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Customer Contact Innovations Manager

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Self- service and the vanishing customer

Traditional CRM Model

A system to facilitate what a business **wants to manage** about its customers.



Gartner

**It's a good start but it's business-centric
not customer-centric.**

A New CRM Model

Insights & Analysis

- Heat Mapping
- Leak Modelling
- Drill-Downs
- ML & AI Integration

Identity

- Central view of contacts.
- Identifiable attributes based on email, telephone, DOB etc.



Journey Management

- Journey planning & mapping
- Automation
- Exception Handling
- Communications

Event Storage

- Collect & store events relating to contact-like touch points, web page visits, calls and emails.

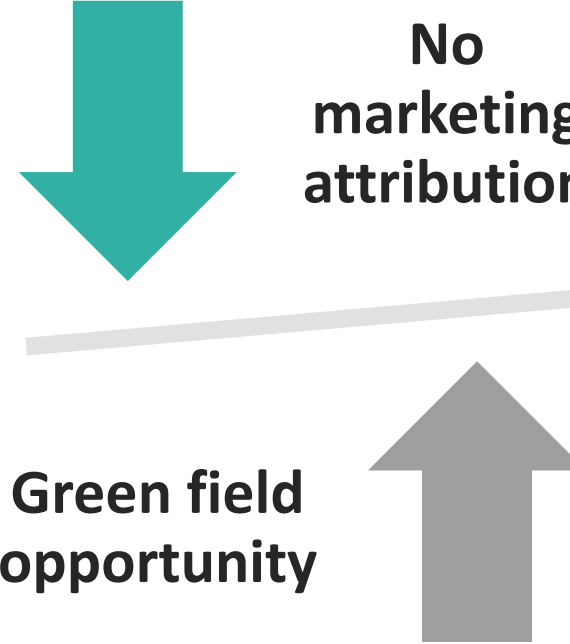
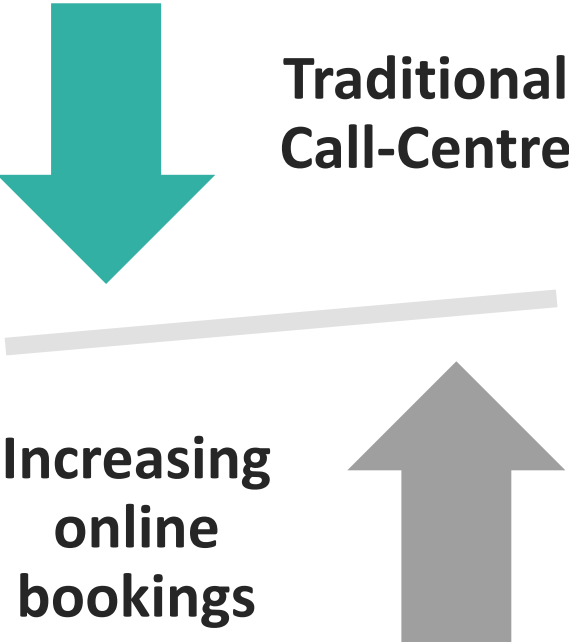
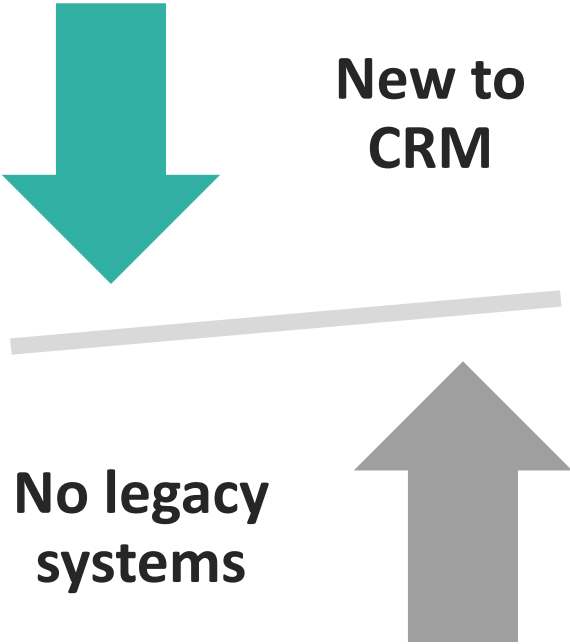
Customer At The Centre Of Collection



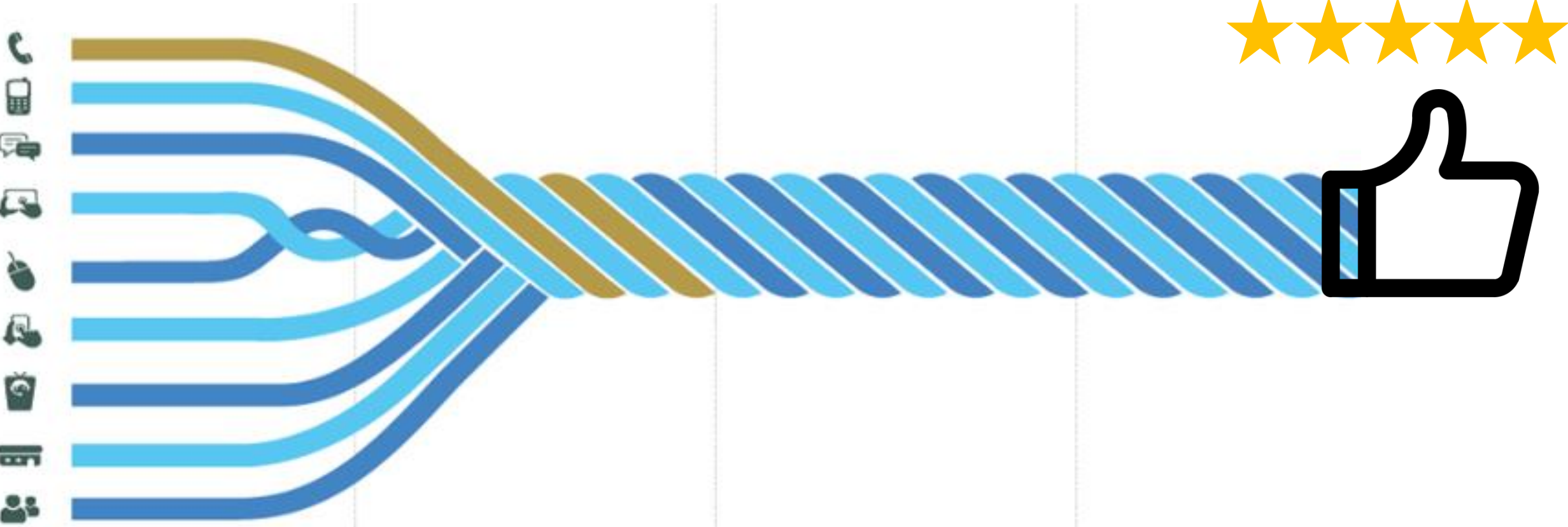
Customer At The Centre Of Collection



Challenges & Opportunities at Belron



The Conversation Conversion



Multiple Contacts

Single Conversation

Customer Conversation

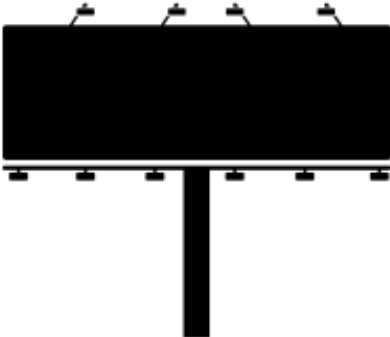
Vision Statement

Customer information will magically appear on user's desktops.



Where are the conversations happening?

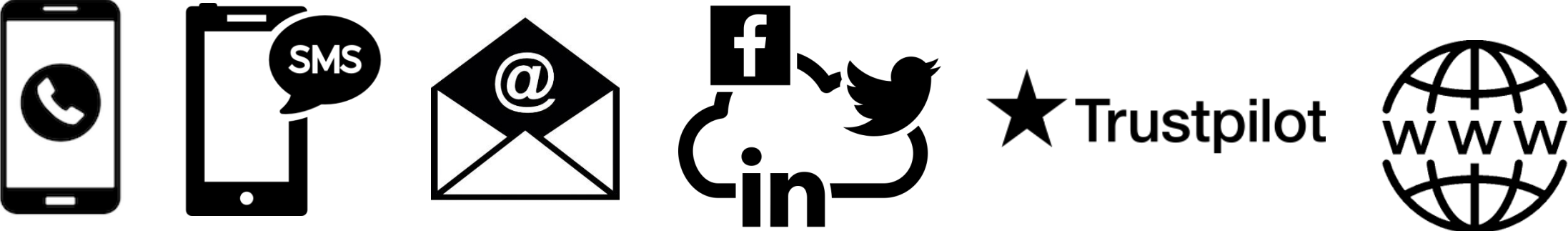
Non-Digital



Digital Non-Attributed (Discoverable)

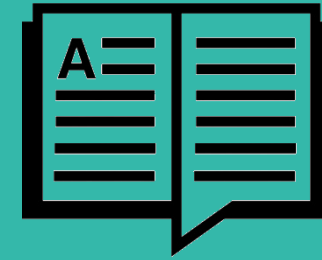
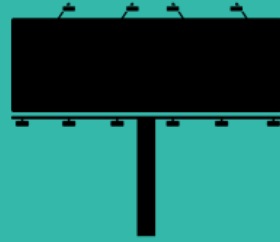


Digital Attributable



Digital Direct Engagement





Where are the conversations happening?



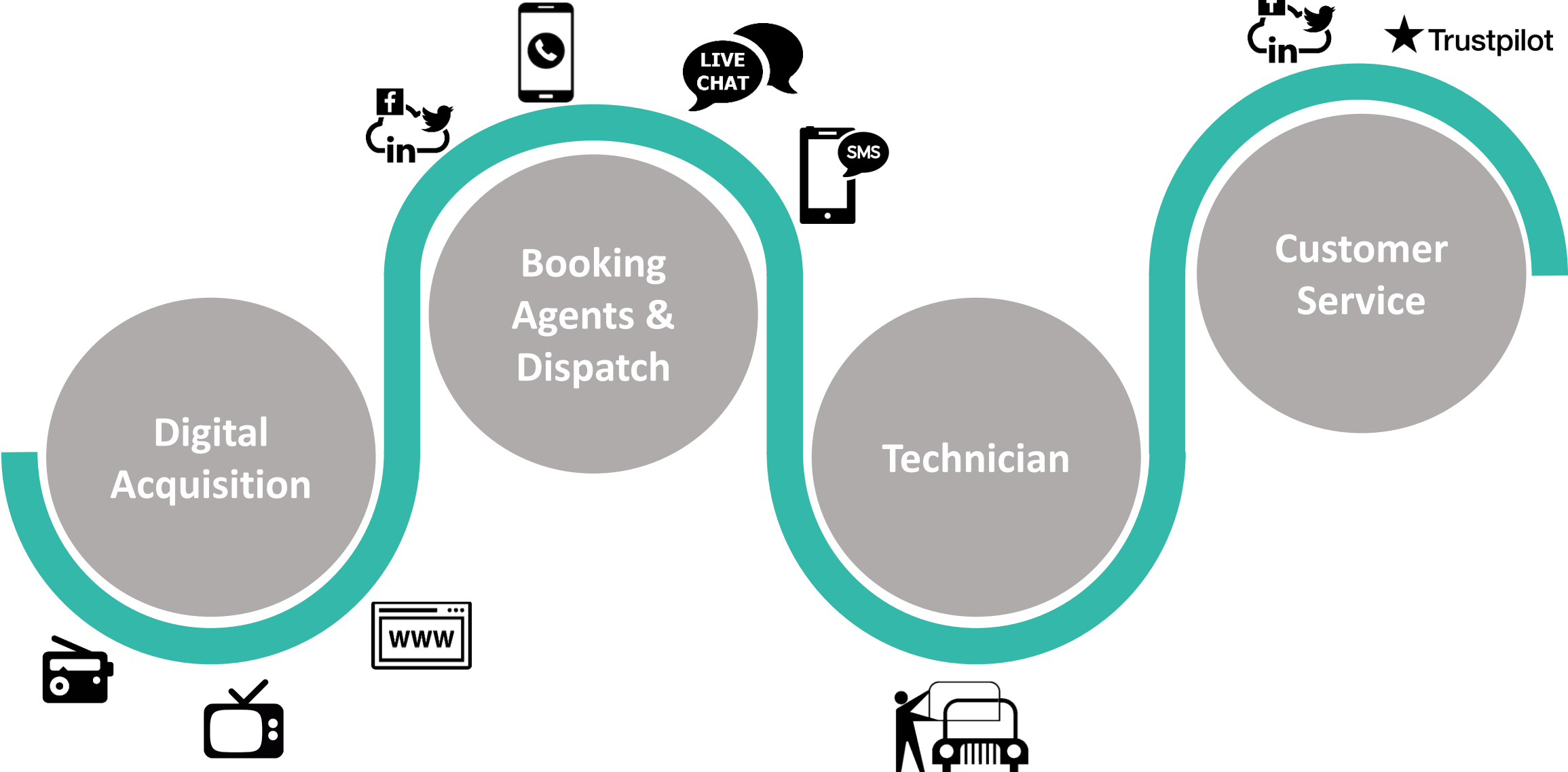
★ Trustpilot



SEO

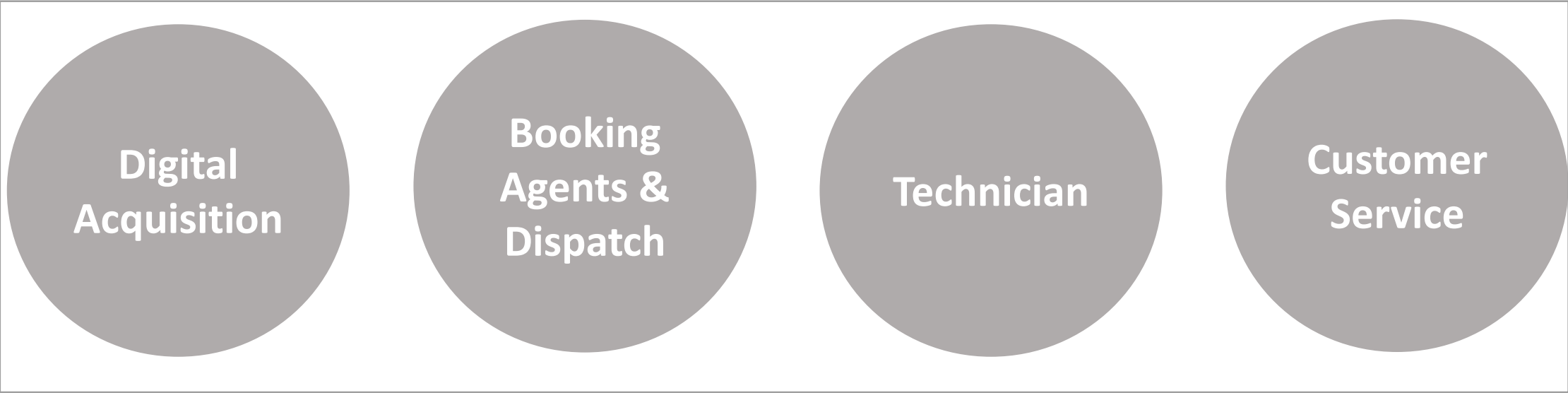


There is only one customer conversation



Systems Supporting The Conversation

CRM Systems

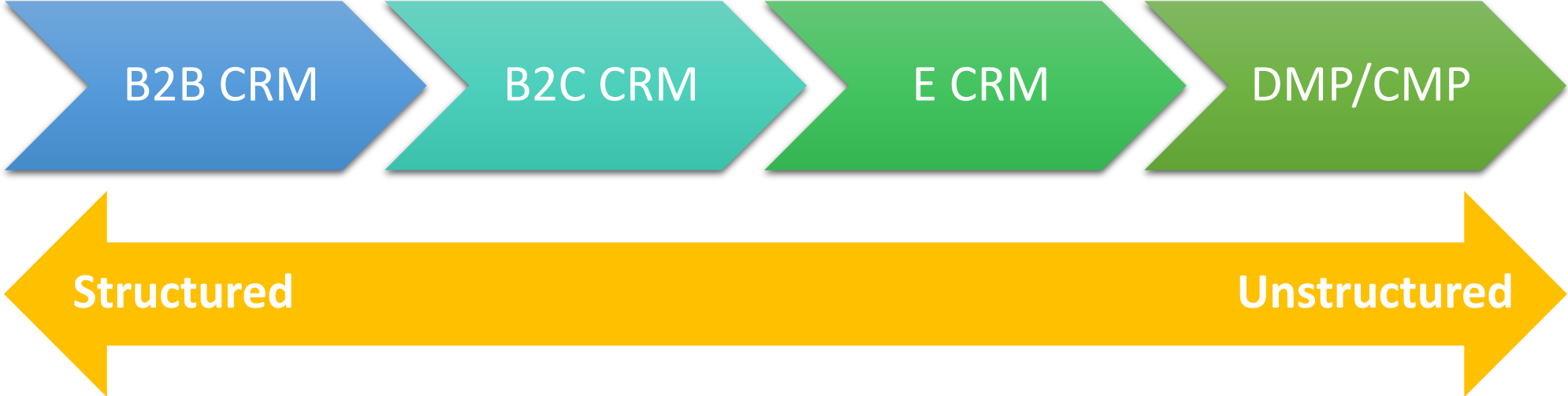


Unified Communication

Event Data



A New CRM Landscape



Low Volume, Higher Value

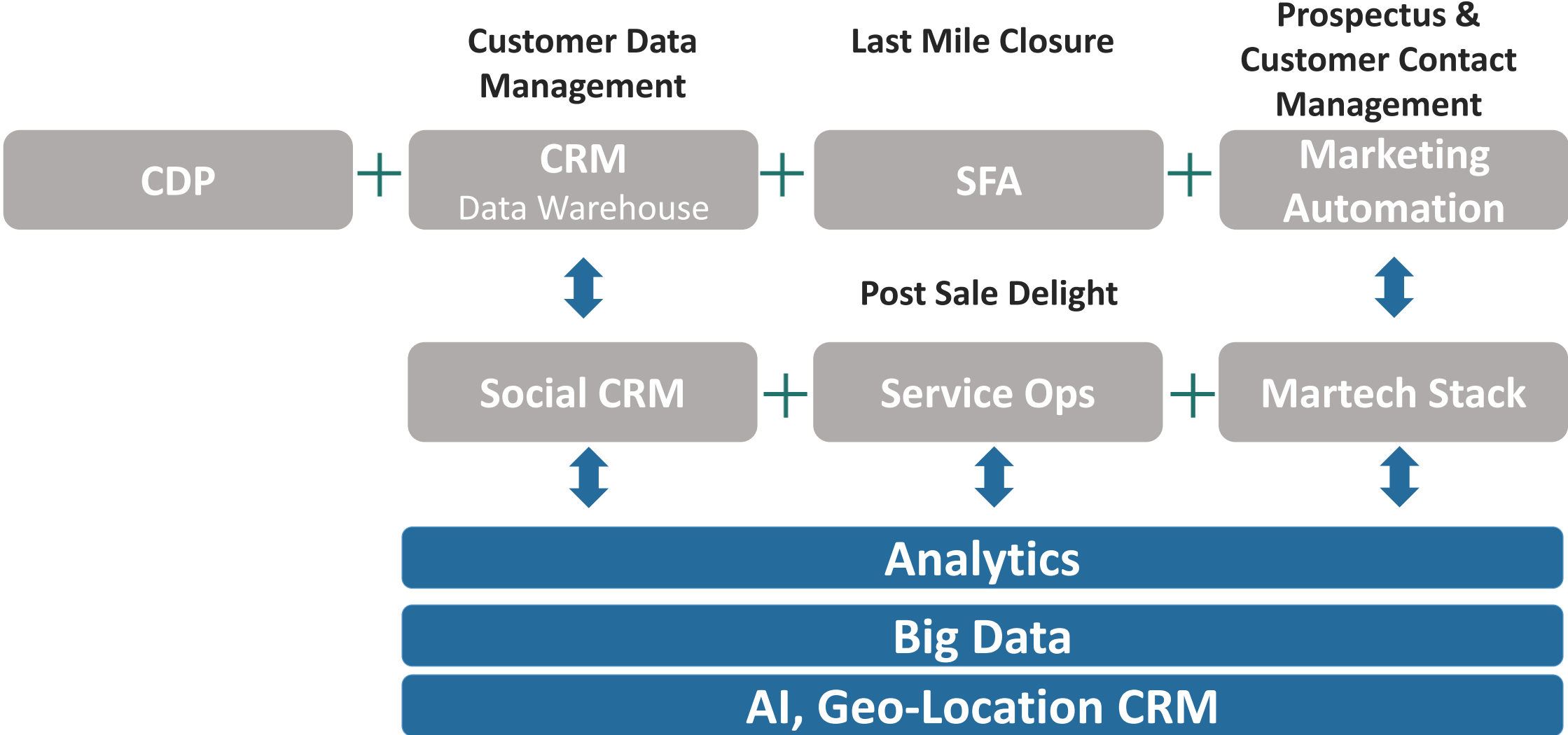
High Significance

High Volume, Lower Value

Low Significance

The New Components of CRM

Omni-Channel Customer Journeys & Experiences



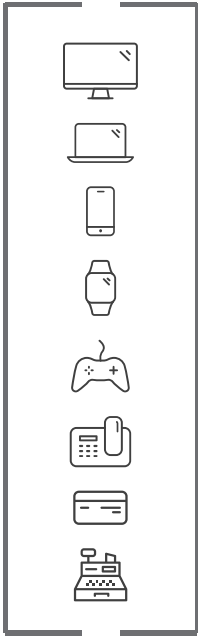
The Future Data Strategy

	DEFENSE	OFFENSE
KEY OBJECTIVES	Ensure data security, privacy, integrity, quality, regulatory compliance and governance	Improve competitive position and profitability
CORE ACTIVITIES	Optimise data extraction, standardisation, storage and access	Optimise data analytics, modelling, visualisation, transformation and enrichment
DATA-MANAGEMENT ORIENTATION	Control	Flexibility
ENABLING ARCHITECTURE	SSOT (Single Source of Truth)	MVOTs (Multiple Versions of the Truth)

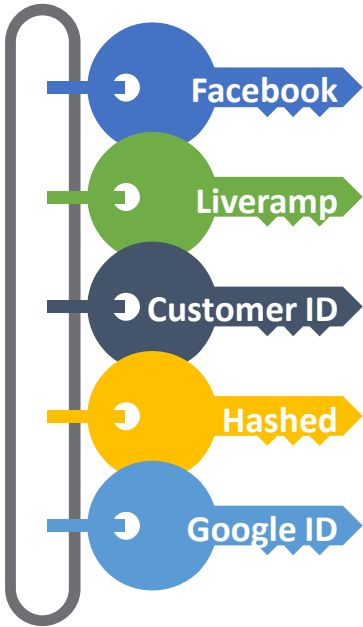
Customer Identification Was Key

Creating a single view of the customer in **real-time**.

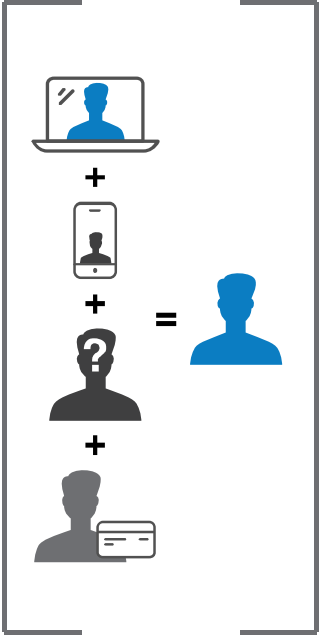
More Accurate Customer Info
& Better Targeted
Customer Experiences



1st & 3rd Party
IDs from
Interactions
added to Profile



Deterministic ID Key
Ring



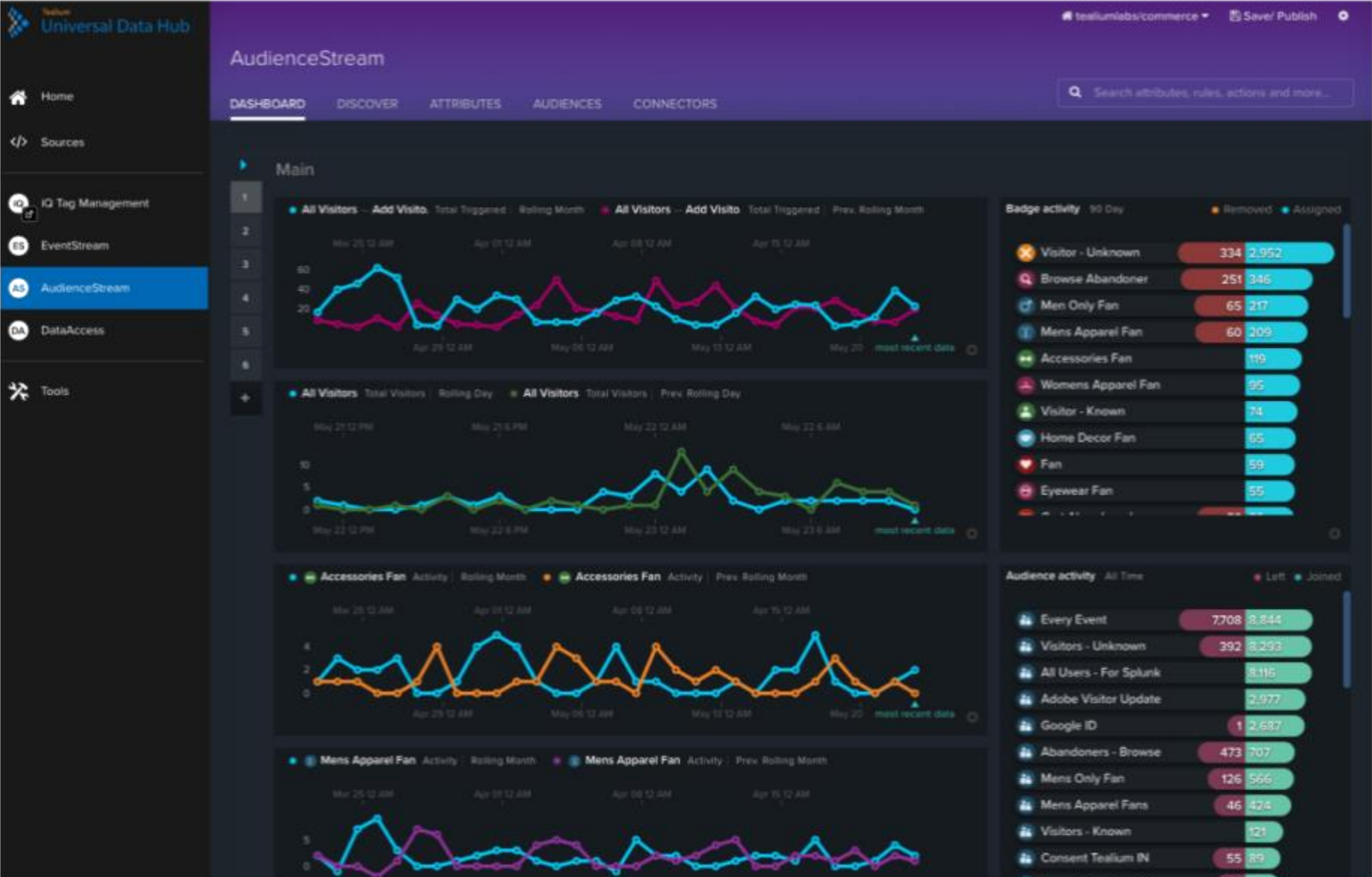
Visitor Stitching of
Profiles
Across Sessions &
Devices(+ Match
Unknown-to-known)



More IDs Captured...
More Profiles
Stitched...
**MORE COMPLETE
VISITOR PROFILE**



Systems Architecture Diagram



Customer Journey Visibility

- Home
- Carglass Sweden
- Dashboard
- User Events
- Campaigns
- Numbers
- Settings
- Talk
- Recipes
- Segments

Customer was using
Mobile

Customer location
Sweden



Visited page Today 15:49

www.carglass.se/booking?gclid=Cj0KCQjwu_jYBRD8ARIsAC3E...

Started browsing Today

How the customer found you
Google SEM

Landing page
www.carglass.se/booking?gclid=Cj0KCQj...

Customer was using
Mobile

Customer location
Sweden

Detailed Customer Interactions

- Home
- Carglass Sweden
- Dashboard
- User Events
- Campaigns
- Numbers
- Settings
- Talk
- Recipes
- Segments

[BACK TO LIST](#)

072-559 34 49 : Customer Journey (4 events)

Called (answered) Today 16:08

Duration: 3m 42s



Labels: Google SEO Converted

[\(0\) Write comment](#)



Visited page Today 16:08

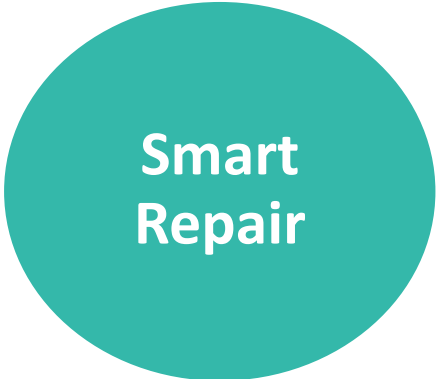
www.carglass.se/kontakt/ring-oss

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Single Global Customer View





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