

Customer Experiences are driven by Conversations

A Conversational Intelligence Framework



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THE NARRATIVE



Power Up

- Connecting the Dots
- Customer Experience
- The Modern Customer



Customer Experience

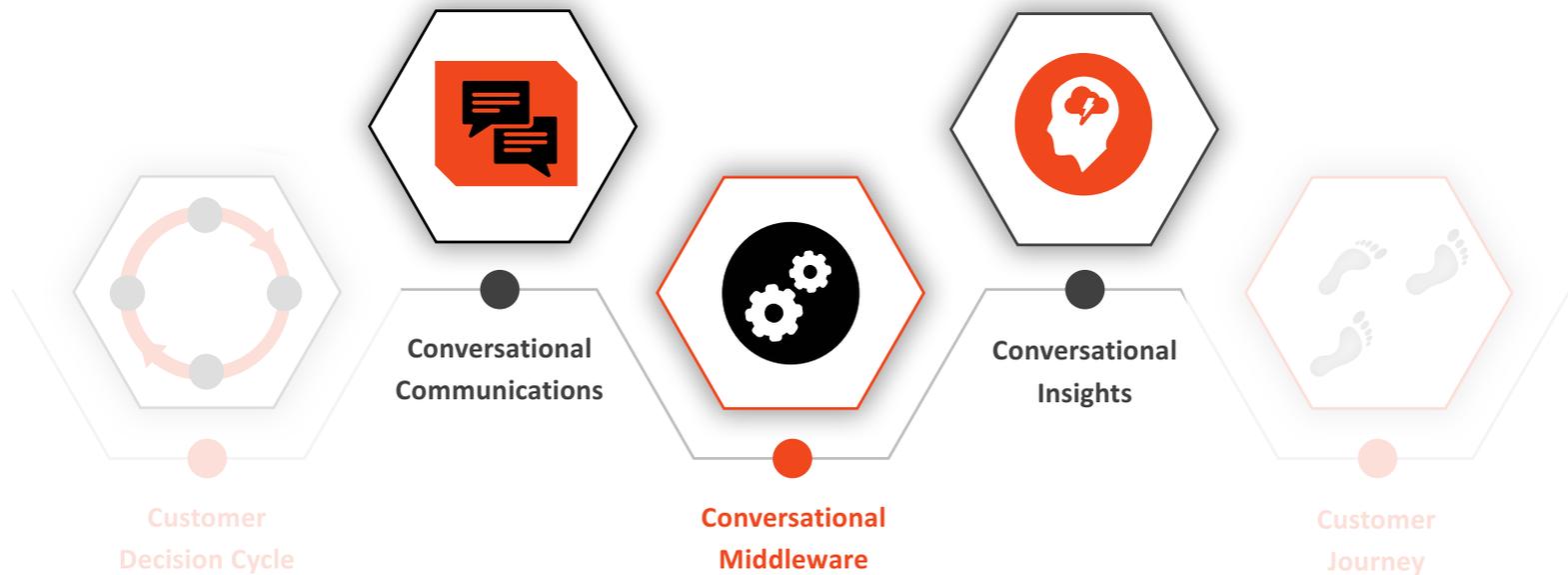
- Customer Decision Cycle
- Customer Journey
- Journey Moments



Terminology and Technology

- What is a Conversation
- What is Messaging
- The Framework

Conversational Experience



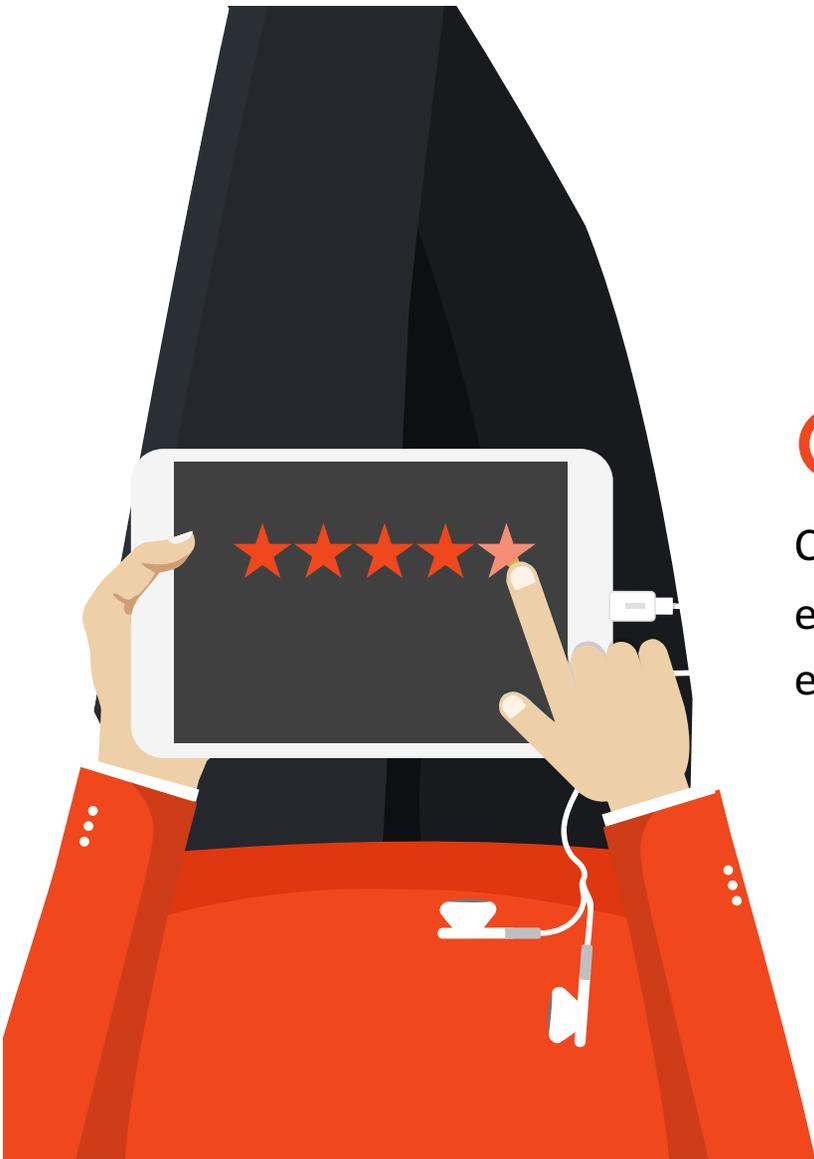
Conversational Intelligence

CX

Customer Experience

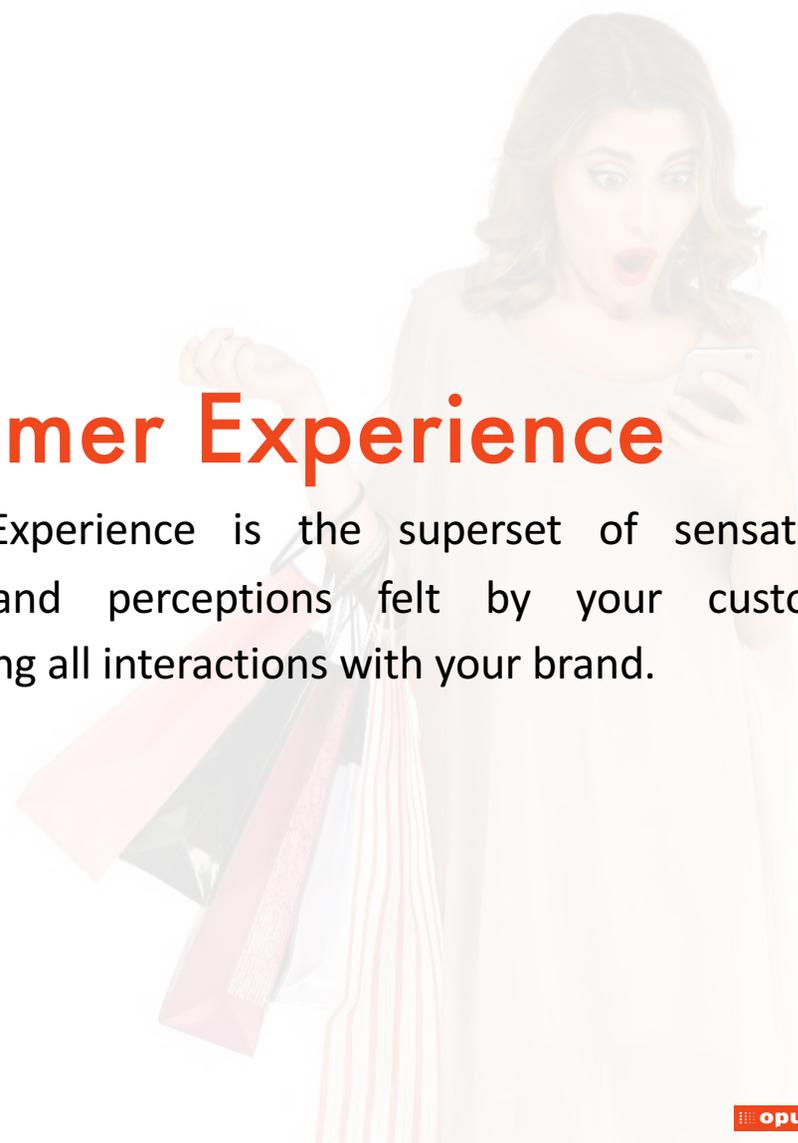
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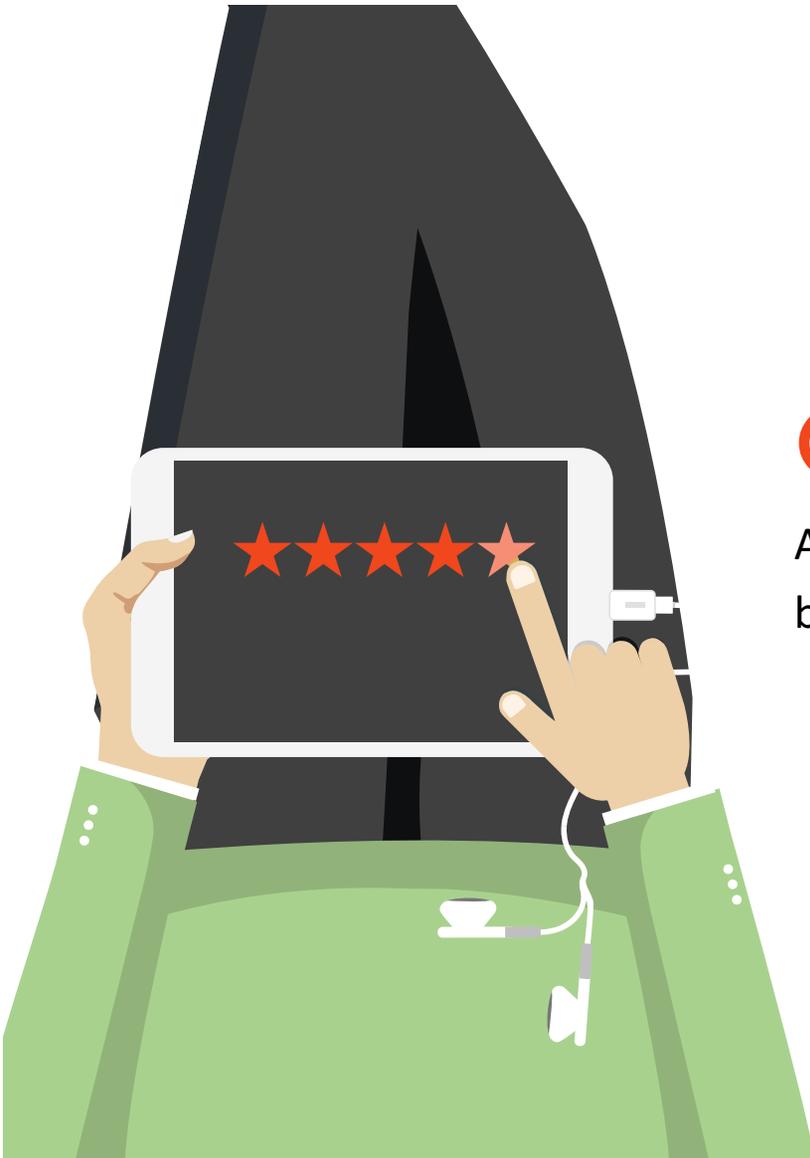




Customer Experience

Customer Experience is the superset of sensations, emotions and perceptions felt by your customer encompassing all interactions with your brand.

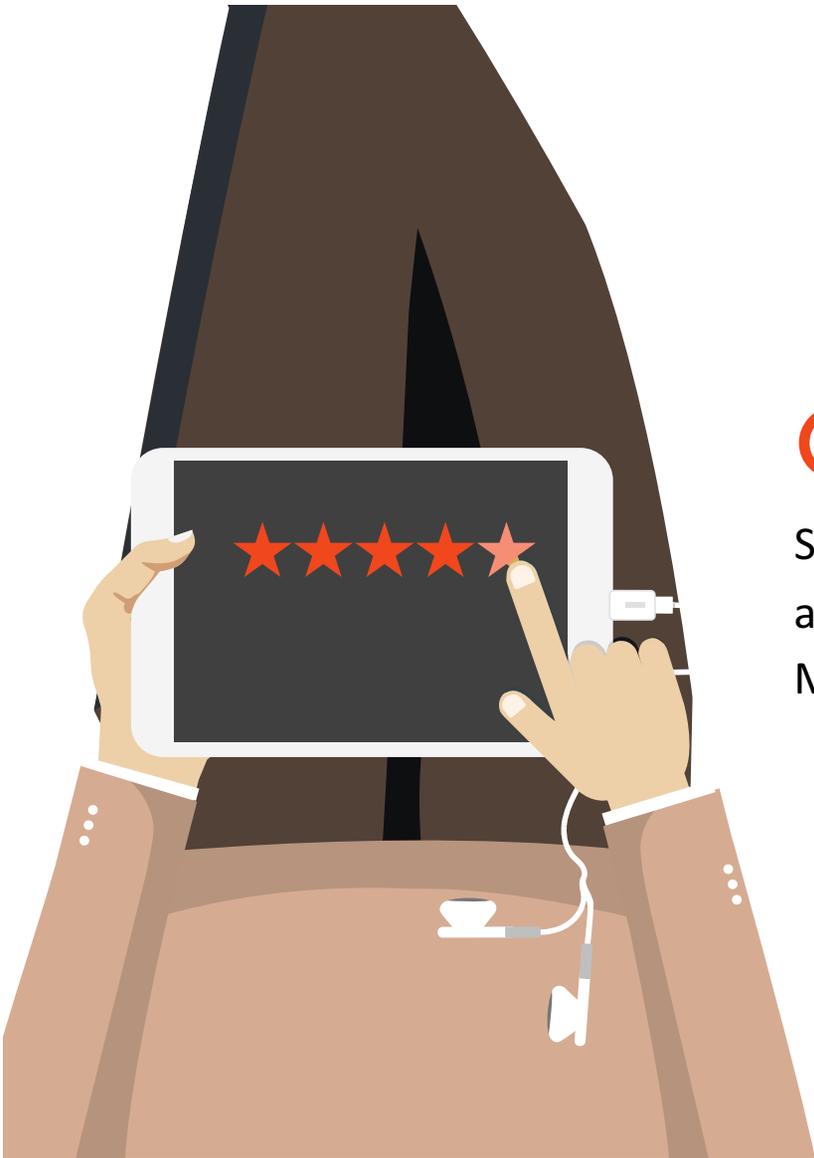




Customer Engagement

A customer's emotional or psychological attachment to a brand, product, or company. (Gallup Research 2014)

*Classical economics mindset puts reason at the center of people's fiscal actions, behavioral economists believe that rational considerations actually account for **less than one-third** of human decisions and behaviors – The rest is emotional.*



Customer Satisfaction

Satisfaction is determined by the Customer's Experience as seen through the lens of Expectation. Each Channel and Mode has a different set of Expectations





Value

- Get 'my' Utility Job done
- Does what it says
- Service available on my terms

Passion

- Get my Emotional Job Done
- It feels right - Trust
- A Relationship with Brand

Loyalty

- Repurchase
- It is all about the Service
- I plan to tell my friends

Every time customers interact with a brand, they either become a little more or a little less engaged, but they never stay the same. (Gallup Research)

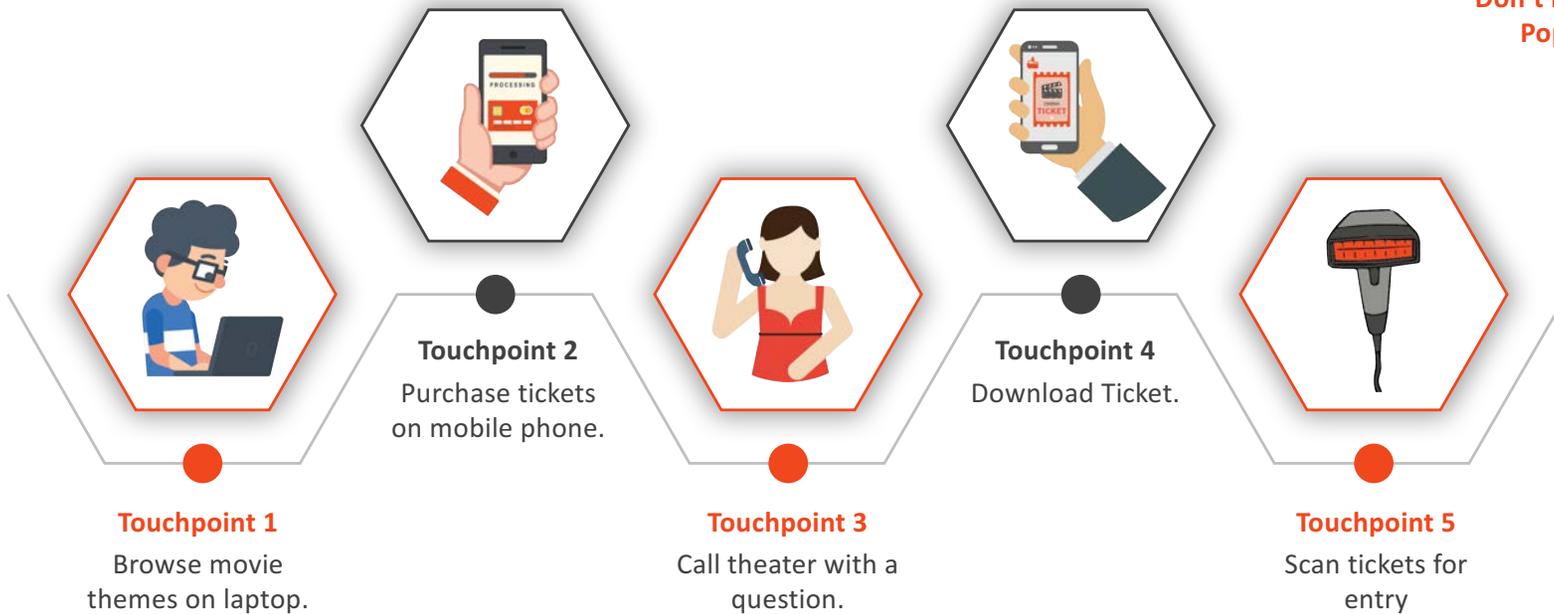
Brands are
Graded with **Every**
Touch and **Interaction**

PROCEED

I Decide to See a Movie



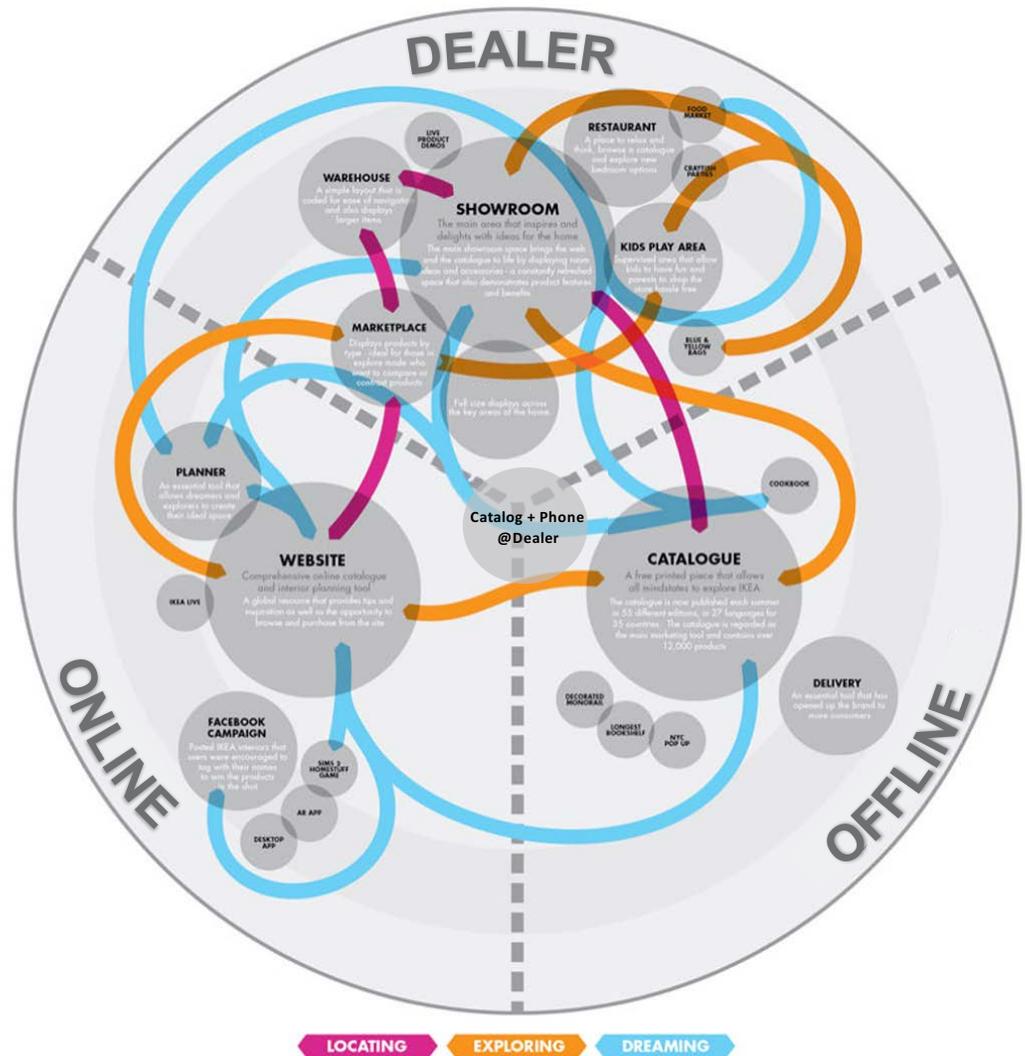
Don't Forget the
Popcorn!



I Decide to Buy a Car



Please do not attempt to Read





How do Customers Decide?

The Customer Decision Cycle



The Customer Decision Cycle

With touchpoints



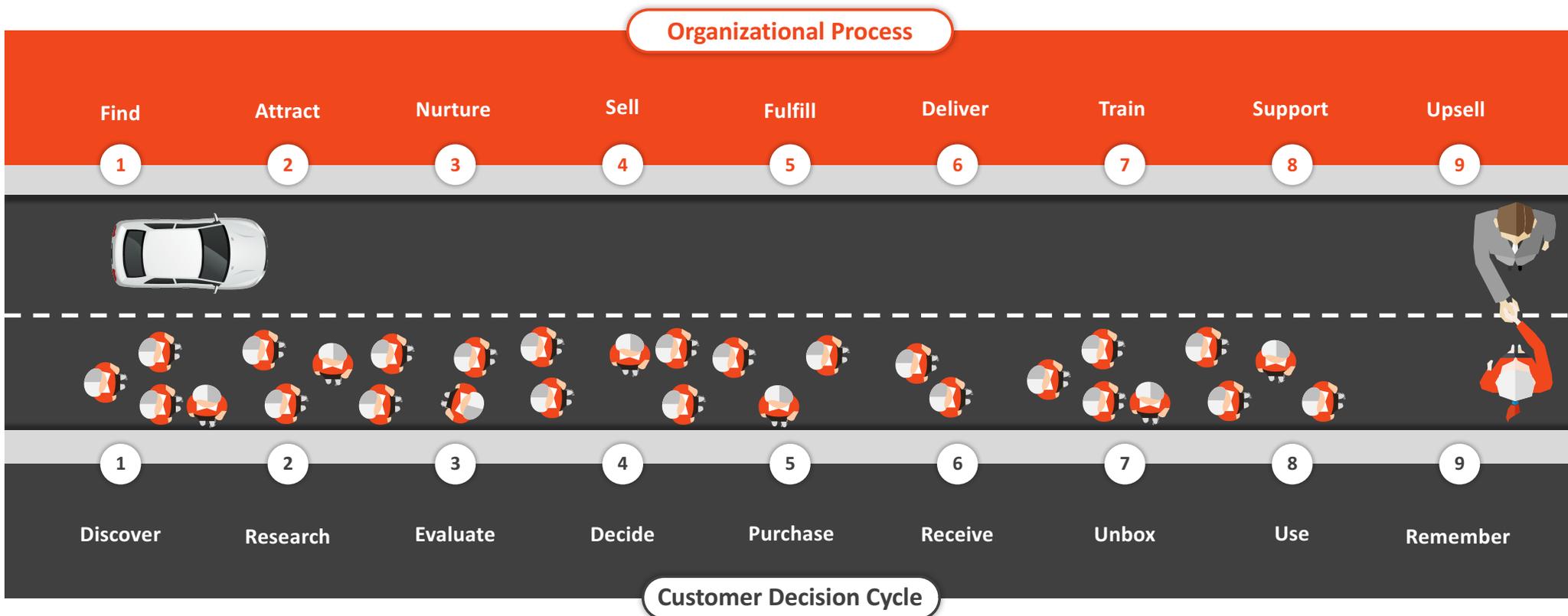


How do Organizations Sell?

Channels and Modes



Matching a Cycle with a Process



A Communications Mismatch





How do we solve the Mismatch Problem?



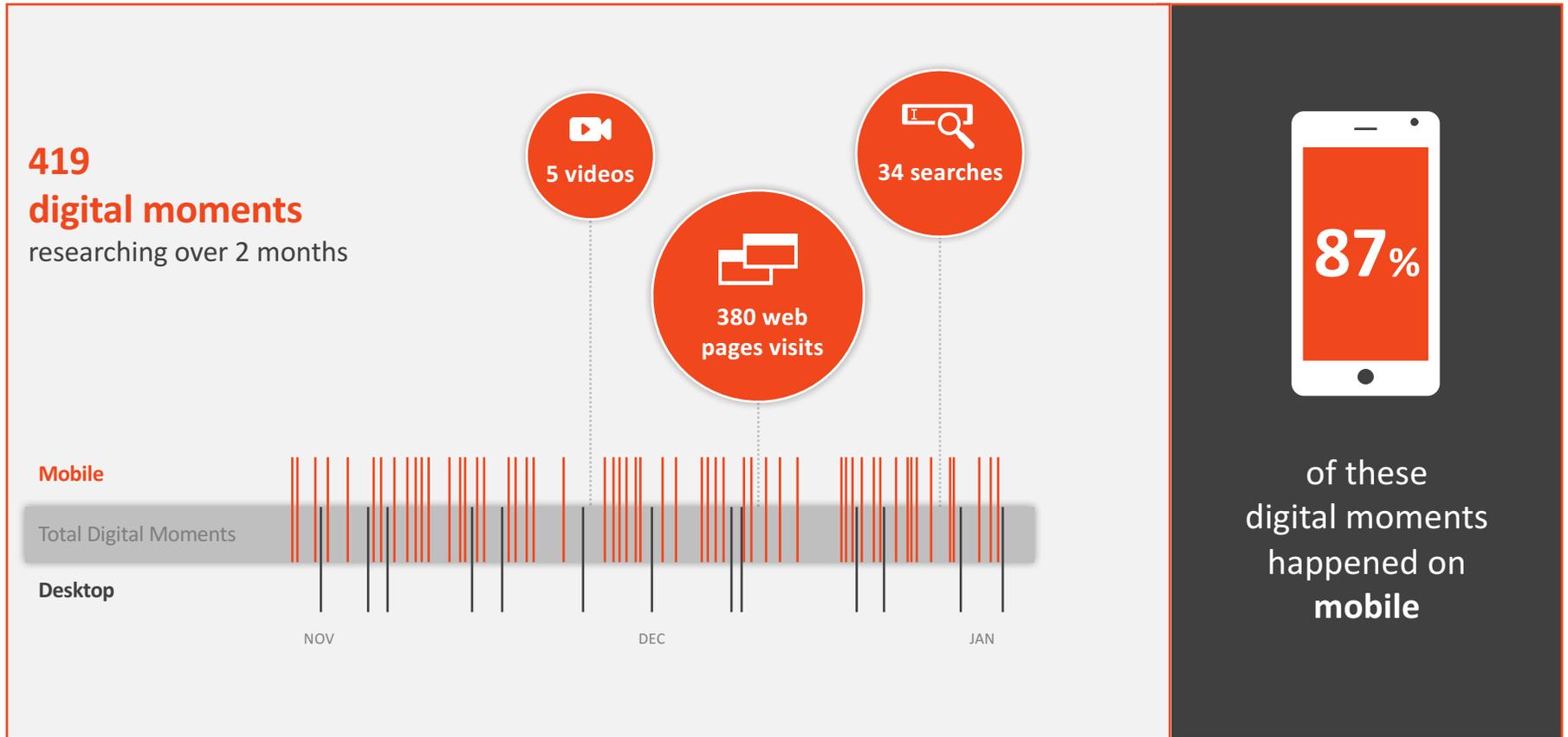
Journey and Moments

PROCEED

First, let's dive a bit deeper on the Journey

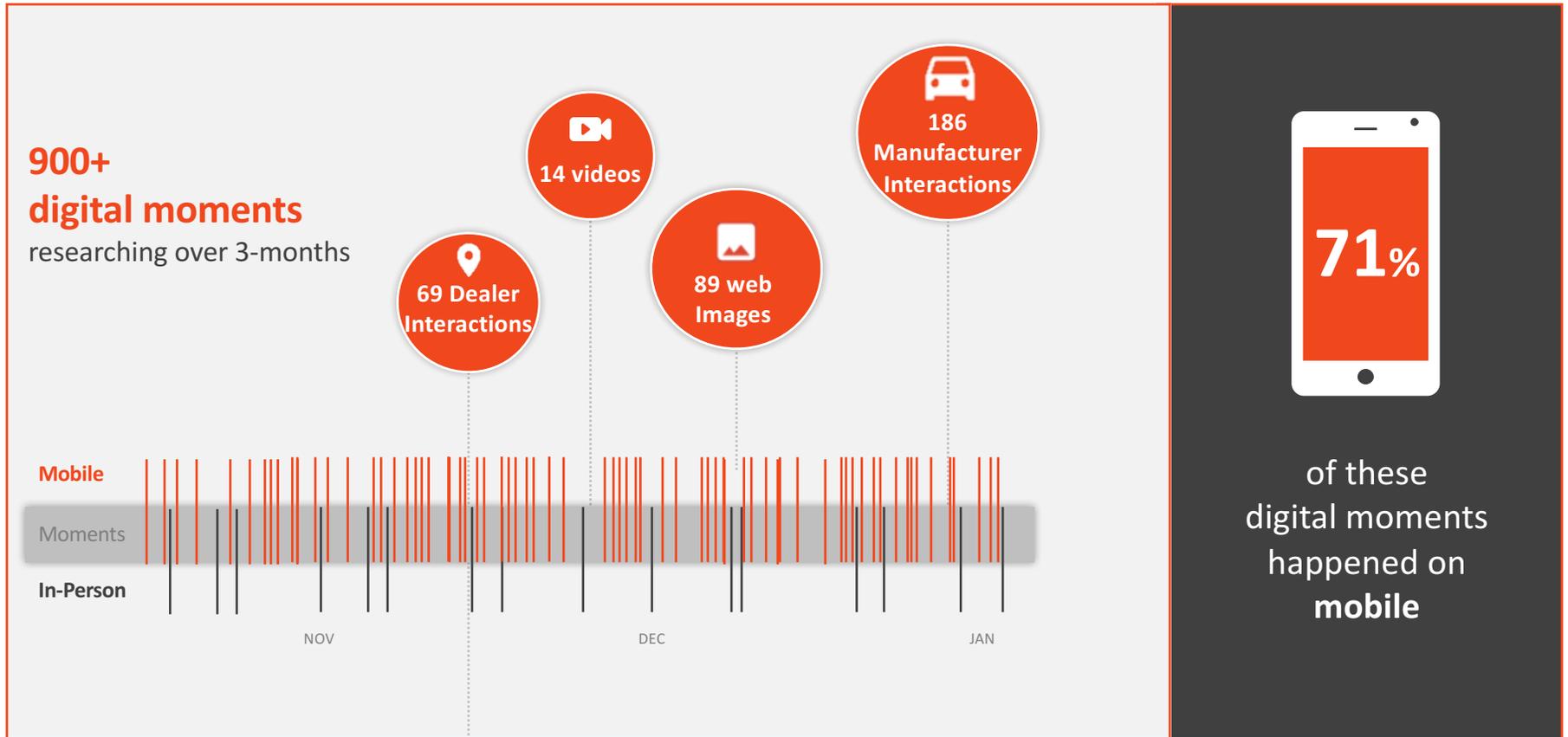
The Customer Journey is the aggregate of interactions and touchpoints that customers go through when engaging with a product, brand and company; as described by the company.

Travel Planning



Source: Luth Research ZQ Intelligence™ - Cross Platform Digital Behavior Measurement, Nov-Dec 2014.

Purchasing a Car



Lisa Gevelber March 2016

Customer Wants, in Moments



I-want-to-know

Discover, Exploring,
researching, Learn



I-want-to-go:

Travel, Location,
Transit, Recreation



I-want-to-do:

Unbox, Use, Need
Help, Fitness, Task.



I-want-to-buy:

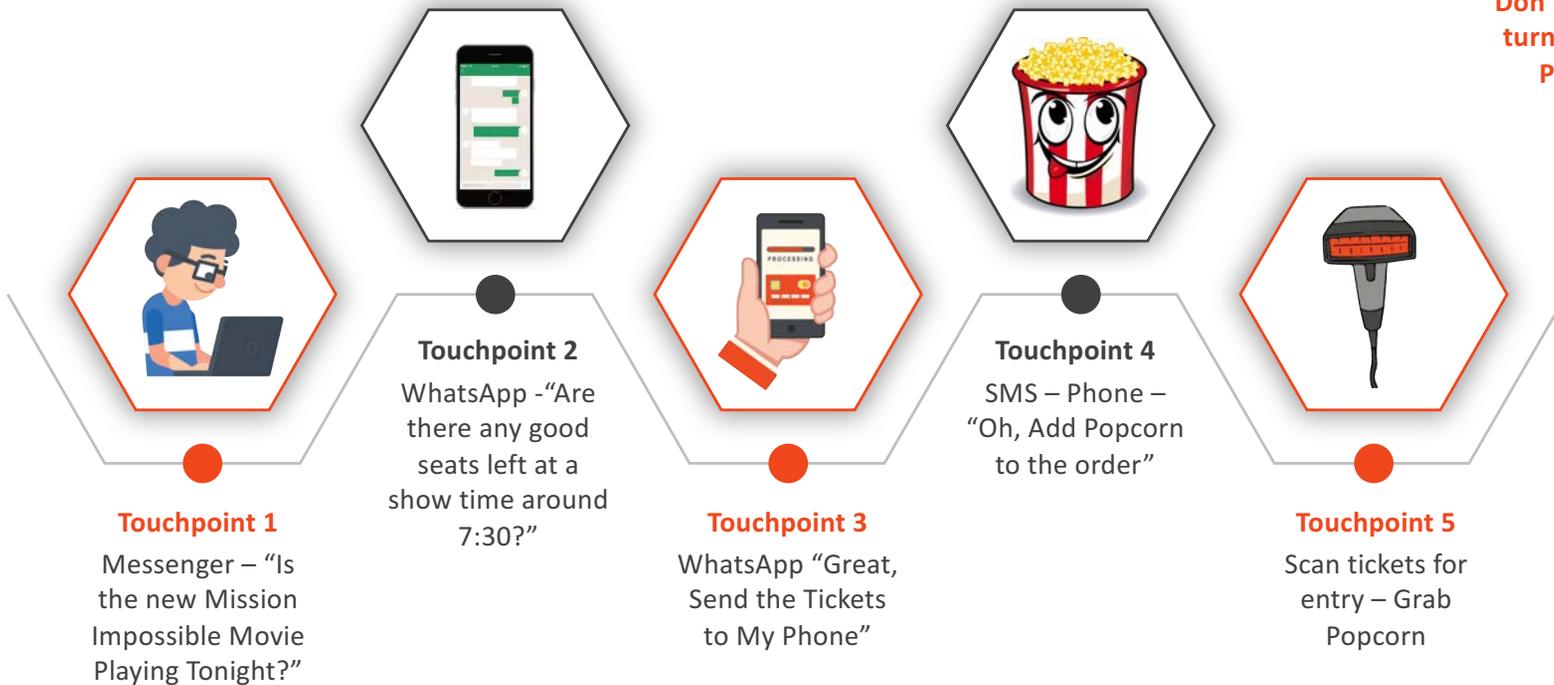
Transact, Purchase,
Buy, Exchange.

I Want to See a Movie

REINVENTED



Don't Forget to
turn OFF your
Phone!!



THE TECHNOLOGY



Conversations

- Intelligence
- Precision
- Choosing



Messaging

- Growth
- Comfort
- Fit for Purpose



Technology Framework

- The Stack
- Artificial Intelligence
- Bonus Section

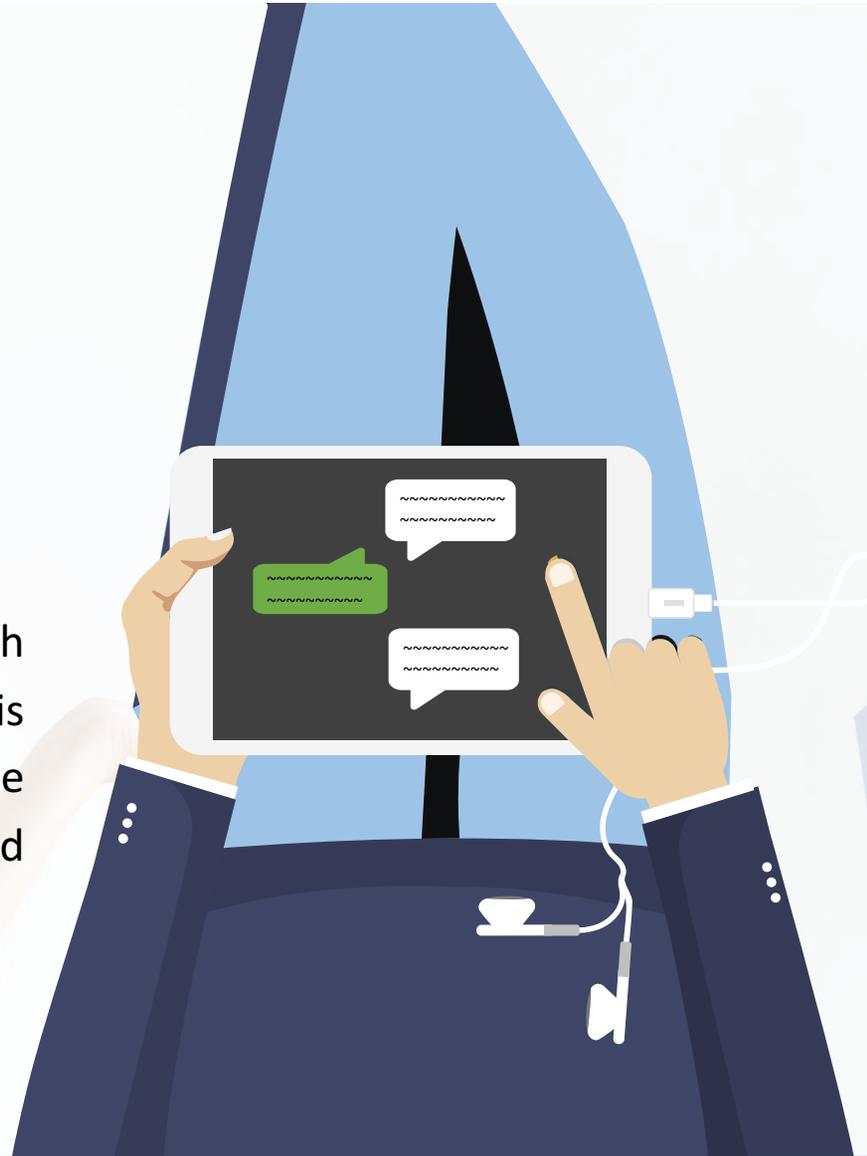


Conversations

PROCEED

Prologue

The first, rather hard part is determining which conversation to have with a customer. The next part is determining how to best have the conversation – these are two distinct components, two thought processes and often, two technologies.



Conversational Intelligence

The practice of supporting and enhancing communications between company (Brand) and customer in order to have the best, informed, and outcome based conversations. Journey Analytics helps to determine which conversation needs to be had...



Precision Communications

Precision Communications is the practice of tailoring conversations to the needs of the individual customer by classifying individuals into subpopulations (customer segments); approaching a sub-population of one.



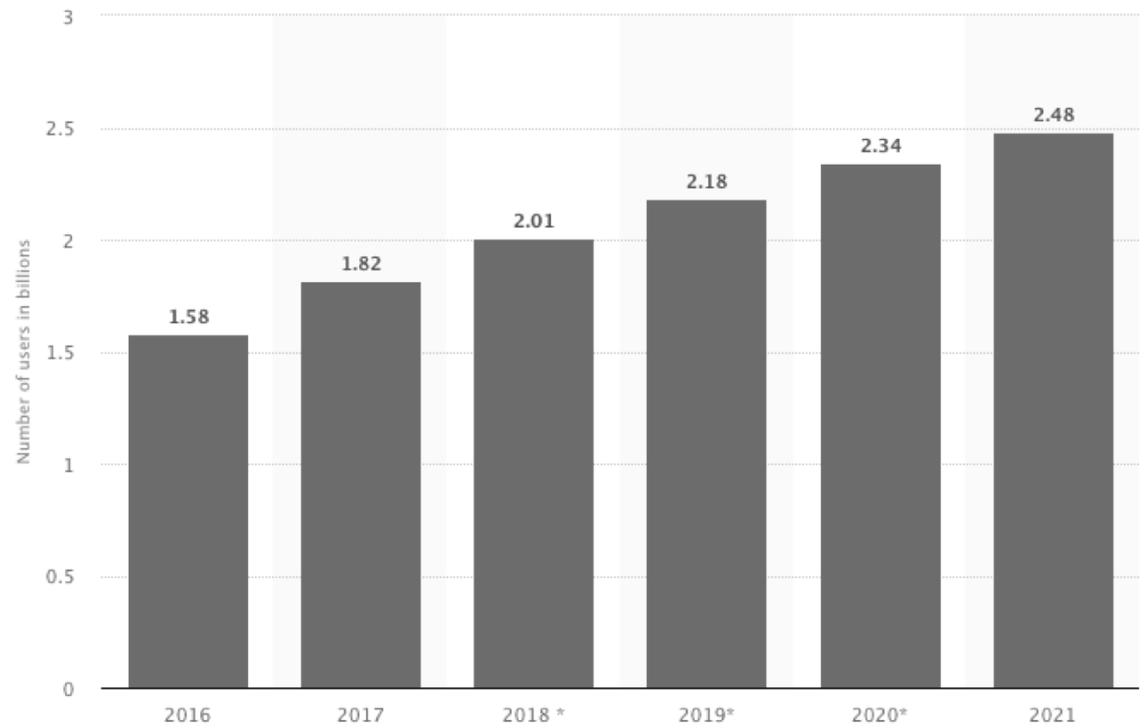


Messaging and Artificial Intelligence

PROCEED

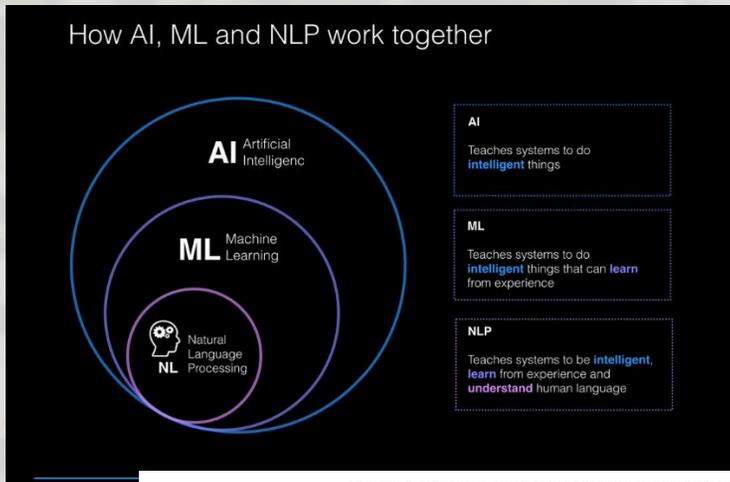
Number of Mobile Phone Messaging app users worldwide from 2016 to 2021 (in billions)

A Few Numbers

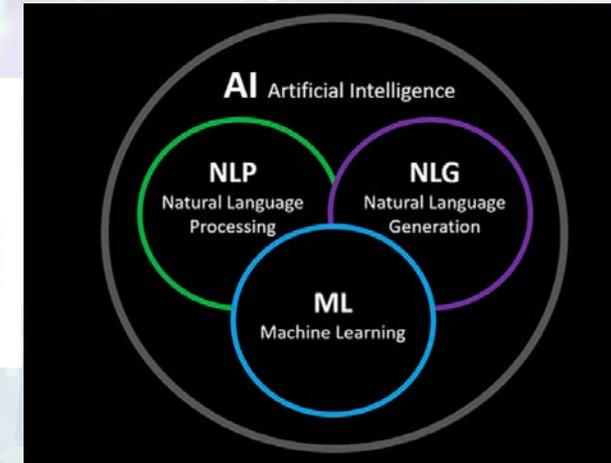
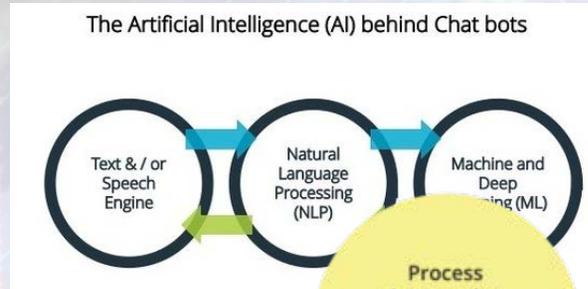


NLP, ML and AI, "Oh My"

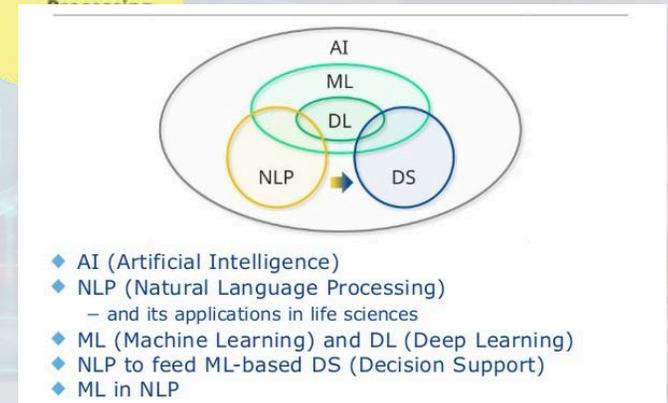
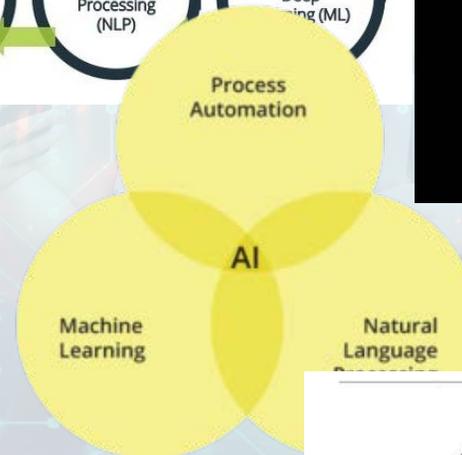
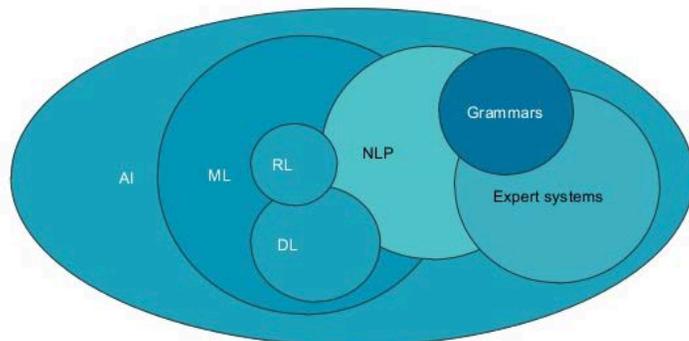
How AI, ML and NLP work together



The Artificial Intelligence (AI) behind Chat bots

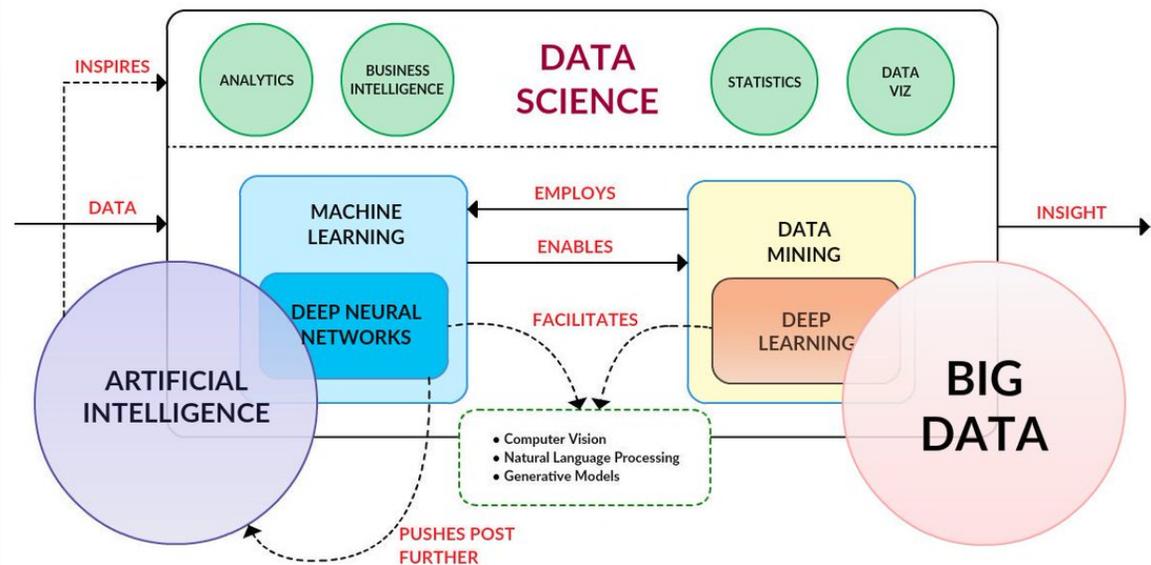


ARTIFICIAL INTELLIGENCE ACHIEVEMENTS
IT'S NOT ABOUT DEEP LEARNING ONLY



Ask the Hard Questions, Build the Right Systems, Progress to Augmentation

Intelligent Systems



Is this about Conversational AI, Conversational Intelligence, Conversational Commerce...

Conversational...

Voice First

- Intent Handling
- Language Detection
- Sentiment

Vision First

- Facial Recognition
- Object Recognition
- Augmented Reality

Context

- Transcriptions
- Tone
- Persona
- Bias

Data First

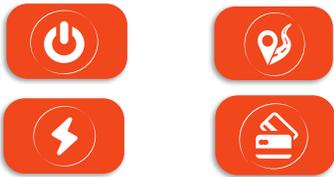
- Enterprise Data
- IoT / Product Data
- Transaction Data
- Meta Data

Use Cases

- Humans Assisted Service
- Bot Assisted Self-Service
- Conversational Sales
- Conversational Service
- Conversational Marketing
- Workflow Efficiency
- Process Automation
- Conversational Intelligence

A Conversational Intelligence Framework

Customer Experience



User Experience

User Interface



Mode



Input / Output

Authentication

- Identification
- Authentication
- Fraud Analytics & Prevention

Conversational Context

Text, Voice

- Processing (NLP)
- Understanding (NLU)

Image, Visual

- Camera/Vision
- Image Recognition

Natural Language Generation

Precision Communications

Agent Assisted Self-Service

Orchestration and Learning

Systems, Knowledge, and Guidance

Machine Learning

- Data
- Information
- Insights
- Intent

External System Access (API)

- Transactional Data
- Product Data
- Customer Information
- Cognitive Insights

Conversation Selection & Guidance

- Type
- Tone
- Human v Bot
- Pace

Mode and Channel Select

Modality and State Determination

Persistence, State, & Continuity

Some Thoughts to End With

Is Your Focus on Deciding what Conversation to have, or how to have the Conversation? Which is Harder?

An **Assistant** is about telling something, or requesting someone DO something. An **Advisor** is the reverse... True or False?

Do Customers really care if they are having a **Conversation** with a **Bot**?

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A Conversational Intelligence Framework



Appendix A

Does Blockchain Have a Role?

How Does Blockchain Fit?



Appendix B

More Details on Customer Jobs to be Done #JTBD

Things Customers Want to Do (Detailed)

