We don’t set our customer’s expectations, they do!

Experience

Knowledge

Efficiency

Relationships
They enable a world of hyper-vanity: The Internet of Me!
They use a hyperscale engagement model for disruption

Knowledge Driven Enterprise

Achieve massive leverage through process automation driven by algorithms which is embedded within their operations.

Disruption though simplicity

Surprise the unprepared through the use of digitization, networks and low marginal cost e.g. the cost of storing, transporting and replicating data is near zero.

Social
Build relationships in the social web, turn passive customers into engaged partners in their business

Knowledge
Harvest data from their millions of interactions to simulate, forecast and predict outcomes

Experimentation
Conduct experiments across millions of interactions to validate new ideas and combinations

Reinvention
Detect trends ahead of their competitors to adapt its engagement models for sustained growth

Pliable
Connected webs of customers, assets and organizations that allow them to right size operations to demand curves

Digital is the new normal, change is part of their DNA
Leaders engage consumers by collecting 4 sources of data not found in their business systems.

### Engagement
Data primarily generated from engagement i.e. purchases, research, inspiration, employment, education, commentary, etc. (Digital)

### Psychographic
Data primarily generated from social interaction, personal expression, likes, needs, wants, affinity and clout. (Social)

### Physiological
Data generated from objects that are worn for specific lifestyles i.e. glasses, watches, fitness trackers, smart textiles etc. (Wearable)

### Consumption
Data generated from devices that are owned i.e., automobiles, homes, appliances, entertainment. (Internet of Things – IoT)

### Motivation
- Will consumers share the data?
- How much can be collected?
- What’s the commercial applicability of the data?

### Best Practices
- Be a leader in social media
- Get permission to profile behavior
- Use an iterative approach to refine predictive analytics

Transform passive customers to engaged partners in the business.
To create a real-time 360° view of customer

Data you own

**Behavioral** – information collected from past engagement transactions.

Data you don’t

**Direct** – information collected from real-time, direct engagement with the customer.

**Derived** – information derived from real-time, direct engagement with the customer.

- Business System Data
- 3rd Party Information
- Engagement (Mobile & IoT)
- Psychographic (Social)
- Physiological (wearable)
- Life events, diary & mind-flow
- Affinity relationships & network
To collect personal information, you must get permission and answer the question “what’s in it for me”
...which enables you to collect the digital breadcrumbs left behind

Demographic
real time attributes
location, relationships, network size & influence

Career & Education data
real time attributes on relationships with organizations

Wearable & IoT
real time attributes for analysis of life style patterns and availability

Prediction
Engagement indicators based on statistical analysis such as propensity to travel

Identity
Federated identity across the social web

Life Events
real time detection of life events that are valuable to travel services

Interest
real time attributes for preferences on travel, investments, products lifestyle, etc.
... and anticipate their needs with predictive scoring models.
To personalize the customer experience

Seamlessly integrate channels & devices, bringing the power to do more across the business value-chain

7:00 AM – Breakfast
Request a Policy Quote on Web
John does a product search on aggregator portal, picked good brand from top 3 hits, submitted info on web portal, received instant quote

Email Alert on Smartphone

12:00 – Enjoying Lunch
Payment Initiation
Received a call from home office agent validating contact details and basic underwriting info. Payment initiated thru smartphone, using carrier’s app

Laptop

6:00 PM – Tennis Practice
Online self validation
Initiates app, logs in, references issued policy number. Reviews policy pages available online. Goes to Inbox tab – sees message ‘Click here for your Welcome Kit!’

Tablet

Desktop

9:30 AM – In Office Quote Received in Email
Received PDF policy quote in email, self validated address, age and occupation

Smartphone

4:30 PM – Alerts, Policy amount debited
Received 3 alerts, one from bank on amount debited, two from Insurer on amount credited and Policy Issuance
360° view of consumers: Digital profile

Engagement:
- Purchase History
- Billing & Payment
- Claims
- Channel preference
- Market Research

Psychographic:
- Mindset
- Education
- Relationships
- Socio-cultural
- Networks

Physiological:
- Biometric data
- Exercise, Sleep, Diet
- Location, Travel

Consumer Engagement: Don’t think segments. It’s about MICRO-segmentation and 1:1 relationships at scale.
Thank you