# WIRRIES THE FUTURE OF CUSTOMER EXPERIENCE

#### **AGENDA:**

**5 Trends & Perspectives** 

The WPP Offer

The Opportunity Ahead

## BUSINESSES INCREASINGLY SEE.

## CX AS A NORTH STAR

Brands with superior customer experience deliver 5x as much revenue growth of those that don't. A strong future vision for CX can create new business models, incremental revenue, more 1PD, and millions of consumer bonds.

CREATE VALUE FOR THE CONSUMER BY OPTIMISING EXISTING EXPERIENCE & INVENTING NEW ONES



Nike using a running club play an active supporting role, but also collect vast troves of data

8<u>~</u>8

STRETCH COMMERCIAL AMBITIONS BY FINDING NEW CATEGORIES AND BUSINESS MODELS

Ford using CX to break out of 'just' selling cars, and enter the world of mobility services

Source: Forrester



CREATE AN EMOTIONAL CONNECTION
THE BRAND CAN OWN THROUGH
EXPERIENCE





Lego built kid spaces to forge bonds with parents and kids – and made the brand idea of 'play' key to its experience

## OUR POV

Now is the time to be radically human

7/6%

of businesses aspire to create more personalised experiences. But just 14% are doing so. Data and Technology are central to closing this gap.

# Go beyond personalisation to achieve digital intimacy

Using human ethnography and insight to design empathetic experiences. Using technology to optimize this – e.g., machine learning which can help us better gauge what drives emotional response.

# Build the data infrastructure needed to be human-centric

Good metadata is vital to personalising content at scale. But 41% of decision makers say that they lack the data to do so. 3PD alone is not enough to achieve relevance and context. 1PD & 2PD are key.

#### Make experiences inclusive

While many brands are beginning to act on inclusivity in communications, they lag in Experience. 34% of customers say accessibility is a priority. But it rarely shows up on brands' agendas.



Ruth, the Nestle AI coach that uses data to reinvent CX Toll House cookies



Luxury retailer conversationally curates a customer's favourite merchandise and influencers

## OUR POY

Ease is essential, but so is building a distinctive brand

## Basics or the brand? Businesses must pursue both

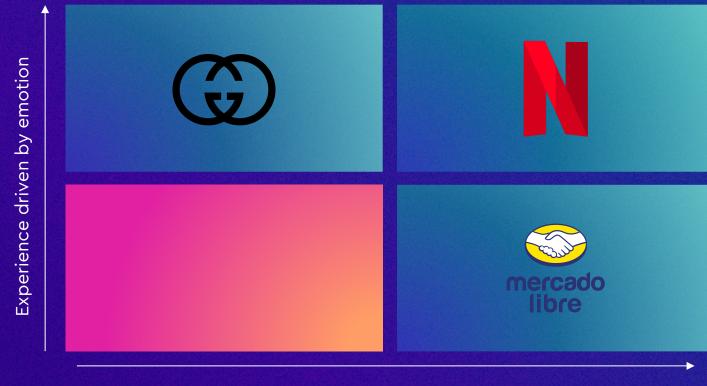
Not all 'great' experiences must be highly emotive and highly functional. Sometimes ease alone wins (e.g., B2B reorder) and sometimes ease and emotion are needed (e.g., luxury). The balance of emotion and function change by journey, category and brand.

#### Before brand magic comes the basics

But one nonnegotiable is ease. Because of this, much of CX remains focused on eliminating pain points. 37% of consumers said slow websites remain their biggest frustration with digital experiences. The basics matter.

## Beyond basics: brand must be the thread of all CX

When a consumer uses a Disney app, every part of the mobile experience exudes magic. For Nike: enabling us all to be athletes permeates its app and community. In businesses' race to eliminate problems, something is often lost – brand.



Experience driven by function

## OUR POY

CX should be the glue that ties touchpoints & platforms together

Create a single, integrated view of audience – see the 'whole' person

Great CX should feel intimate and human. But this only happens with holistic insights. Only 15% of organisations say they have a 360° view of customers. A lack of a good CDP, or the inability to use it, is a common culprit.

Find a unifying structure that links your CX together

CX is at its worst when it is disconnected.
Journeys - that include not just hard data but deep, ethnographic observation - can serve as the spine of a business, creating common structures, language and processes.

Break down silos within your business: teams, tech, and culture

84% of marketing decision-makers wish IT understood their needs better. 81% of IT decision makers wish their marketing counterparts did the same. Great Experience is often a casualty of the divide between these two.



We know a consumer who connects with us on two or more platforms has a lifetime value that's four times higher than those who don't.



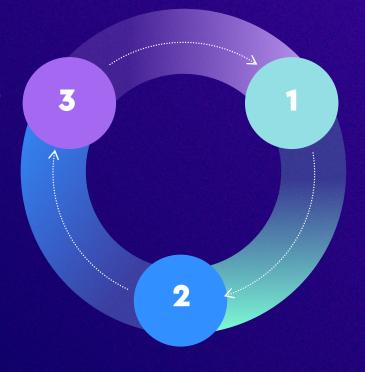
John Donahoe, Chief Executive Officer and President, NIKE CREATING A NEW BREED OF OPERATING MODEL

## OUR POY

Without the right model businesses will create pockets of success, but not scale

#### CHANGE THE MODEL, CHANGE THE CULTURE

This is an enterprise level conversation that needs endorsement at a senior level. And like any transformation process, people, culture and behaviour change need to be at the heart of enablement.



### BEGIN WITH A CONCRETE, MEASURABLE VISION

That vision starts with the consumer, and articulates the role data, technology, people, process and culture play in serving them. Brand is the 'red thread.'



VW is realigning teams to better mirror a new world of digital experiences. Their sales and marketing teams are cooperating across disciplines, partnering with start ups, and creating lean systems around CX use cases.

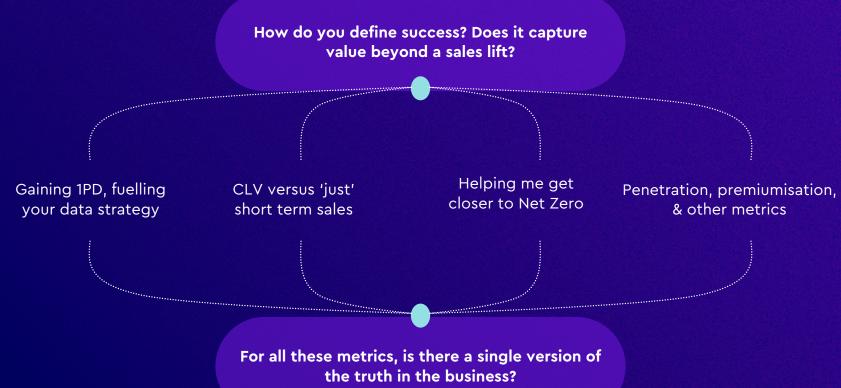
#### **CREATE CHANGE: USE CASE BY USE CASE**

It is hard to overhaul a CX model all at once. We have worked with IKEA to overhaul their data and CX strategy use case by use case.

Successful pilots are scaled, failures are learned from.

## OUR POV

Reimagine how you measure CX, to better gauge its success and fuel its impact





40+ touchpoints. 80+ markets. Hundreds of executions. One of Unilever's brands had thousands of variables in trying to figure out impact. And several competing systems of measurement. Kantar helped them find a single version of the truth to gauge impact.

## A RANGE OF DIVERSE

## CAPABILITIES



Integrating experience into growth strategy. Leveraging customer and employee journeys to design experiences that create value for consumers and brands.



Build and enrich physical and digital touchpoints that create seamless, end to end experiences. Be that AR, loyalty programs, events, shoppable content, or more.



The part of experience the consumer never sees. Creating operating models for experience at scale. Data, technology, and organisational design underpin this.

# DATA IS WOVEN INTO ALL 3 ASPECTS OF OUR OFFER— IT MAKES EXPERIENCE RICHER & MORE

EFFECTIVE

#### **EFFECITVENESS & PREDICTABILITY**

Data drives understanding and prioritisation, making experience more effective. It also makes it more predictable, which helps us invest in what we know will work.

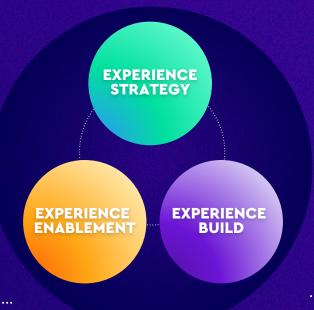


We helped Walmart use analytics to prioritise the most effective experiences

#### 1PD BASED PERSONALISATION

Building a first party data strategy, and then creating the architecture and plumbing for it to effectively deliver personalisation at scale.

Powered by analytics and the cloud.



#### **OPTIMIZING EXPERIENCE**

Who sees what? How is it working? How do I improve it? This process of evaluation and optimisation is automated with the power of data, machine learning and AI.



We have collaborated with Nike to transform 1PD into more empathetic experiences



Use case by use case we worked with Ikea to transform their data infrastructure

# LIKE DATA, TECHNOLOGY UNDERPINS ALL ASPECTS OF HOW WE APPROACH CX

#### No one size fits all

There is no universal technology model. What works for a top-down business won't work for a decentralised one. What works for a leader in digital maturity won't work for a laggard.

#### But there are some 'universals'

Businesses need technology that can...

- -Thrive in a world of 'just enough' data
- -Break down siloes, not build them
- -Accelerate and automate wherever possible
- -Identify what's performing, and scale it
- -Drive more personal, empathetic experiences

#### The pay off is better experience for the hero: our customers

#### TRANSFORMATIVE EXPERIENCES:

Leveraging emerging tech—AR, VR, voice and the collective Metaverse -to redefine experience and what's possible for brands.

#### **OPTIMIZED EXPERIENCES:**

Using platforms, enterprise AI and machine learning more effectively manage everything from content velocity to live optimisation.

#### **VALUED EXPERIENCES:**

Technology that changes the value exchange. A consumer shares 1PD because they are getting human, customer-centric experiences in return.

#### SEAMLESS EXPERIENCES:

Creating experiences that work across the journey's platforms and channels. Technology that stitches together experience.

# WPP'S FOCUS IS ON TECHNOLOGY THAT IS 'OPEN, CONFIGURABLE, AND INVISIBLE'

All available on our common product platform WPP Open

#### Open

WPP Open democratises access to innovation, enabling teams to solve complex problems for client partners.

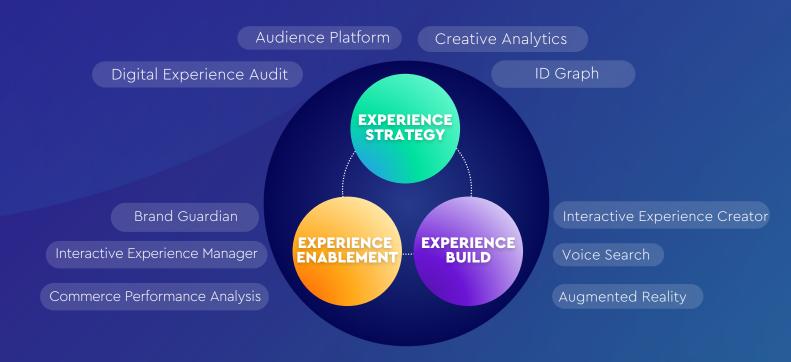
#### Configurable

Technology used to be rigid solutions in search of problems. It's now the opposite – fluid, and to be configured around specific consumer use cases.

#### Invisible

Technology should be so thoroughly integrated into CX that it is 'invisible' enhancing the experience without ever getting in the way.

#### **Spen**



# GLOBALLY SCALED TECHNOLOGY PARTNERSHIPS DIFFERENTIATE OUR EXPERIENCE OFFER

#### PREFERRENTIAL ACCESS TO PRODUCTS AND DATA

Deep partnerships give us preferential access to new products, features, and sandboxes. Our clients have access to the newest tools so they can leverage bespoke data to inform their experience strategy.



A market leading partnership with Instacart launching Jan 2022 will provide WPP access to a custom analytics API and data integration tool which will provide clients with unique insights such as customer loyalty and lifetime value.

#### SCALED MARTECH ALLIANCES

Globally scaled Martech Alliances are embedded across the network via specialist business units. We leverage partnerships to implement integrated solutions linking data, commerce, content and personalisation.



#### **JOINT PRODUCT & SOLUTION DEVELOPMENT**

We combine our strengths in data, technology, and creativity with the newest partner technology products and platforms to deliver cutting edge and differentiated solutions to clients.







WPP has some of the longest standing and highly awarded Martech partnerships. We were awarded Sitecore's 2021 Global Excellence in Solution Delivery Award.

#### Adobe

Private identity graphs integrated into Adobe Experience Platform to bolster Identity resolution capabilities



Launched Snap AR
Lab to foster AR
Marketing and
Commerce solutions.

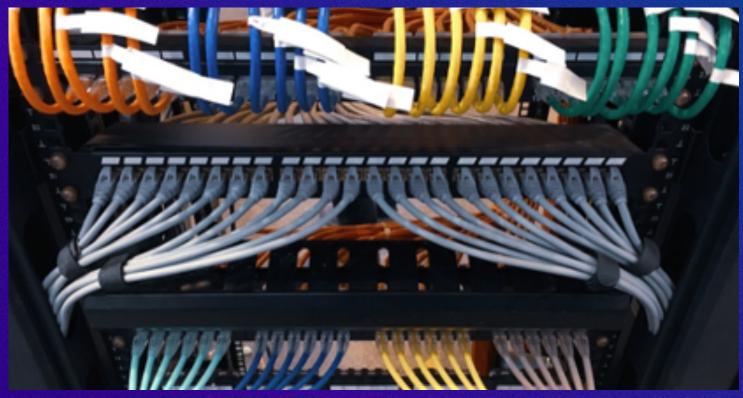
## EXPERIENCE STRATEGY





Walmart's brief was "we know our experience is broken, but we are not sure where to start." Through qualitative research we identified over 100 opportunities for improvements in the digital & retail spaces and developed over 50 prototypes to improve the CX: ways to reduce friction, customise the shopping experience and maintain loyalty.





Openreach and its resellers have a huge responsibility: provide and maintain our access to a high quality, reliable internet connection across the country, Doing so effectively requires a high efficient operation. We developed a tool to predict, flag and prioritize potential issues with customer journeys, enabling customer service teams to proactively intervene. Tens of millions in savings and over 200x ROI.

## BUILDING EXPERIENCES







To combat the prejudice that trans people face when trying to change their names, VMLY&R invited transformed a local Starbucks into a notary office, inviting trans people in Brazil to legally change their names in a place where they are always welcome. The result was a seven-times increase in daily legal name changes for the city of São Paulo.

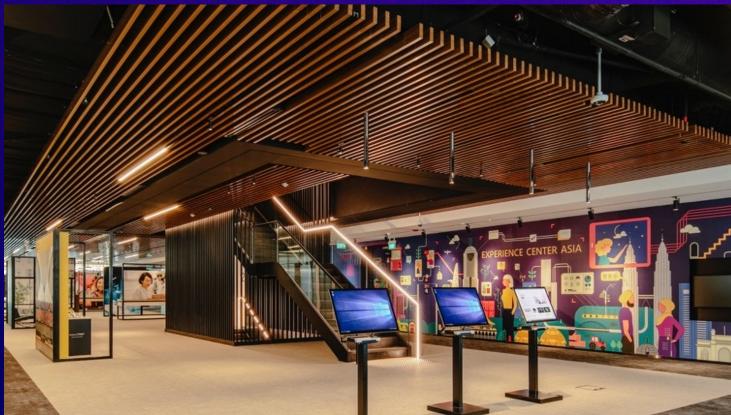




AKQA created **the world's first carbon-neutral TV.** Sky Glass is engineered for an immersive home cinema experience straight out of the box. The TV requires 50-per-cent less energy than a typical TV, with no wires and a sleek design.

## ENABLING EXPERIENCES





Today, people want experiences not just another office to go to. Microsoft wanted their new APAC HQ in Singapore to be an experience that brings their mission to life. The new HQ embodies an approach usually used in flagship retail, where **employees are part of the brand experience.** 



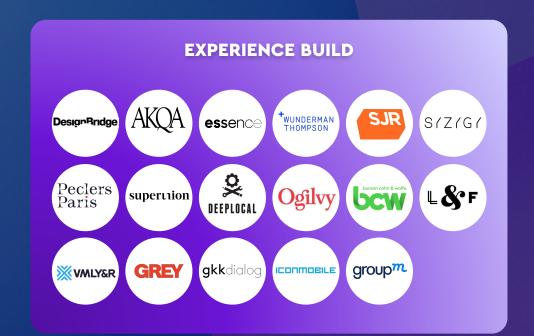


Merck's executive management challenged Ogilvy Consulting to advise its 125-year-old organisation on how to evolve from a manufacturer to an empathetic health partner. This challenge had organizational transformation at its heart. WPP implemented a Command Centre operating model with experience at its core.

# LEVERAGING THE FULL WPP NETWORK



Map end-to-end consumer journeys for audiences across touchpoints. Build forensic diagnostics using quantitative and qualitative data. Benchmark against competitor experiences. Outline strategies and roadmaps to address underperforming touchpoints.



Designing and building products and experiences.

Creating experiences on owned digital platforms.

Building loyalty through customer care, live events,
building commerce-based experiences and more.

Leveraging new and emergent tech to do all of this.



Create operating models and culture for experience to thrive. Design, build and implement technology-based solutions that support experience. Integrating the data needed to create rich experiences, and better understand how to optimize them.

## WHERE NEXT?

#### THE METAVERSE CAN REINVENT CX'S POSSIBILITIES



**New Worlds –** Virtual and augmented realities create opportunities to immerse in brands' distinctive worlds more than ever before



**Interoperability** –The Metaverse may help us break out of walled gardens by creating common standards. If so, the idea of 'seamlessness' will reach new heights.



**New Communities, New Commerce –** It offers the opportunity to bring highly engaged communities into a highly monetizable environment.

## 

#### 3 STEPS BRANDS CAN TAKE TODAY TO WIN THE FUTURE OF CX

- **Draft a North Star.** It need not be perfect, and you'll eventually tweak it. But In a line or two, articulate the experience you'd like customers to have in 3 years.
- Find, then Fix a Single Use Case. CX doesn't get fixed all at once. Identify a single meaningful experience that gets you closer to that North Star. Pilot a change.
- **Convene and Own.** CX requires a cross-functional group to make it work. But it needs clear ownership too. Gather internal & external partners to map roles and responsibilities around elevating experience.

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