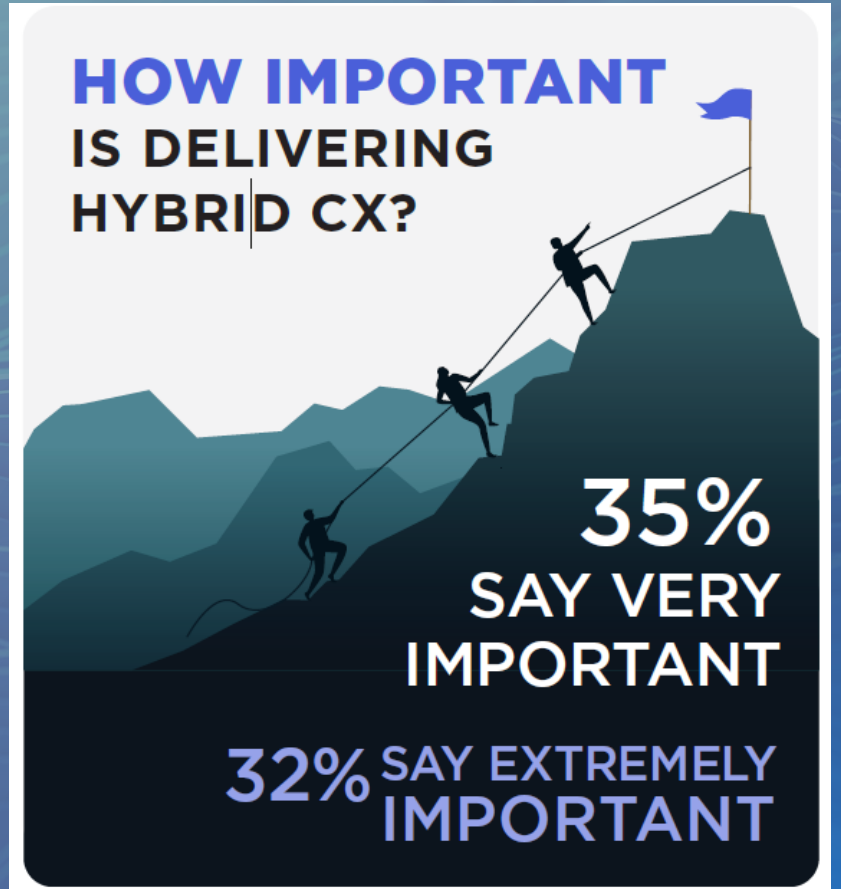
Is it because?



Less than 1 in 5 marketers say their hybrid model is mature



Less than 1 in 7 marketers say they have a mature digital infrastructure in place



It is impossible to deliver a relevant customer experience across channels if you don't orchestrate it centrally.



Thank you



Thomas Karlsson

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*Mer enn et
selskap*

Kultur og organisasjon

Aina Sandvik, Markedsdirektør




Lyse konsern; Ulike kategorier og bransjer i samme selskap, forankret i infrastruktur



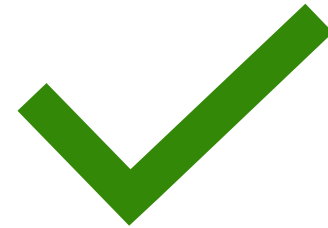
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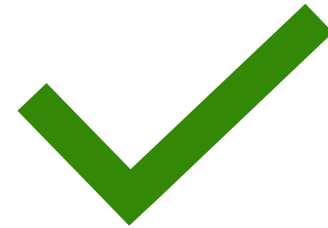

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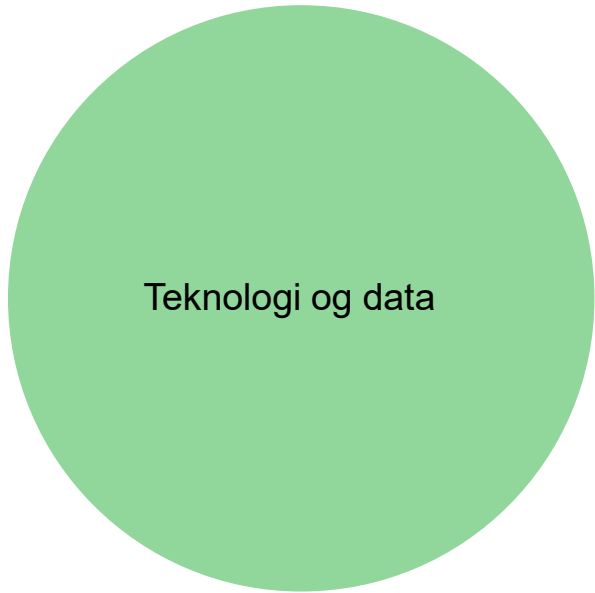
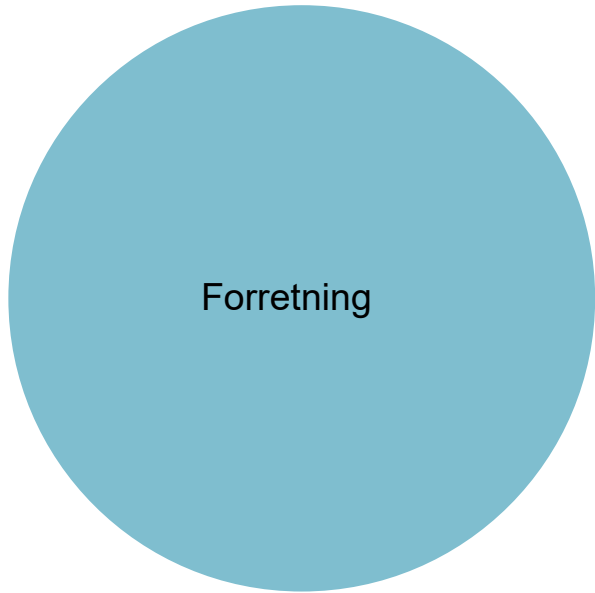

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TEKNOLOGI OG DATA



ENDRINGS- LEDELSE





Endringsreisen måtte deles opp i små deler og håndtere både forretning, teknologi, kompetanse og organisering

Vi hadde ingen aktiviteter for vekst nye kunder

Etablere vekst nye kunder som fagområde

Vi klarte ikke å allokere ressurser til å jobbe med nytt

Ressurser i ulike fagavdelinger ble satt sammen i dedikert team uten andre arbeidsoppgaver

Vi hadde ikke en datadrevet kultur i organisasjonen

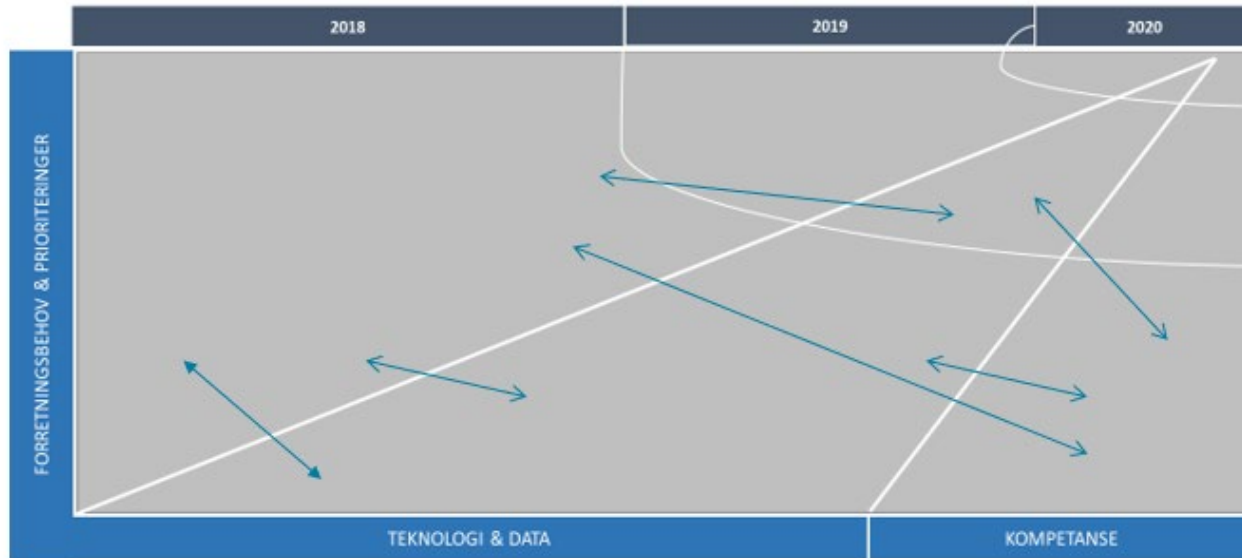
Innleie av fagkompetanse som arbeidet sammen med kreative

Vi manglet data og teknologi for å vokse på nye kunder

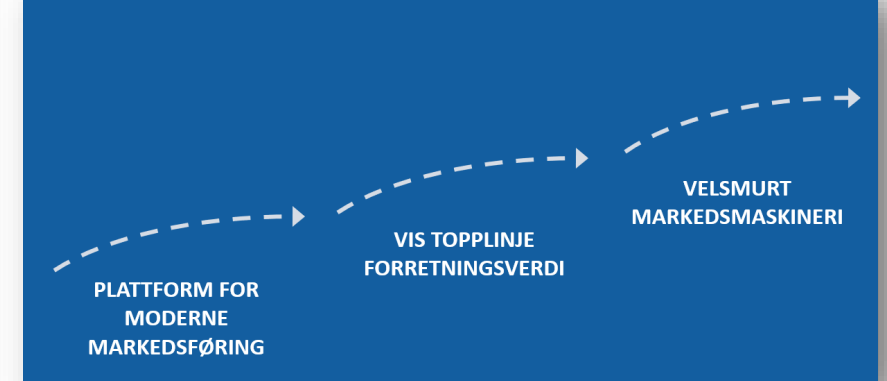
Samle innsikt på ett sted og se hva som var mulig med det vi hadde. Prioritering i utvikling.

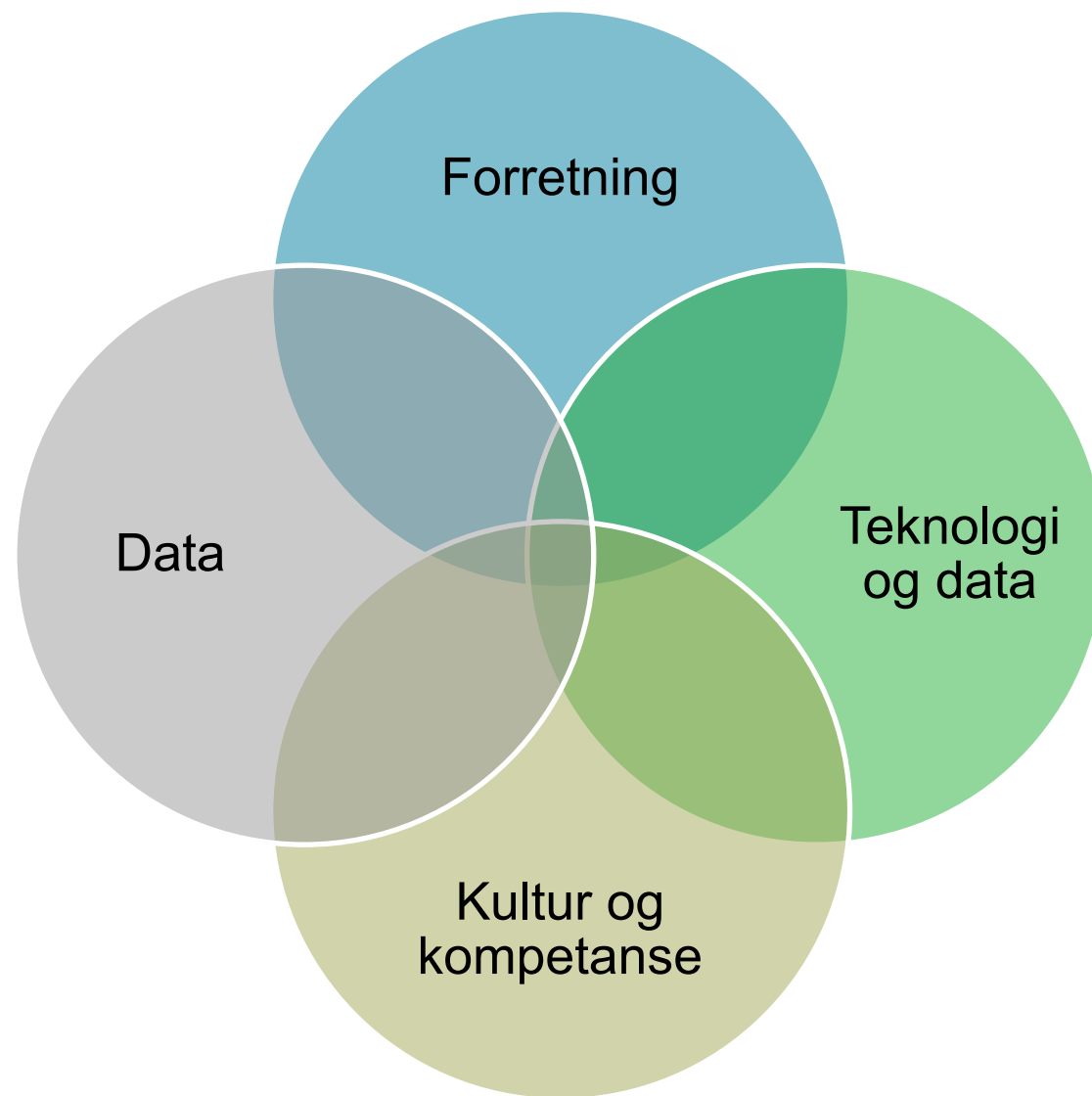
Utviklingskartet hadde avhengigheter på tvers og ble en langsiktig plan

UTVIKLINGSVEIKART FOR MARKED 2020*



FASER I VEIKARTET TIL MARKEDSAVDELINGEN





Mine råd (til meg selv)

1.

Teknologien må spille på lag. Uten vellykket samspill med forretning, organisasjon og kompetanse lykkes man ikke.

2.

Hjelp folk til å forstå hvor avhengig de er av hverandre.

3.

Gjør små ting og snakk om det i store bokstaver.

4.

Bygg en langsiktig plan.

5.

Lag planen med utgangspunkt i den kulturen du står i.