Driving the Digital Experience

Imperative

March 10, 2016
today’s topics

• about solstice (& me)
• three digital business imperatives
• two technology trends
• some fun video challenges
• final recommendations
• questions & (maybe) answers
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Solstice is an award-winning customer experience development firm. We engineer idea-driven digital experiences to bring our customers closer to their customers.
Our capabilities:

- CX Strategy
- User Experience Design
- Digital Product Development
- Industrial Design
- Connected Engineering
founded in 2001

158% 3 year growth

part of the international marketing services company

St Ives Group

84% revenue from repeat business

recognized in 16 Forrester Reports

2015 Most Innovative Agricultural Equipment Manufacturer

JD Power #1 in Customer Satisfaction

Financial Times Best Private Bank in U.S.

Coolest Offices

Best Firms

#1 in Technology

Best Place To Work

4.7 STAR RATING on glassdoor.com

250+ employees

Access to over 3000 specialists in:
data
digital
insights

Chicago

New York City

Buenos Aires

London*

Shanghai*

Singapore*

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Recognized in 16 Forrester Reports

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three digital business imperatives

welcome to the post-mobile era

global smartphone ubiquity +
internet of everything +
disappearing disconnected

old: disrupted
new: unbundled
death by 1000 cuts

cx is king

none of it matters without world
class customer experience
mobile (re)defined

welcome to the post-mobile era
“mobile doesn’t really mean mobile. mobile devices are used everywhere, not just when people are mobile. mobile IS the internet.”

- Benedict Evans, partner Andreessen Horowitz
“mobile is not the future, it is the now. Meet your customers in the environment of their choice, not where it’s convenient for you.”

- Cyndie Shaffstall, author & entrepreneur
“mobile is about the user. it’s about computing in context of the user's environment. it’s about providing individuals with the right information, at the right time, on the right screen, before they even know to ask for it. mobile is about being mobile”

- J Schwan, founder & CEO Solstice Mobile
what is the post-mobile era?

- global ubiquity of smartphones
- internet of everything
- disappearing disconnected
- continuous & contextual computing
global ubiquity of smartphones
smartphone ubiquity

2020 forecast:
- World population: 7.6B
- Smartphone ownership:
  - 52% all humans
  - 80% all adults

Source: GSMA

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internet of everything
internet of everything

source: nature.com
internet of everything

It will be cost-effective to embed a computer into almost anything.
internet of everything

- 40-50 billion connected devices in 2020
- sensors will cost avg. $0.38 in 2020
- 152 million connected automobiles in 2020
- 1.1 billion smart meters (electrical) in 2022
- > 7 billion M2M connections in consumer electronics in 2023

Sources: Gartner, Cisco, Christian Hernandez
the disconnected are disappearing
disconnected are disappearing

Global adult population

- No Internet
- No smartphone

Source: Andreessen Horowitz
what is the post-mobile era?

global ubiquity of smartphones + internet of everything + disappearing disconnected = continuous & contextual computing
post-mobile technologies

- smartphones
- virtual reality
- connected car
- robotics
- 3D imaging
- machine learning
- augmented reality
- ioe
- wearables
- artificial intelligence
- image recognition
to do: bookmark Solstice iot playbook

old: disrupted
new: unbundled
death by 1000 cuts
large enterprise; short lifespan

Source: INNOSIGHT / Richard N. Foster / Standard & Poor's
“There are two ways to make money in business: You can bundle, or you can unbundle.”
—Jim Barksdale, former CEO, Netscape
unbundling FedEx
unbundling banking
unbundling P&G

Glossier.  
MEMEBOX  
eSalon.

DOLLARSHAVECLUB

WALKER  
AND  
COMPANY

HARRY’S

LIVIONEX  
NEXT GENERATION ORAL CARE

(MALIN+GOETZ)

Copyright 2015: CB Insights
zoom in: Dollar Shave Club

https://www.youtube.com/watch?v=omWBMqbeK5M
zoom in: Dollar Shave Club

**DOLLAR SHAVE CLUB**

SHAVE TIME. SHAVE MONEY.

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**DO I REALLY NEED TO WASH MY HANDS AFTER I PEE?**

NOVEMBER 13, 2014  •  IT’S NOT A STUPID QUESTION

Just wash your hands, would you? And no, it doesn’t matter if you have the cleanest, straightest, most precise pee aim known to man. “The rationale is that when toileting,... READ MORE »
to do: unbundle your business

- adopt startup mentality
- evaluate existing products & services
- ideate on threat vectors
- pull top concepts forward for evaluation
cx is king
"You’ve got to start with the customer experience and work back toward the technology - not the other way around."
Customer Experience (CX)
The emotional response to the collective sum of all engagement a customer has with a brand over time.
CX goes beyond “customers”

Consumers
B2C

Employees
B2E

Clients
B2B

Partners
(and Suppliers)
customer experience is a competitive advantage

investing in cx produces a quantifiable return

digital facilitates the customer journey

- How is my loyalty rewarded?
- What happens when I have a problem?
- How does using your product make me feel?
- How do I find out about your brand?
- How easy is it for me to learn about your product and services?
- How simple is it for me to do business with you?
Great CX
- Surprise & Delight
- Outpaced Expectations

Neutral
- Addressed Needs

Naughty
- Missed Opportunity
- Damaging Interaction

Solstice CX Spectrum™
EXPERIENCE AT SIX FLAGS FRIGHT FEST
CX Spectrum Score™

Company + Product or Service: Six Flags + Fright Fest

- Great CX
  - Surprise & Delight
  - Outpaced Expectations
  - Addressed Needs
- Neutral
  - Neutral
- Naughty
  - Missed Opportunity
  - Damaging Interaction

Time

Emotion Line

Crowded Parking
Characters Appear
Bought Flash Pass
Good Haunted House
45min Coaster Wait
30min Food Wait
Long Walk to Car
Scared by Character

Company + Product or Service: Six Flags + Fright Fest

CX Spectrum Score™

Characters Appear
Bought Flash Pass
Good Haunted House
45min Coaster Wait
30min Food Wait
Long Walk to Car
Scared by Character

Company + Product or Service: Six Flags + Fright Fest
CX Spectrum Score: calculate

Company + Product or Service: Six Flags + Fright Fest

Score: -0.98
select one interaction to analyze

Company + Product or Service: Six Flags + Fright Fest

- Crowded Parking: -2.0
- Characters Appear: 0.7
- Scared by Character: 1.8
- Bought Flash Pass: 0.4
- Good Haunted House: -0.5
- 45min Coaster Wait: -3.2
- 30min Food Wait: -2.6
- Long Walk to Car: -2.4

Score: -0.98

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address pain points with digital solutioning

Company + Product or Service: Six Flags + Fright Fest

New Score: -0.2

- Great CX
  - Surprise & Delight
  - Outpaced Expectations
- Neutral
  - Addressed Needs
  - Missed Opportunity
- Naughty
  - Damaging Interaction
hover around the expectation line

Company + Product or Service: Six Flags + Fright Fest

Ideal Score: +0.5
to do: begin measuring your CX

- select time period or experience to evaluate
- plot interactions & emotions over time
- identify pain points
- ideate digital solutions to counteract
GREAT CX BUILDS TRUST
two technology trends

conversational UI

experiential tech
conversational UI
Messaging Apps Have Caught Up To Social Networks

Monthly Active Users For Selected Top 4 Social Networks* And Messaging Apps**

Source: Companies, BI Intelligence. *Social networks: Twitter, LinkedIn, Facebook, Instagram. **Messaging: WeChat, Viber, WhatsApp, Facebook Messenger
SmarterChild
SmarterChild interaction model
a smarter SmarterChild

- no application to install
- service layer only
- brings best services to your favorite apps
- artificially intelligent (learns which services to add)
a smarter SmarterChild
pheckel 8:12 PM
hi

assist BOT 8:12 PM
Paul, how can we Assist today?
1. Get a ride
2. Food delivery
3. Restaurant reservations
4. Send flowers
5. Hire courier
6. Discover places
7. Event tickets
8. Book hotels
9. Get haircut
10. Send a Letter
Use a number to tell us what you need.

pheckel 8:13 PM
2

assist BOT 8:13 PM
Gotcha. What can we find for you? Craving a specific food or cuisine?

pheckel 8:13 PM
pizza

assist BOT 8:13 PM ⭐
Here's who delivers nearby 43202:

1. Domino's Pizza (Pizza)
Order here: http://x.assi.st/1QNc5QT

2. The Pizza Joint (Pizza)
Order here: http://x.assi.st/1QNc5R0

3. Pharaoh's Pizza Palace (Pizza)
Order here: http://x.assi.st/1QNc5R2
Slack & Slackbots
conversational commerce
Quartz news app

Good morning.

Netflix is suddenly available in almost every country in the world.

Almost every?

Yeah, it’s still not available in China, North Korea, and Syria. CEO Reed Hastings said it could take “many years” to launch Netflix in China.

What’s the strategy?
digital assistants driving conversational voice UI
We are rapidly approaching a point where Google and Apple’s voice recognition is equivalent to human transcription, which is 99% accurate.
experiential technologies
Challenge: How would you transform this commerce experience from mundane to delightful?
https://www.youtube.com/watch?v=aBnGN1j3OMM
Vender

our experiential commerce r&d platform

• connected a 15 year old vending machine to the internet, equipped with sensors and backed with a SAP Hybris instance

• expanded the platform to connect to a suite of custom mobile experiences (Touch), Amazon Echo (Voice) and Oculus Rift (VR)
Challenge: How can you increase workforce capacity without adding headcount?
tutler

**our own autonomous robotic butler**

- our experiment with the democratization of robotics and how humans interact with machines
- combines consumer-grade telepresence robotics with 3D motion tracking, depth perception, and area learning
- used for guest tours and delivery of “office supplies”
Challenge: How can you take someone on a tour without having them physically present?
go “inside the screen” with VR

• Combines the power of 360 degree video with a virtual reality platform built on the Unity framework
• Offers the ability to experience products, services and physical locations in entirely new ways
final recommendations
do in the next 12 months:
get familiar with landscape of experiential technologies

do in the next 90 days:
schedule digital business imperatives workshop w/ Solstice

do today:
use Solstice CX Spectrum and map your customer journeys
keep in touch

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