ARCHITECTING BREAK THROUGH CUSTOMER EXPERIENCE

Ramesh KV
Global Accelerating AO Lead
Accenture

4th August, 2017

“Netflix’s biggest competitor is the pesky human need to close your eyes and sleep for a third of the day”

- Reed Hastings, CEO Netflix

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WE LIVE IN A CULTURE OF LIQUID EXPECTATIONS,

WHERE EACH NEW AND AMAZING EXPERIENCE BECOMES THE STANDARD TO WHICH ALL OTHERS ARE COMPARED

© BA Convention 2017

Source : The Love Index – Accenture Study

PEOPLE'S EXPECTATIONS ARE TRANSCENDING TRADITIONAL BOUNDARIES

Direct Competitors

Products or services that directly compete with yours

Experiential Competitors

Experiences that set expectations across industries

Perceptual Competitors

Companies that change customer expectations

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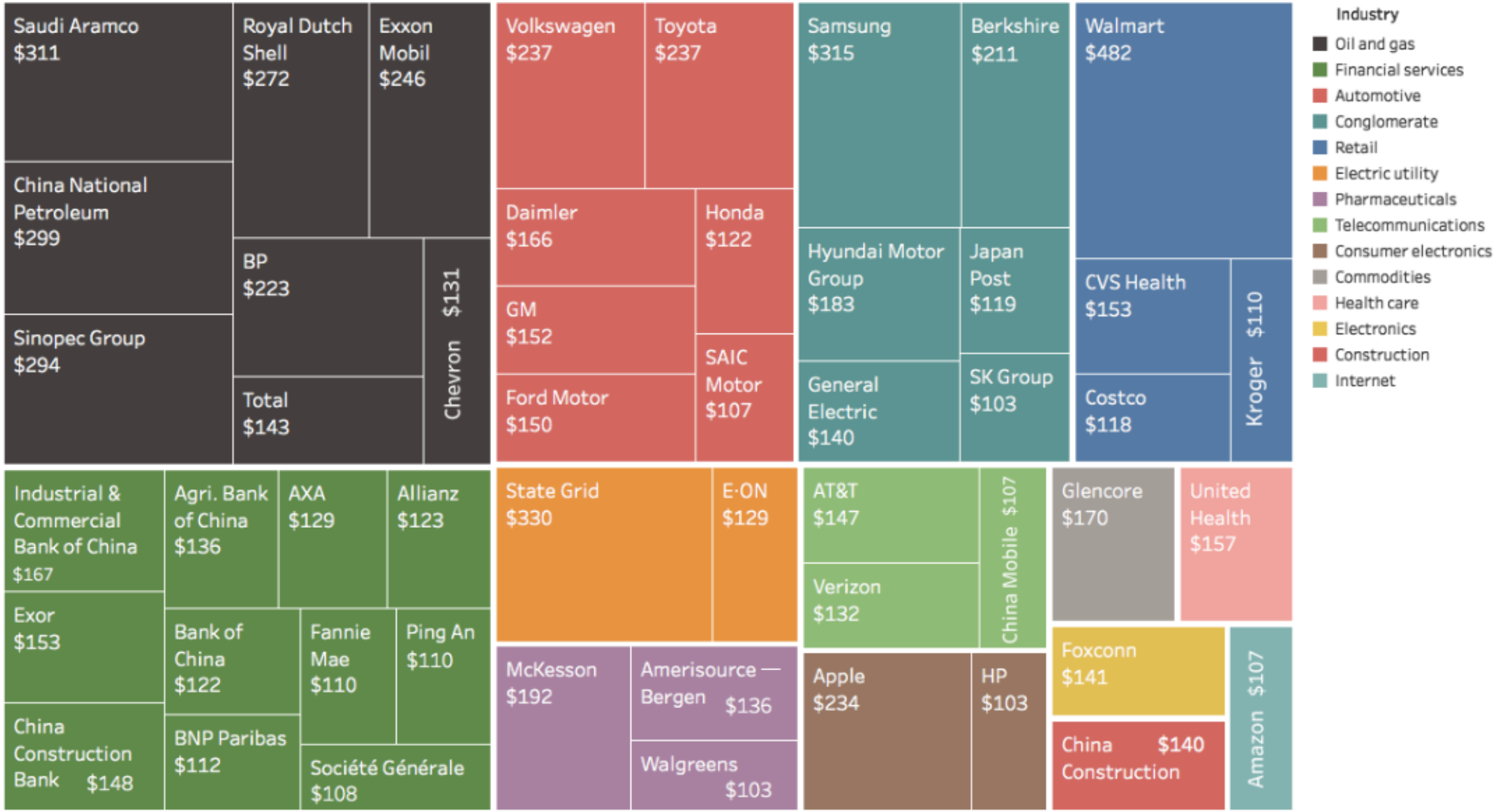
THE WORLD'S LARGEST 50 COMPANIES BY REVENUE



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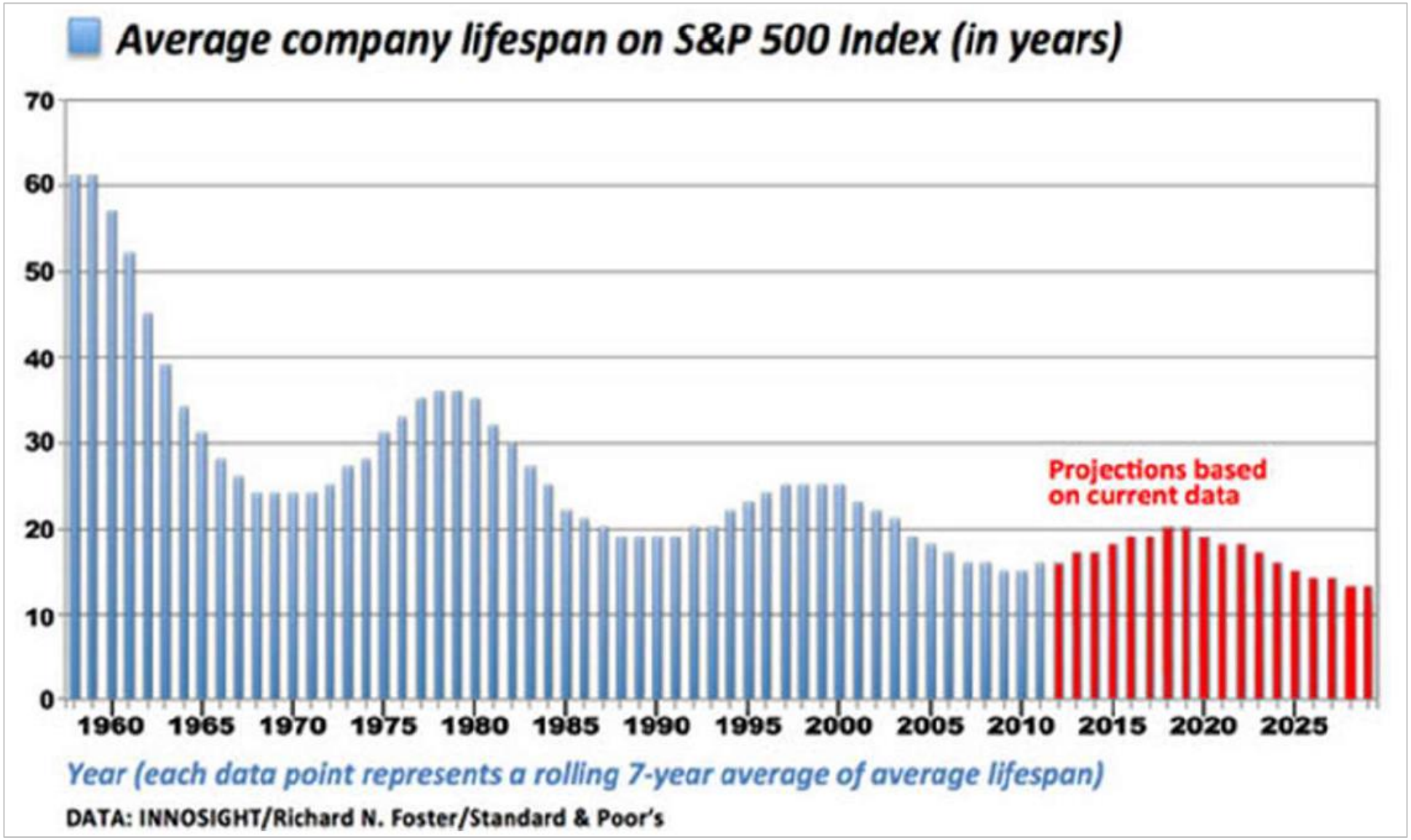
Source : The Visual Capitalist

IT'S HARDER THAN EVER TO STAY ON TOP...



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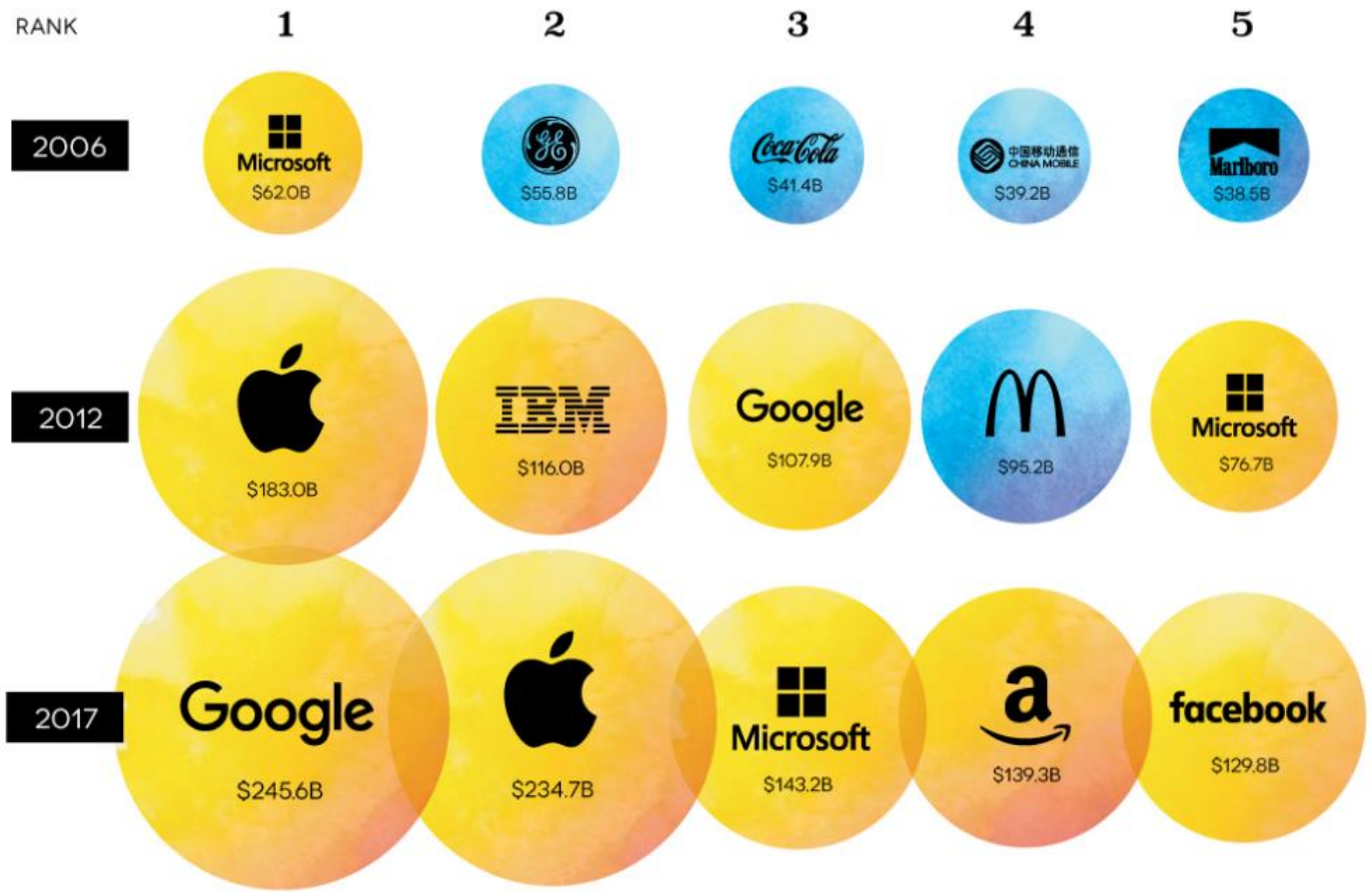
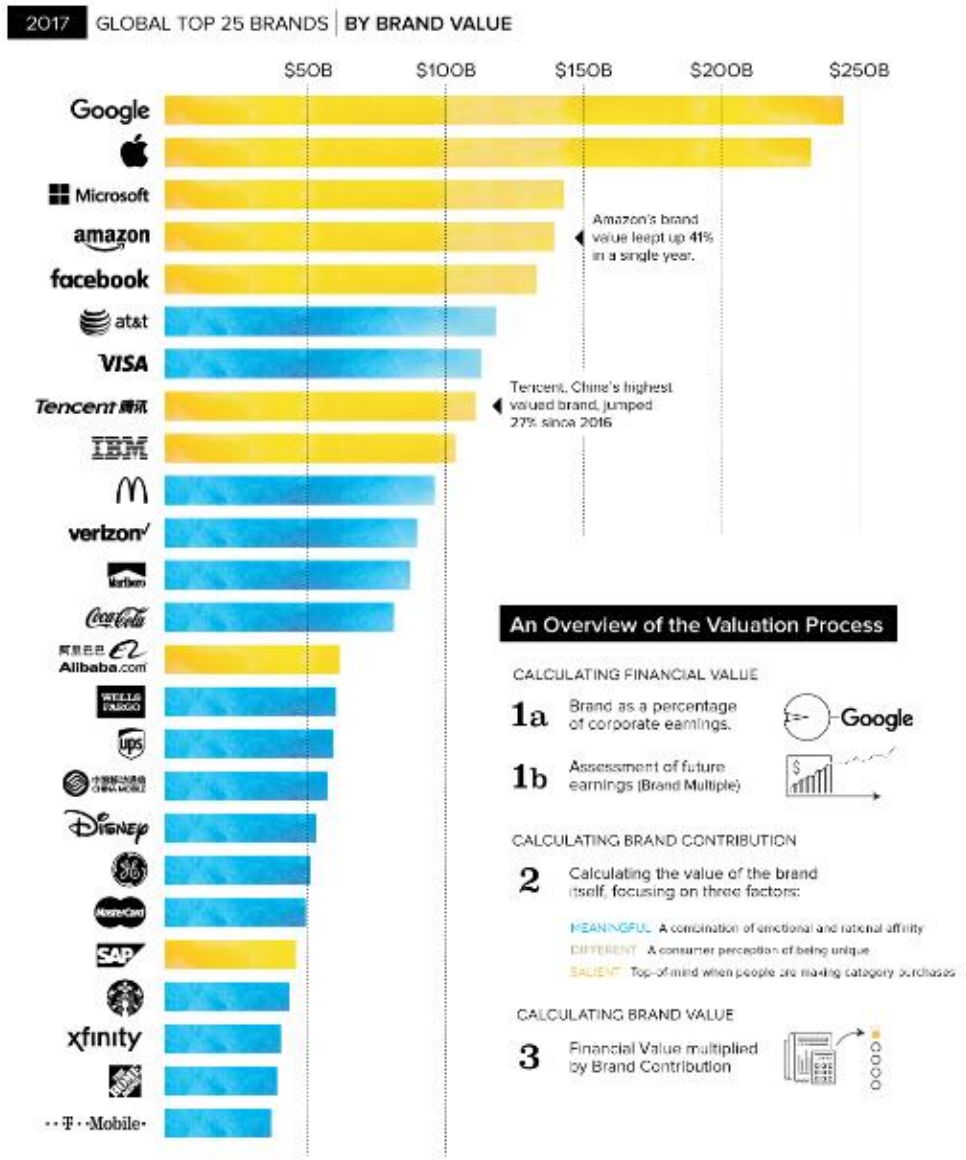
TRADITIONAL INDUSTRIES ARE UNDER PRESSURE

Unbundling of a Bank – USA

 Source : CBInsights

TECHNOLOGY CHANGING THE LANDSCAPE OF TOP BRANDS





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Source : The Visual Capitalist

5 THINGS TO GET RIGHT

Deep Customer Understanding

Design Touchpoints that Customers Love

Exploit the Reach And Impact of Technology

Influencers of Buying Behavior

Connect to a Larger Social Cause

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1. Life Insurance Story
2. Lemonade
3. Amazon

1 DEEP CUSTOMER UNDERSTANDING

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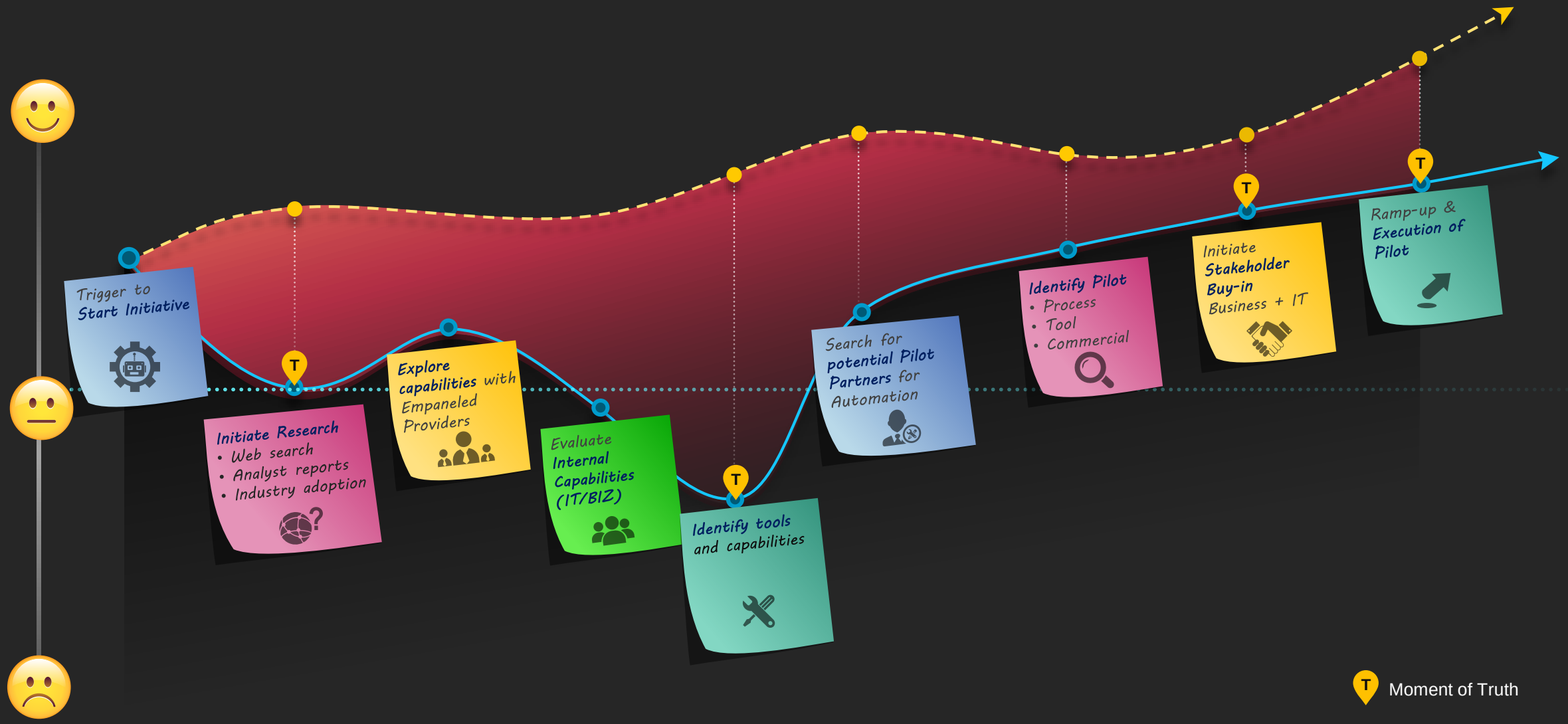
2 DESIGN TOUCHPOINTS THAT CUSTOMERS LOVE

1. WhatsApp
2. Gaming



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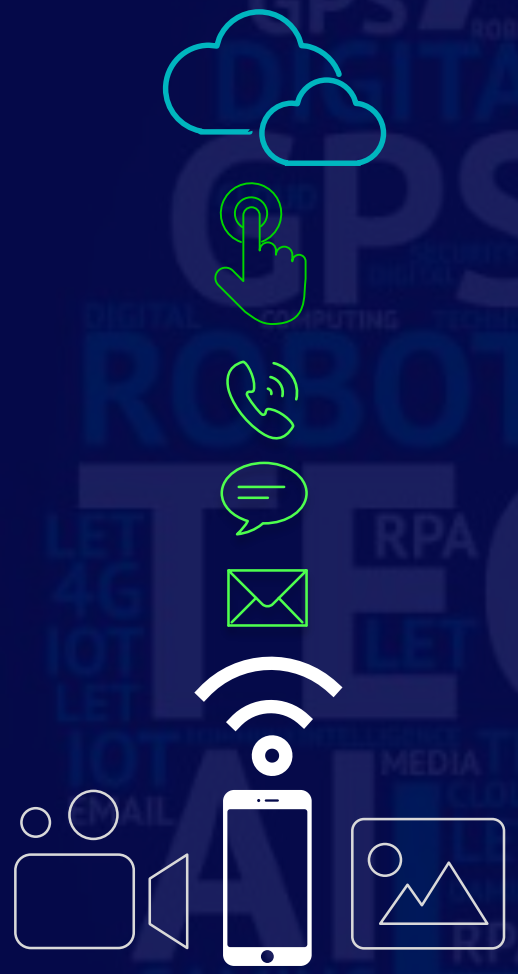
3 EXPLOIT THE REACH AND IMPACT OF TECHNOLOGY

1. Future of Technology
2. Futuristic Education & Medicine
3. Big Data & Analytics



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1. Social Media
2. Love Index

4 UNDERSTAND INFLUENCERS OF BUYING BEHAVIOR

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5 CONNECT TO A LARGER SOCIAL CAUSE

1. People First – Tech Vision
2. Nest Founder
3. Oscar - Health

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IF I'D ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE TOLD ME
'FASTER HORSES'.

- henry ford

© BA Convention 2017

5 THINGS BUSINESS ANALYSIS CAN DO.....

...TO DESIGN & DELIVER FRICTIONLESS CUSTOMER EXPERIENCES

- **Conduct Immersion Workshops** - Customer in focus
- **Embrace Design Thinking** - Techniques
- **Network with Multi-Functional Skills** - Collaborate
- **Understand and Leverage Technology** - Technology
- **Anchor on Human Values** - Social Good

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“In order to lead a meaningful life, you need to cherish others, pay attention to human values and try to cultivate inner peace.”

Dalai Lama XIV
Nobel Peace Prize Winner 1989

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APPENDIX

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Click here to watch the video

“I Wake up in Cold Sweats Thinking, What did we Bring to the World?”

-Tony Fadell

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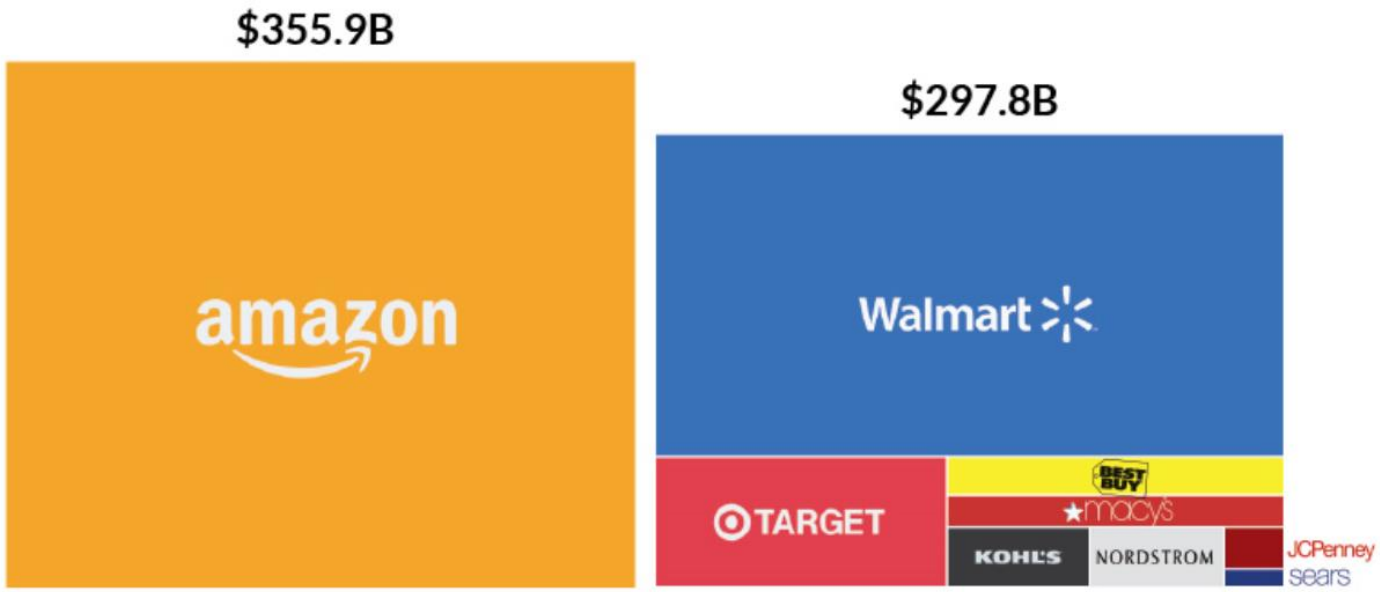
Click here to watch the video

THE EXTRAORDINARY SIZE OF AMAZON IN ONE CHART

Amazon is bigger than most brick and mortar retailers put together

Market value as of December 30, 2016



Here is how the value of these companies has changed over the last 10 years:

COMPANY	MARKET VALUE 2006	MARKET VALUE 2016	% CHANGE
sears	$27.8B	$1.1B	↘ 96%
JCPenney	$18.1B	$2.6B	↘ 86%
NORDSTROM	$12.4B	$8.3B	↘ 33%
KOHL'S	$24.2B	$8.8B	↘ 64%
macy's	$24.2B	$11.0B	↘ 55%
BEST BUY	$28.4B	$13.2B	↘ 54%
TARGET	$51.3B	$40.6B	↘ 21%
Walmart	$214.0B	$212.4B	↘ 1%
amazon	$17.5B	$355.9B	↗ 1,934%

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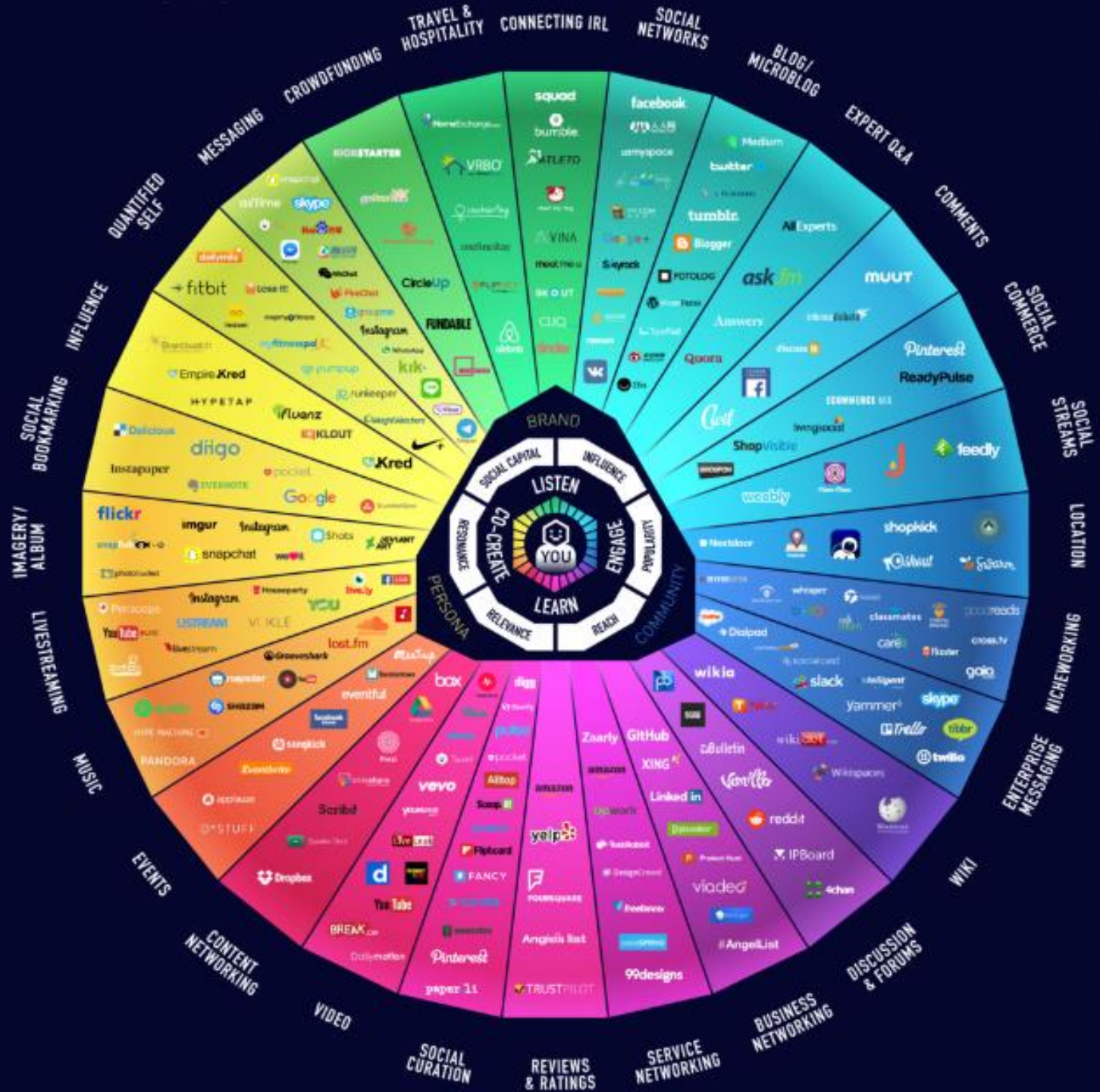
CONVERSATION PRISM 5.0



Social Media gave everyone a Voice

Brought to you by
Brian Solis & JESS3

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OVERVIEW

#TECHVISION2017

2017 VISION TRENDS

TECHNOLOGY BY PEOPLE, FOR PEOPLE

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THE RESEARCH REVEALED FIVE DIMENSIONS FOR MEASURING CUSTOMERS' FEELINGS TOWARD A BRAND EXPERIENCE

F — **FUN**
Holds people's attention in an entertaining way

R — **RELEVANT**
Provides clear and customized information

E — **ENGAGING**
Identifies with individual needs and wants

S — **SOCIAL**
Connects people with each other

H — **HELPFUL**
Is efficient, easy, and adapts over time

Source : The Love Index – Accenture Study

THINGS TO COME

A TIMELINE OF FUTURE TECHNOLOGY

"The times," someone once said, "they are a-changin'"–and nowhere is this truer than with technology. But any technological forecast of the future is a shaky sort of structure, at best–built on a quicksand foundation and liable to collapse at any time. With that caveat firmly in mind, we've assembled this speculative peek around the corner, to glimpse just a few of the many marvelous things to come.

2019
EYE-CONTROLLED TECHNOLOGY

Advances in face and movement recognition software usher in an age of machines that are controlled by gestures or eye movements.

2020
PAPER DIAGNOSTICS

Cheap diagnostic tools made of specially designed paper enable rapid screening for Ebola, tuberculosis, Zika, swine flu and many other diseases.

2023
DESIGNER ANTIBIOTICS

Bottom-up technology for building macrolides allow for cheap, bespoke antibiotics to defeat "superbugs."

2024
INGESTIBLE ROBOTS

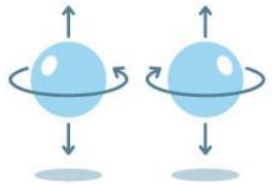
Consumable, biocompatible microbots that repair our injuries from within.

2026
SMART CLOTHING

Nanoporous fabrics, miniaturized electronics, and haptic feedback make for "smart clothing" that change color or shape, and keep you cool or warm as the need arises.

SPINTRONICS REVOLUTION

The rapid commercialization of "spintronics" (electron spin-orbit technology) revolutionizes smartphones, "smart" technology, and the IOT.



2027
PHOTONICS IN SPACE

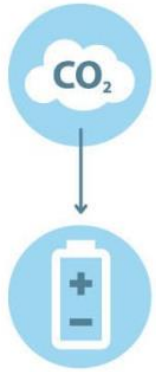
Photonics technology means increased bandwidth, a data rate 100s of times greater than RF, and lower power requirements for spacecraft communication.

2028
VOLCANIC MINING

Precious metal and minerals extraction from active submarine volcanoes becomes feasible and economical.

2029
CARBON-BREATHING BATTERIES

Electrochemical cells that suck in CO2 to generate electricity and valuable byproducts, solving at once our power and pollution woes.



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Source : Futurism.com

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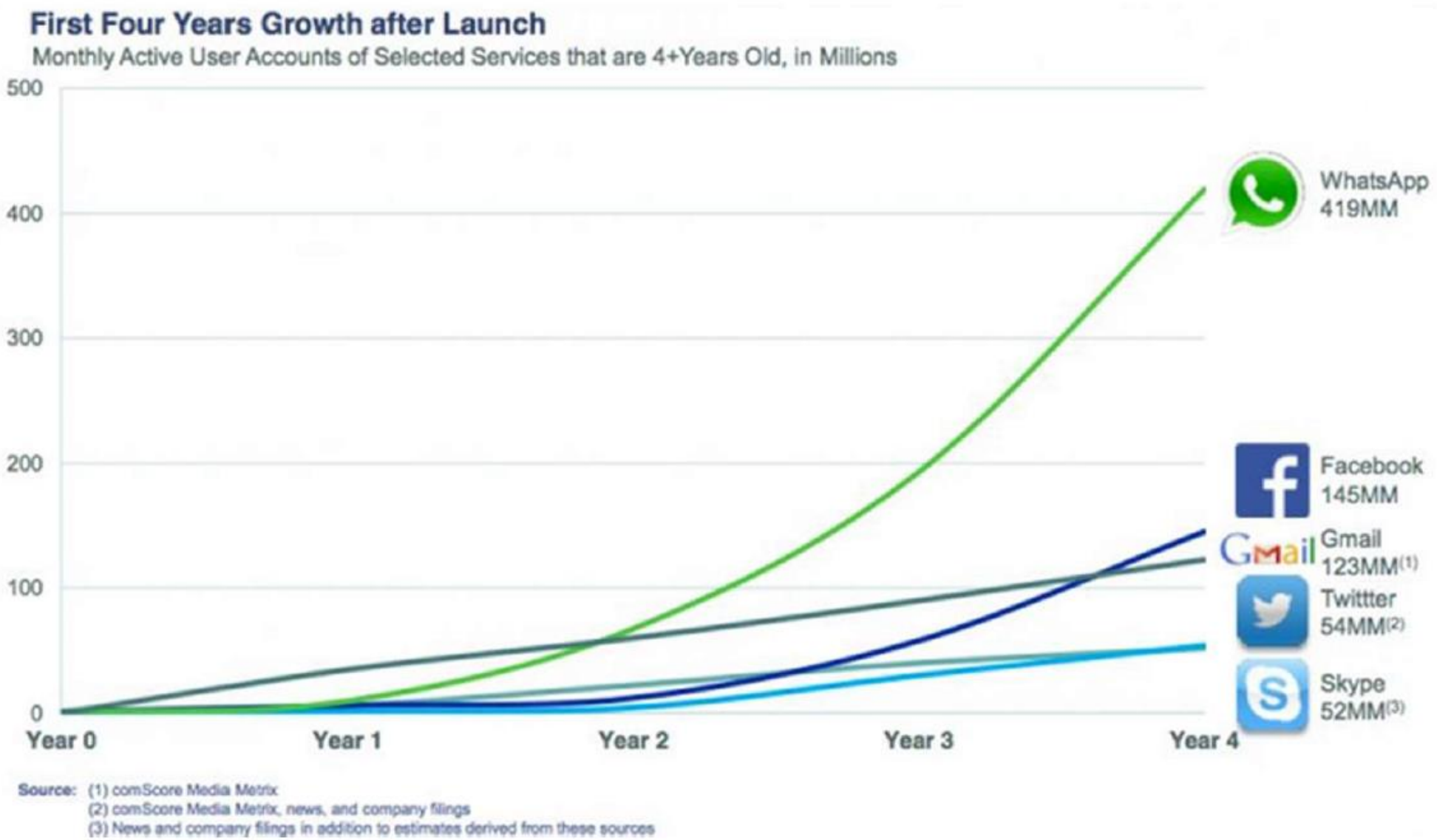
WHATSAPP USER GROWTH?

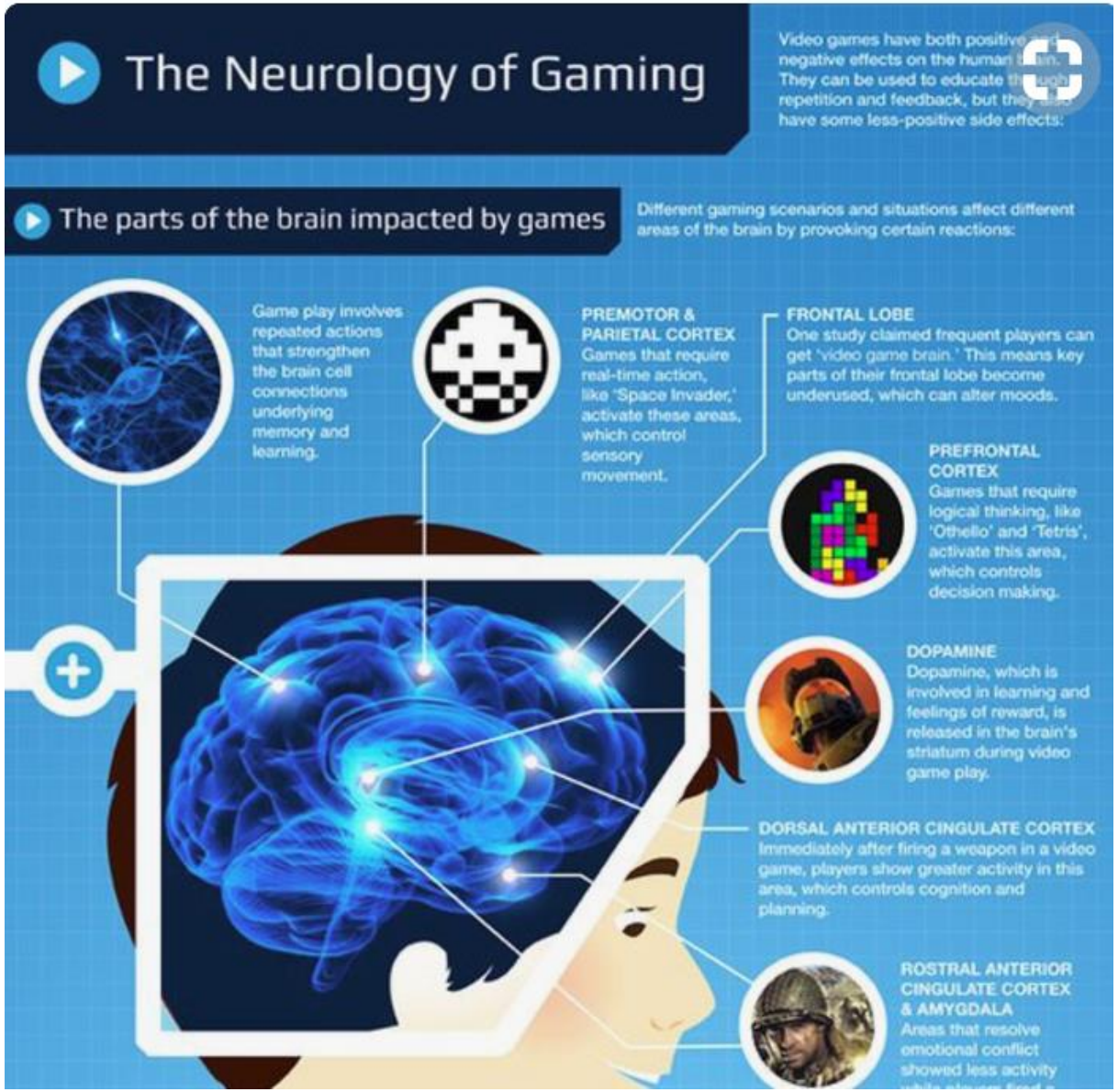
Why do Users just LOVE it!

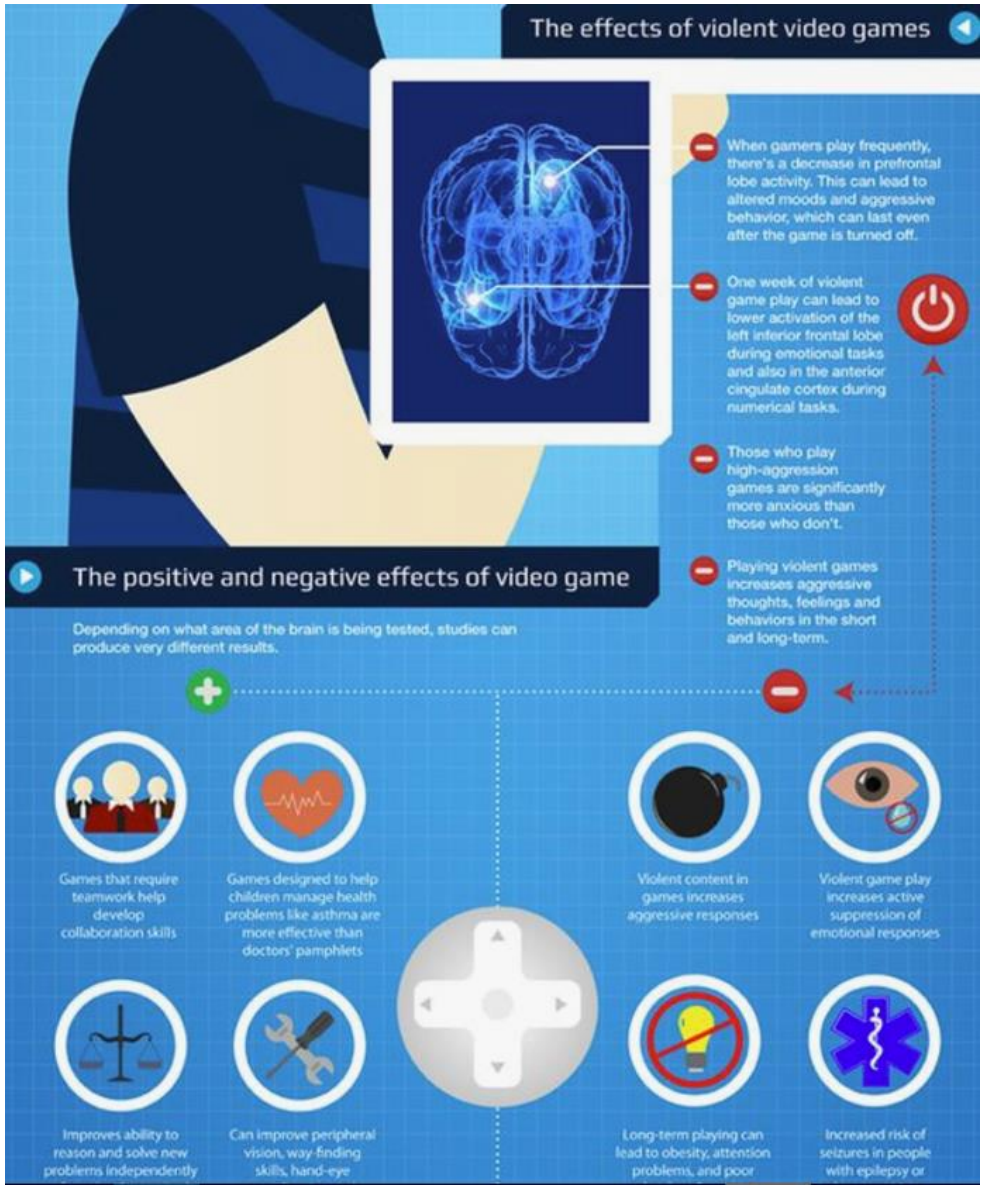


CB INSIGHTS

#FutureFintech

The Interesting Neurology of Gaming





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Source : Pinterest

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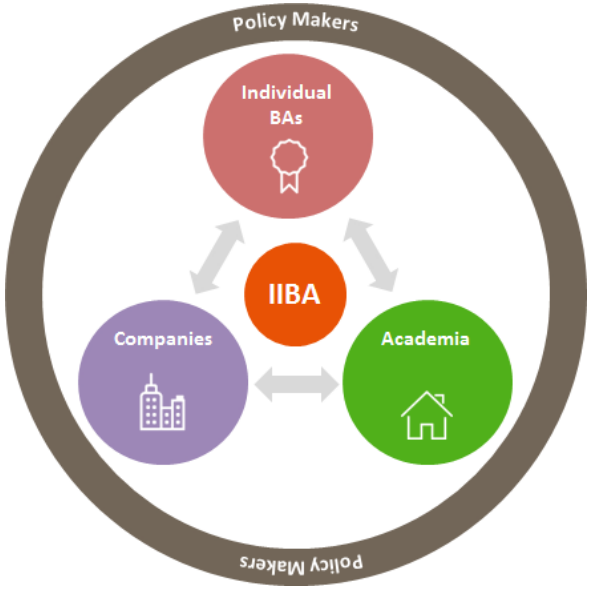

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