

How to operationalize experience management

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WELCOME
TO THE

EXPERIENCE ECONOMY

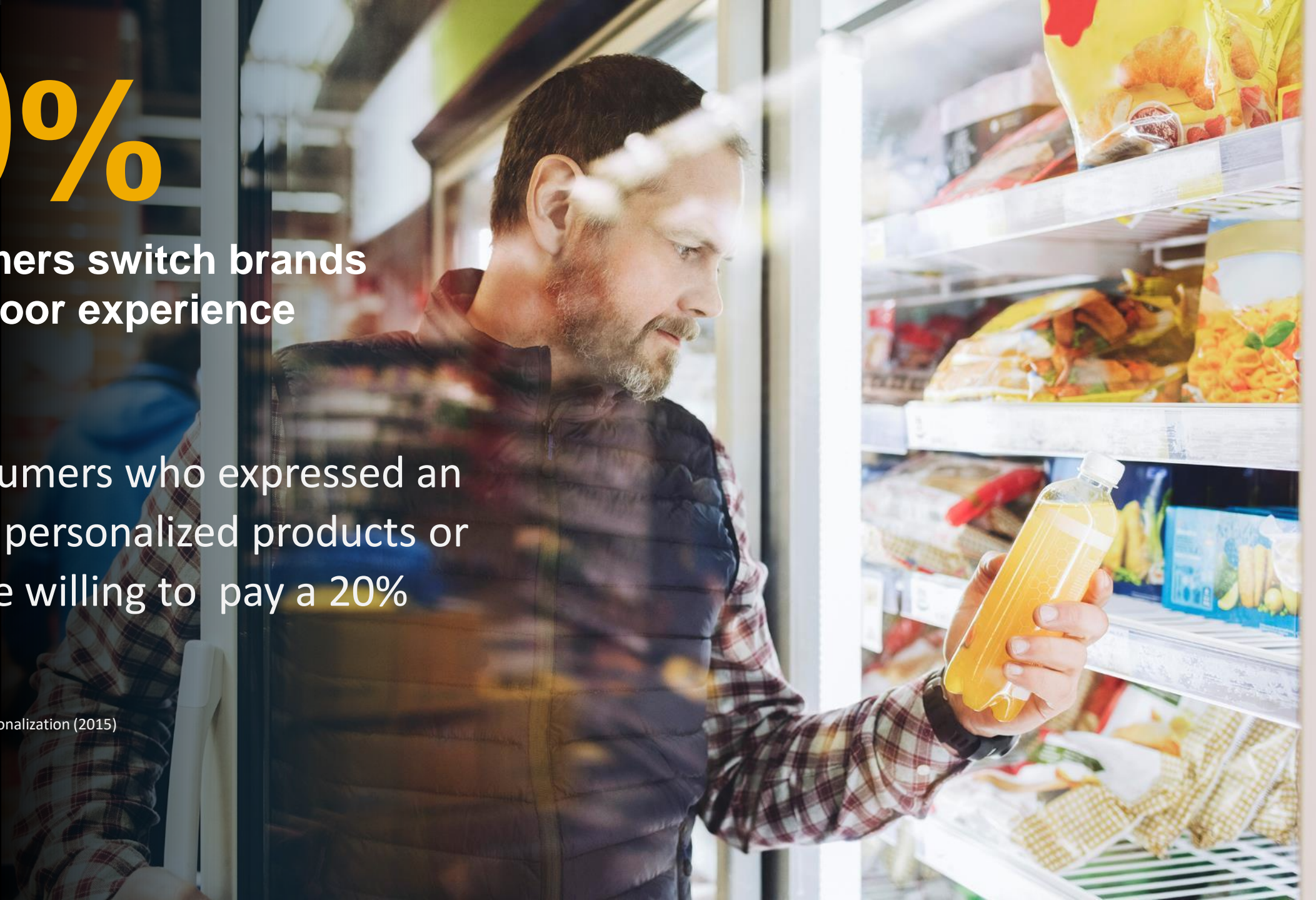


80%

of consumers switch brands
due to a poor experience

1 in 5 consumers who expressed an
interest in personalized products or
services are willing to pay a 20%
premium*

*Deloitte – Rise of mass personalization (2015)



In the last 15 years

qualtrics^{XM}

52%

Of the Fortune 500 companies
have **disappeared**

By 2027

3/4

Of today's S&P 500 will
be **replaced**

Technology
Performance

TRANSITION WHERE
TECHNOLOGY MEETS
BASIC NEED

LEVEL OF
PERFORMANCE
REQUIRED BY
AVERAGE USER

Unmet Need

Technology less relevant
**Experience is key
differentiator**

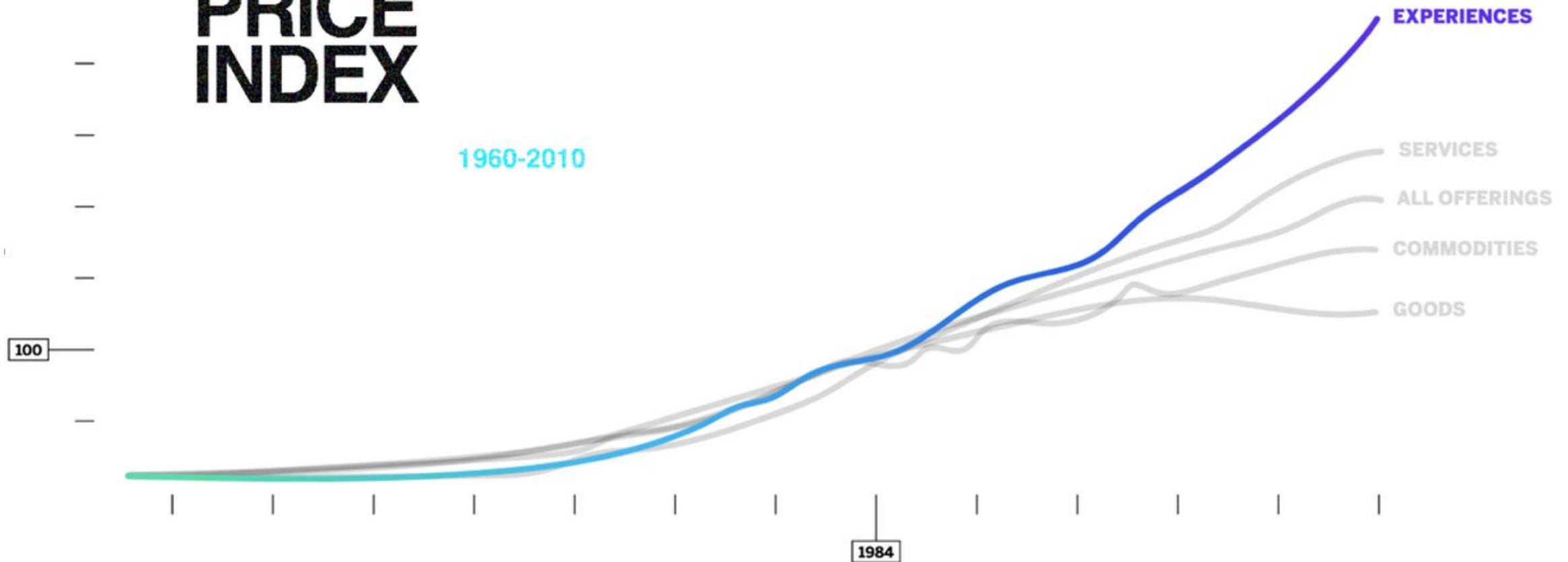
Guests and Staff want
better technology
performance

Guests and Staff will
choose the best
experience

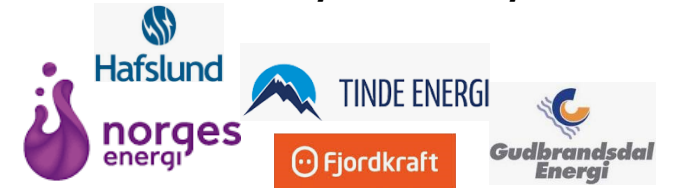
Time

CONSUMER PRICE INDEX

1960-2010



Strømlleverandører



Mobilabonnement

SPONZ MOBIL

Sponz 1GB
Fri tale, SMS og MMS

★★★★☆
18 omtaler

1 GB
pr. mnd

118 kr
pr. mnd

Fjordkraft mobil

1 GB Ung
Fri tale, SMS og MMS

★★★★☆
73 omtaler

1 GB
pr. mnd

119 kr
pr. mnd

CONSUMER PRICE INDEX

1960-2010



Ice

EXPERIENCES

SERVICES

ALL OFFERINGS

COMMODITIES

GOODS

100

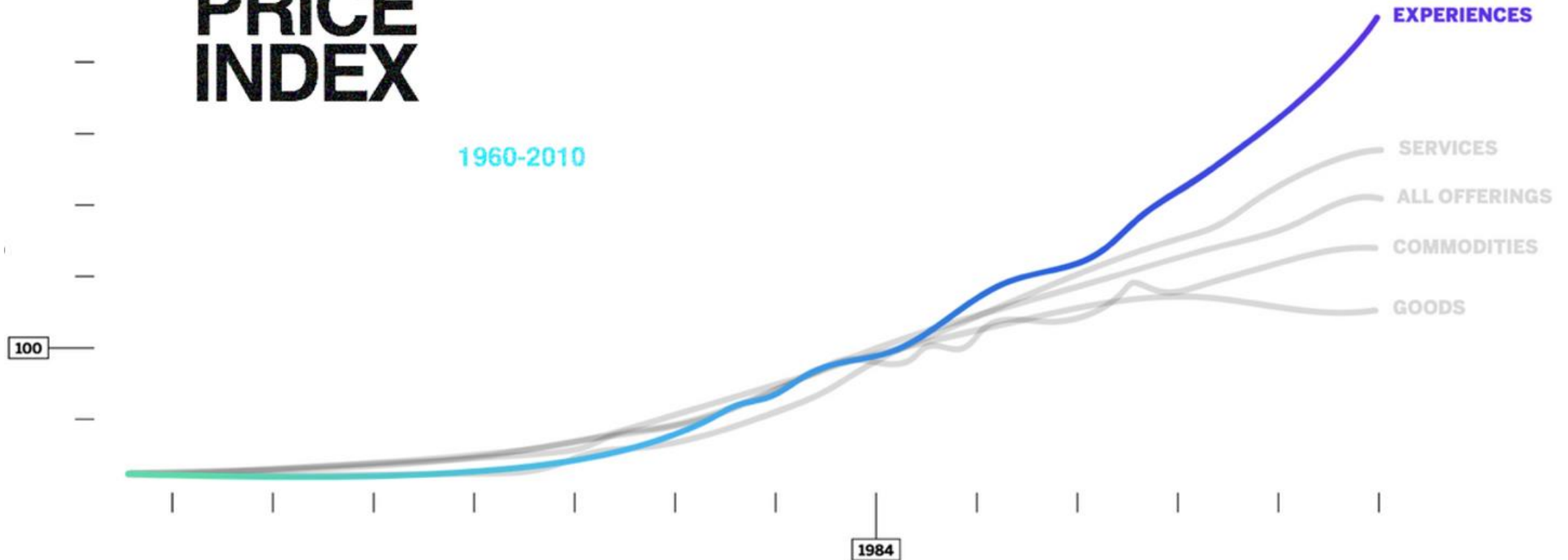
1984

"Elendig kundeservice, umulig å få svar fra
"såkalt" rådgiver"

★ ★ ★ ★ ★ 3 syns denne omtalen er nyttig

CONSUMER PRICE INDEX

1960-2010



Retailers spend large effort to differentiate



15 % Trumf-bonus på fersk frukt og grønt og ferskpakket fisk med KIWI PLUSS

Dette får du med Æ:

- Alltid 10% på all fersk frukt og grønnsaker
- Alltid 10% på dine topp 10 varer
- Skreddersydde kampanjer gjennom Personlige Priskutt, dersom du har godkjent det
- Oversikt over alle dine handleturer; hvor mye du har brukt og spart



Customer X – DATA:

How easy was it to get the app installed and in use?

How did you like paying with the app?

What are you missing?

Brand X – DATA:

What is the first running brand you think of?

Name 3 soccer shoe brand you

Have you heard about New Balance soccer shoes used by ?

What is you

Employee X – DATA:

How was your workday from 1-10?

How did you like the training program on the new POS system?

How did it work to be responsible for opening the store for the first time?

CPG brands can capture feedback from consumers on new products



Engage customers and collect product feedback:

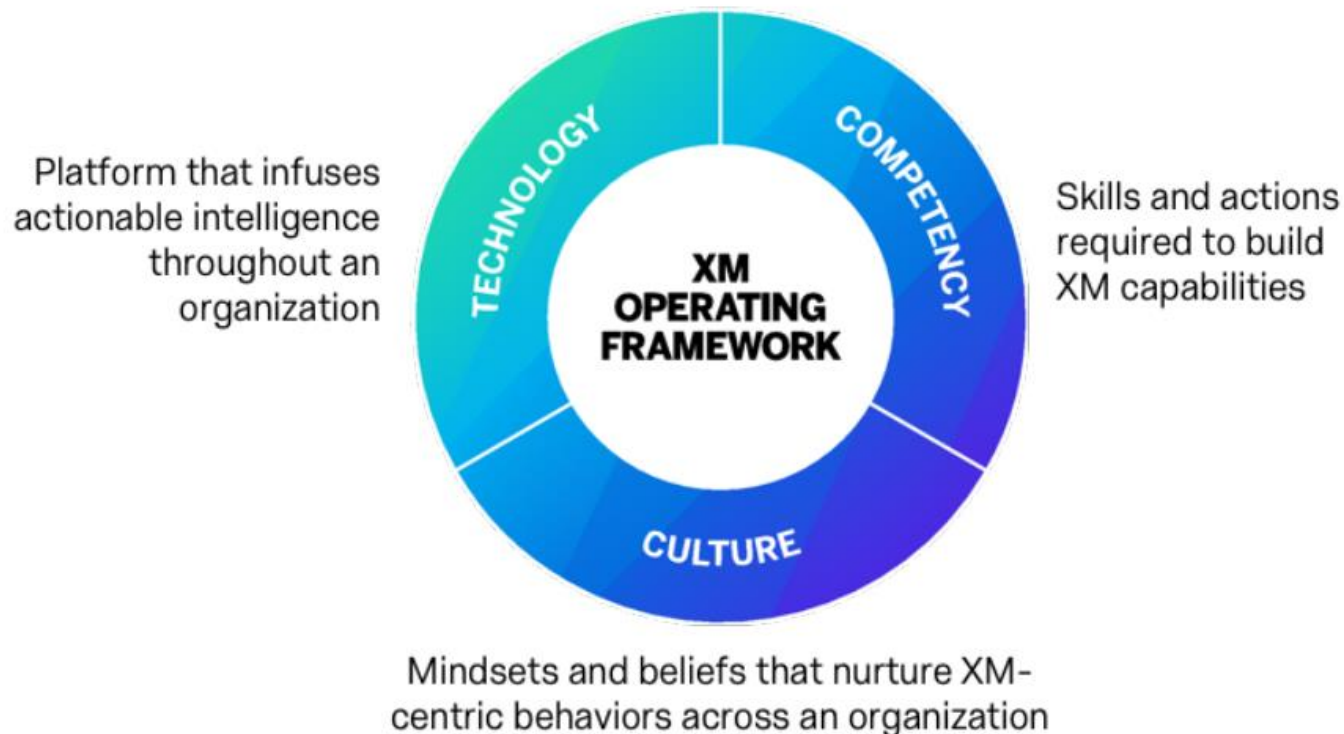
QR code on product leads to web site for questionnaire.
Upload picture from cooking or POS receipt to get cash back or lottery to win a prize.

What is Experience Management (XM)?

XM Definition

The discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of a business: customer, employee, product, and brand.

Three Components Of XM



XM is a discipline

C-Level embracing and establishing a XM centric culture

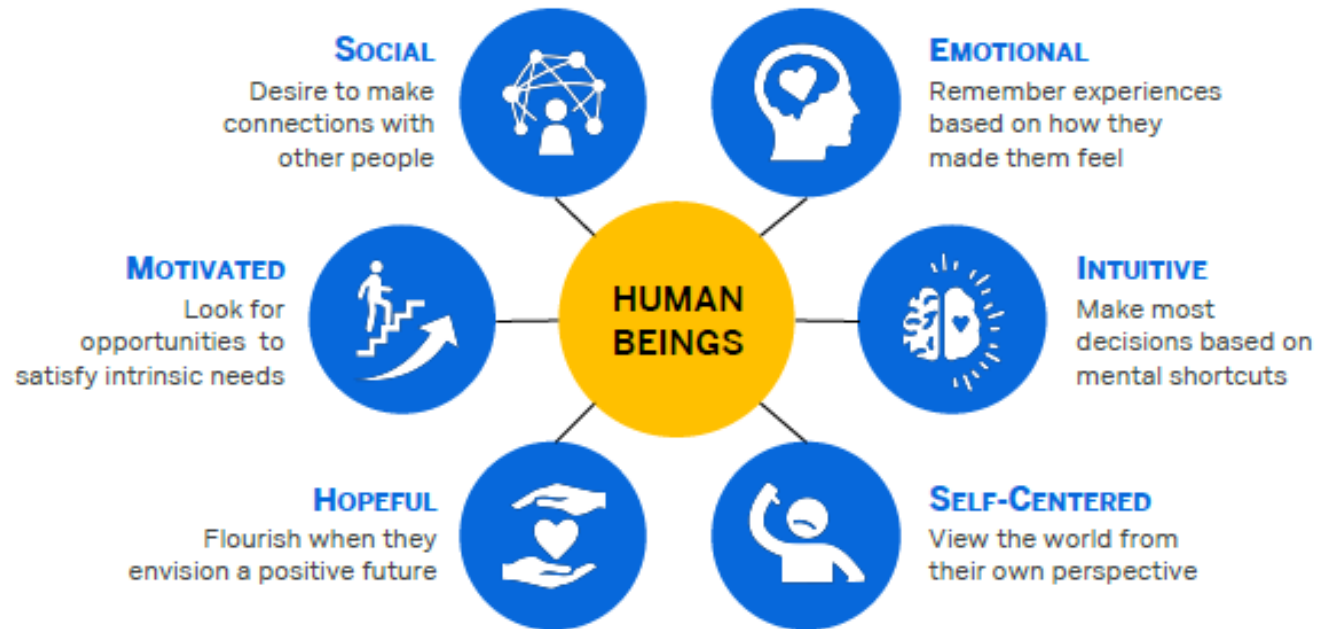
- CEO of South Korea's largest car brand decided to deploy employee experience management to understand why high percentage of millennials leave the company and take actions to make them stay.
- Under Armour is obsessed with the customer and works hard on new HOVR mid sole technology.

XM is a discipline

Understand human beings when **designing** and **deploying experiences**

Six Key Attributes of Human Beings

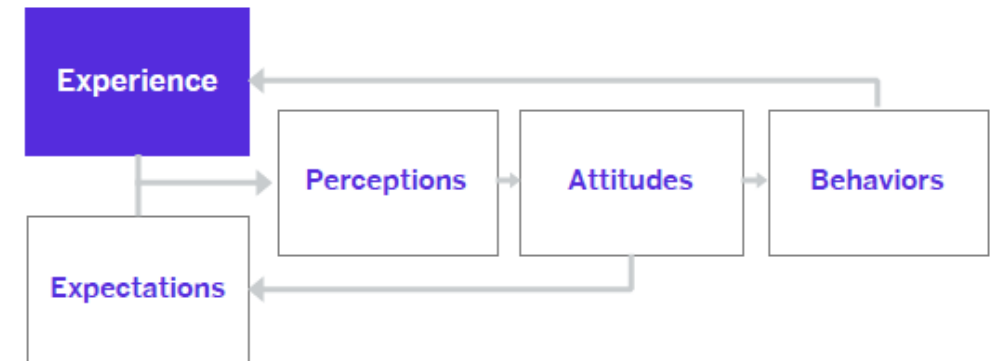
These six characteristics of human beings need to be factored into how you design and deploy experiences.



Understand **how** humans **process** experiences

The Human Experience Cycle

This is a simplified view of how human beings process experiences:



- **Expectations**: What people expect from an experience influences how they view it.
- **Perceptions**: People subconsciously evaluate experiences based on three dimensions: *Success* (can they accomplish their goal), *Effort* (how easy or hard is it for them), and *Emotion* (how it makes them feel).
- **Attitudes**: People form somewhat persistent viewpoints about an organization, such as their likelihood to recommend.
- **Behaviors**: People make decisions that lead them into new experiences.

Assess XM Competency and Maturity of your company

Six XM Competencies Translate Into 20 XM Skills

6 XM Competencies

20 XM Skills

LEAD

XM Strategy: Develop and maintain a clear and shared vision for XM efforts.
XM Program Roadmap: Develop and track progress against a plan with well-defined streams of effort.
XM Governance: Establish and maintain organizational structures that provide appropriate decision-making, alignment, accountability, and conflict resolution.

REALIZE

Value Planning: Forecast the specific business value of XM efforts and define how it will be tracked.
Value Delivery: Track the value being created by XM efforts and make adjustments to ensure success.
Metrics Management: Identify metrics using experience data (X-data) and operational data (O-data) and then use those metrics to drive operational priorities.

ACTIVATE

Ecosystem Communications: Keep employees and partners informed about the value and progress of XM efforts.
Expertise Building: Create organizational mechanisms to build, proliferate, and enhance key XM skills across the organization.
Role-Based Enablement: Ensure that employees and partners have the skills, training, tools, and motivation to adopt XM-centric behaviors.

ENLIGHTEN

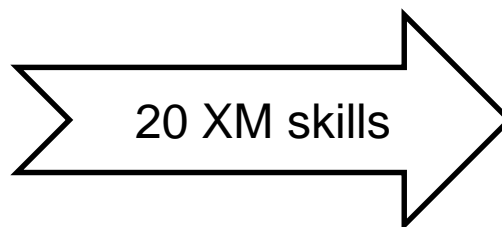
X- & O-Data Integration: Combine X-data and O-data in order to generate more actionable insights.
Experience Monitoring: Identify and capture appropriate signals from the appropriate audiences at the appropriate times.
Insights Discovery: Analyze X- and O-data to uncover meaningful insights and identify which actions to prioritize.
Insights Distribution: Distribute insights in the right form at the right time and tailored to the people best equipped to take action on them.

RESPOND

Immediate Response: Systematically follow up with people who are affected by an experience, as indicated by their feedback or insights, and fix problems that are uncovered.
Continuous Improvement: Make changes to operational processes based on ongoing X- and O-data insights.
Strategic Decision-Making: Use insights from X- and O-data to make strategic decisions.
Process Integration: Infuse X- and O-data insights into key operating processes and systems.

DISRUPT

Experience Visioning: Uncover opportunities for disruptive new experiences.
Experience Design: Apply human-centric approaches to the creation or improvement of experiences.
Experience Integration: Develop the processes, systems, and training to enable the organization to deliver new experiences in a consistent fashion.



20 XM skills

XM Competency & Maturity Assessment

To what degree has your organization widely adopted these skills ("1" to "5")?

- 1: Missing:** Demonstrates almost none of the required behaviors at an effective level
2: Emerging: Demonstrates a small amount of the required behaviors at an effective level
3: Developing: Demonstrates many of the required behaviors at an effective level
4: Established: Demonstrates almost all of the required behaviors at an effective level
5: Ingrained: Demonstrates all of the required behaviors at a very effective level

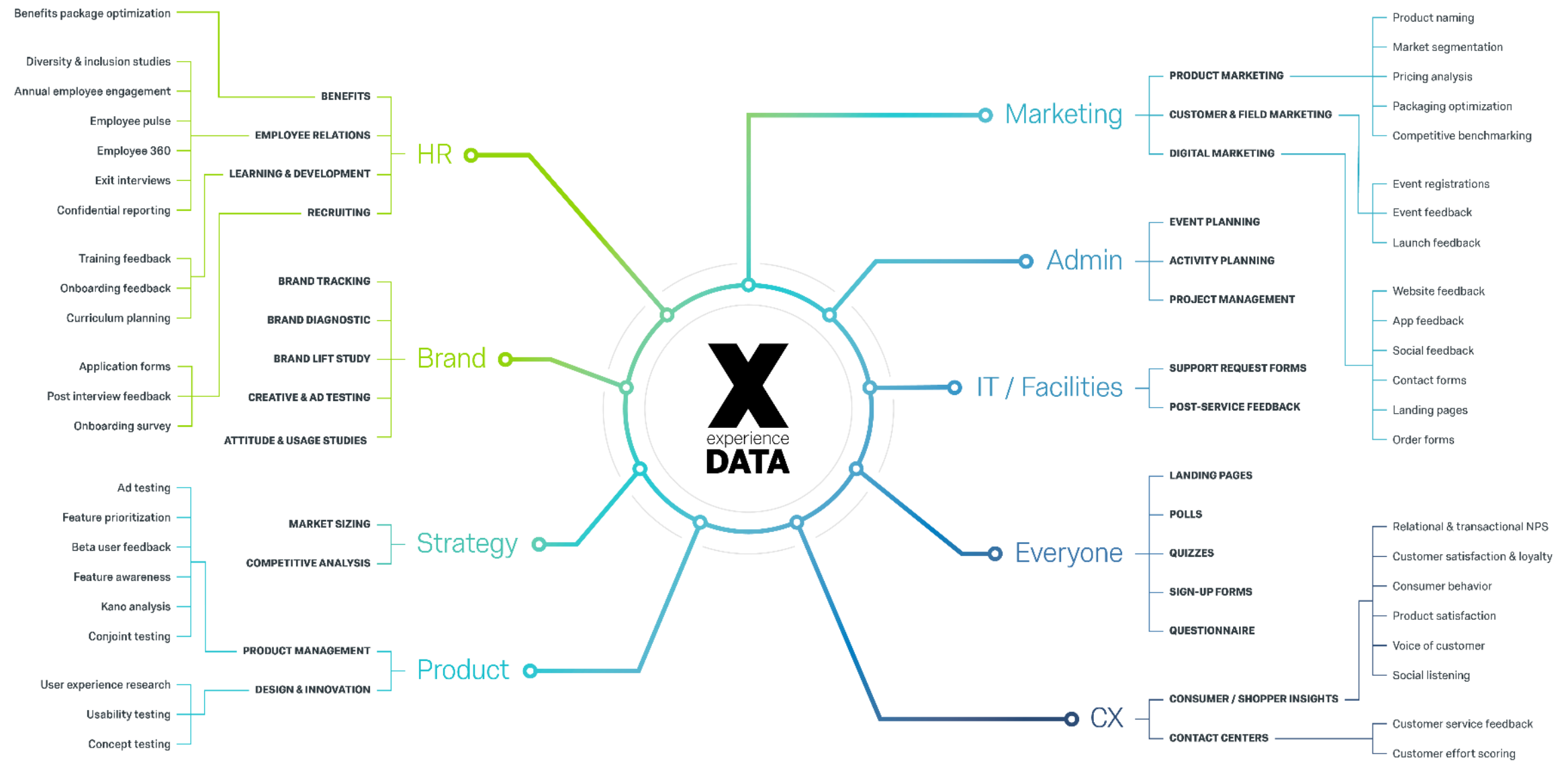
1. Develops and maintains a clear and shared vision for XM efforts.	
2. Develops and tracks progress against a plan with well-defined streams of effort.	
3. Establishes and maintains organizational structures that provide appropriate decision-making, alignment, accountability, and conflict resolution.	
LEAD average	
4. Forecasts the specific business value of XM efforts and defines how that value will be tracked.	
5. Tracks the value being created by XM efforts and makes adjustments to ensure success.	
6. Identifies metrics using experience data (X-data) and operational data (O-data) and then uses those metrics to drive operational priorities.	
REALIZE average	
7. Keeps employees and partners informed about the value and progress of XM efforts.	
8. Creates organizational mechanisms to build, proliferate, and enhance key XM skills across the organization.	
9. Ensures that employees and partners have the skills, training, tools, and motivation to adopt XM-centric behaviors.	
ACTIVATE average	
10. Combines X-data and O-data in order to generate more actionable insights.	
11. Identifies and captures appropriate signals from the appropriate audiences at the appropriate times.	
12. Analyzes X- and O-data to uncover meaningful insights and identifies which actions to prioritize.	
13. Distributes insights in the right form at the right time and tailored to the people best equipped to take action on them.	
ENLIGHTEN average	
14. Systematically follows up with people who are affected by an experience – as indicated by their feedback or insights – and fixes problems that are uncovered.	
15. Makes changes to operational processes based on ongoing X- and O-data insights.	
16. Uses insights from X- and O-data to make strategic decisions.	
17. Infuses X- and O-data insights into key operating processes and systems.	
RESPOND average	
18. Uncovers opportunities for disruptive new experiences.	
19. Applies human-centric approaches to the creation or improvement of experiences.	
20. Develops the processes, systems, and training to enable the organization to deliver new experiences in a consistent fashion.	
DISRUPT average	
OVERALL total	

Evaluate the results:

XM Competencies (average scores)	Maturity Stage (overall total)
Less than 2.60: Very Weak	6 to 14: Stage 1: Investigate
2.60 to 3.29: Weak	15 to 18: Stage 2: Initiate
3.30 to 3.89: Adequate	19 to 22: Stage 3: Mobilize
3.90 to 4.49: Strong	23 to 26: Stage 4: Scale
4.50 to 5.00: Very Strong	27 to 30: Stage 5: Embed



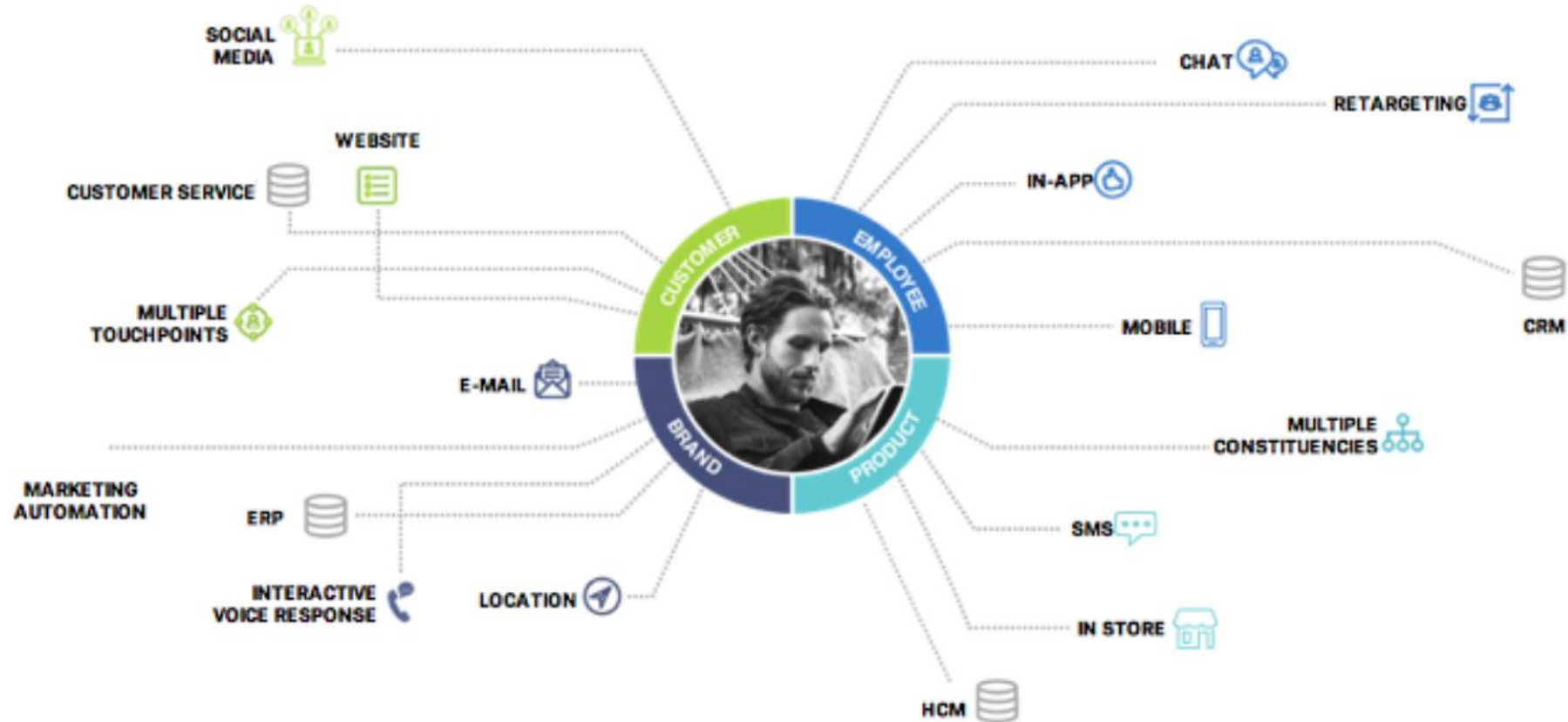
X-data is everywhere: Every organization, department and team collects feedback



the challenge with **GETTING THE RIGHT FEEDBACK**

1 - NOT PERSONALIZED

2 - NOT CENTRALIZED



3 - NOT HOLISTIC

4 - NOT ACTIONABLE

Qualtrics Product Portfolio

Close Experience Gaps by listening, understanding and acting on X-data

qualtrics^{XM}



LISTEN

Collect Experience data from stakeholders at every meaningful touchpoint

With a platform that collects solicited and unsolicited feedback from all channels - emails, web, mobile, social media, chatbots, review sites, offline apps and more

UNDERSTAND

Why things are happening and What do do about it

With Powerful analytics on both structured and unstructured data to uncover insights and spot trends

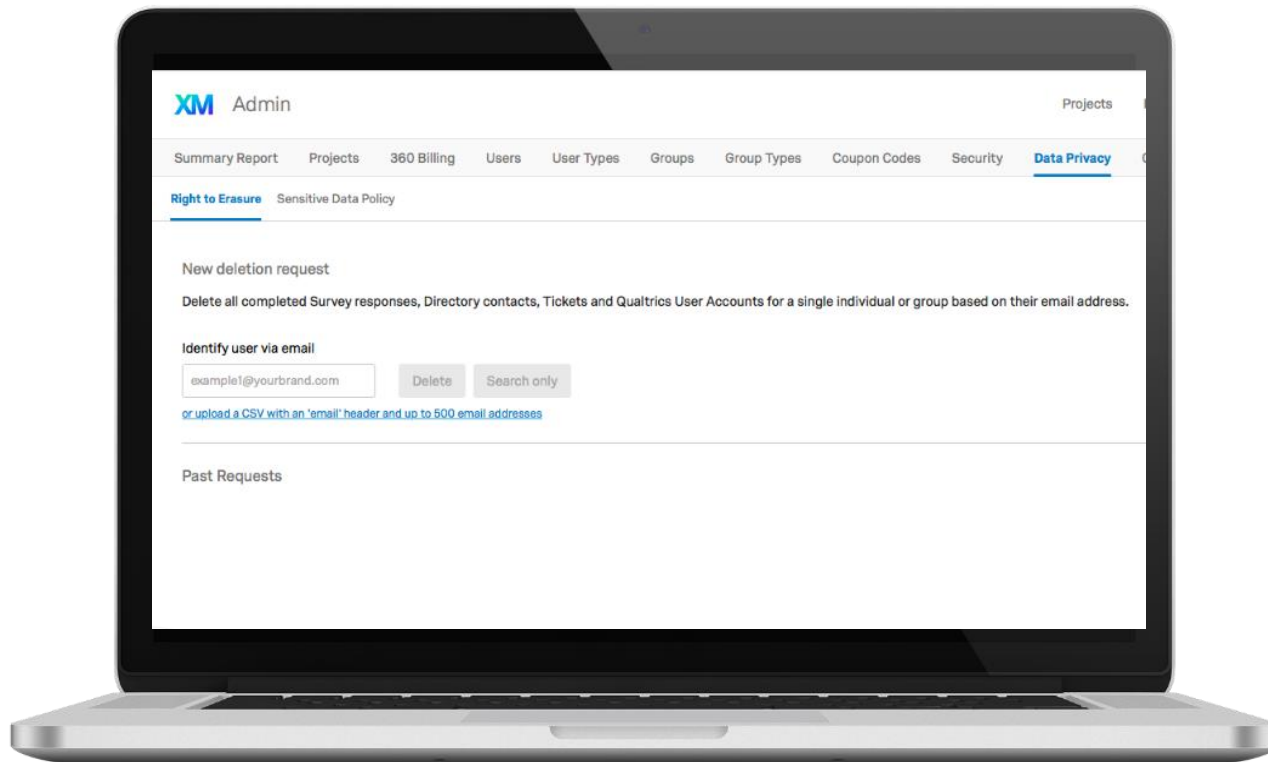
ACT

Make continuous improvements that improve customer, employee, brand and product experiences

With reports, visualizations, notifications, alerts, integrations into your business workflows

GDPR managed X-data

Manage GDPR Right to Erasure requests from one central location.

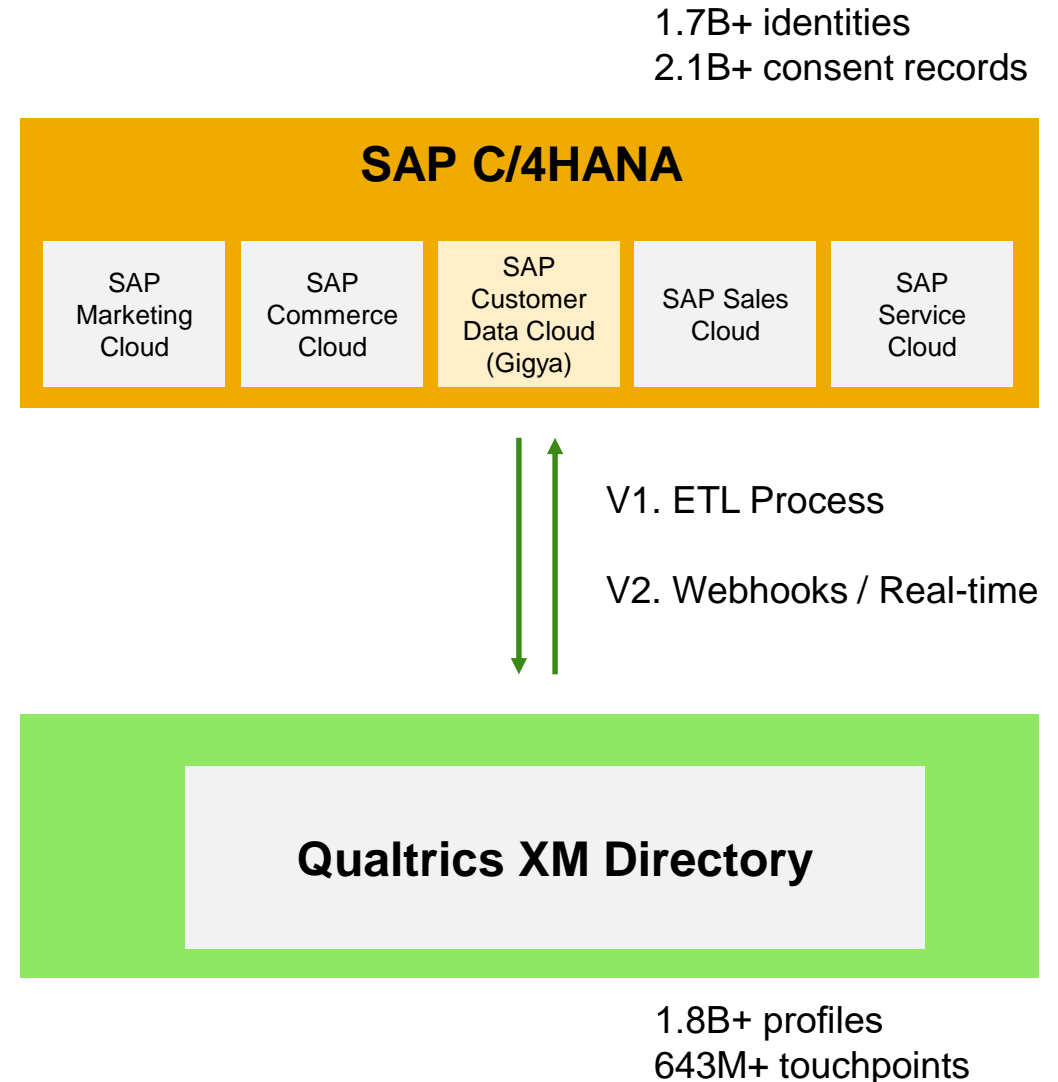


By Standardizing on Qualtrics CoreXM, you can:

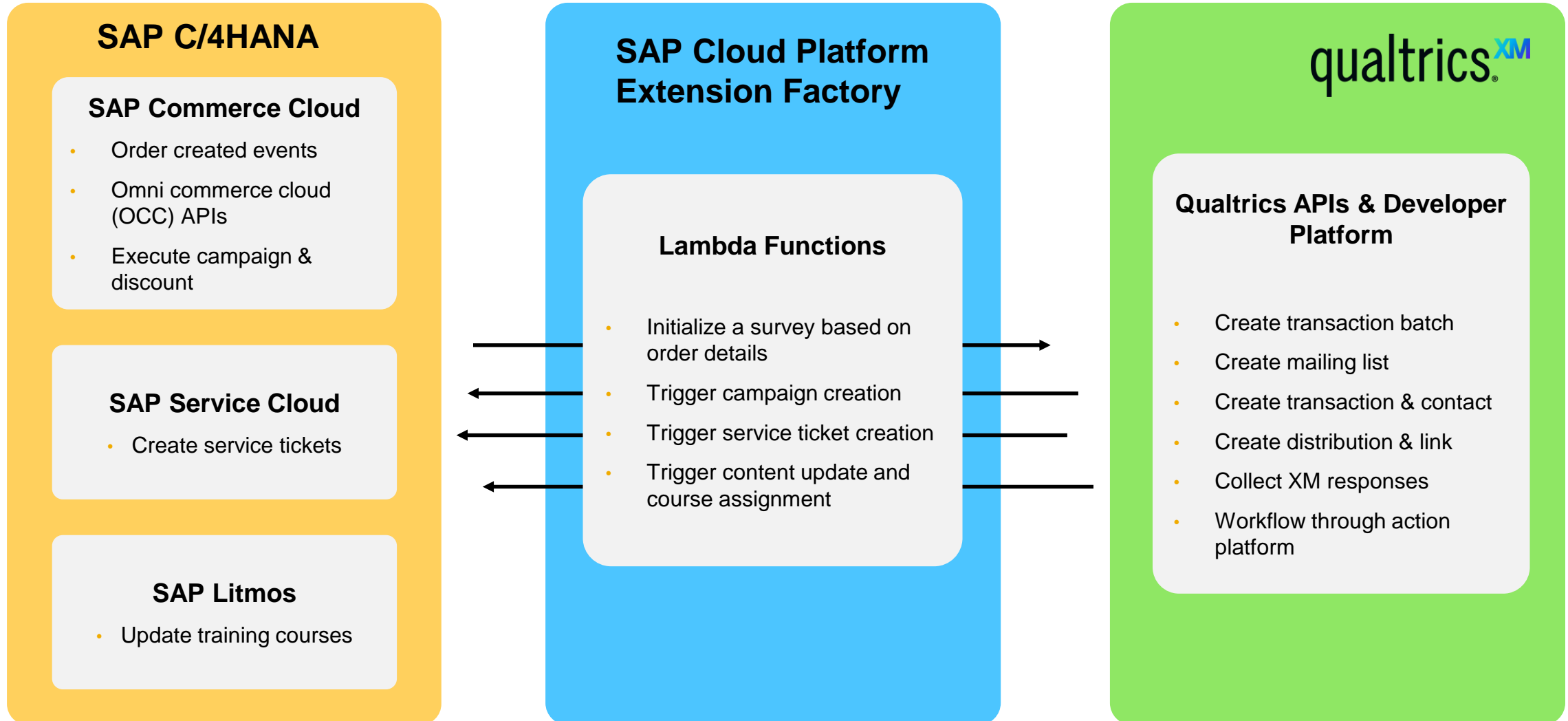
- ✓ Exercise all GDPR record deletions from a single view
- ✓ Remove individuals, contacts, responses, entire projects, and all related data and associations – with a single click
- ✓ Search for and delete tickets, distribution lists, and individual user accounts
- ✓ Bulk delete via UI or APIs


SAP Customer Data Cloud & Qualtrics XM Directory

- Out-of-box connection between Qualtrics XM Directory and SAP Customer Data Cloud
- Maintain customer master data in one place and always in sync
- Bring in customer profile data to run XM programs(CX, EX, PX, BX) and target specific users in Qualtrics XM to get feedbacks on important digital journeys
- Engage and collect customer data and feedbacks with consents
- V2: publish XM-data back to SAP Customer Data to supercharge marketing, sales, commerce and service use cases



Qualtrics CX and C/4HANA integrations via Cloud Platform Extension Factory





"Today's consumer is networked and on the move. Great products alone are no longer enough to earn their loyalty. Businesses have to provide a next generation customer experience, tailored completely to the individual. SAP is driven by a relentless passion to help our customers innovate to win. We deliver the solutions and the real-time platform for enterprises to run like never before."

Bill McDermott, CEO, SAP

Companies with highly engaged workforces outperform their peers by **147%** in earnings per share*

*Gallup – The Engaged Workplace (2018)

CONNECTING EX AND CX TO FUEL GROWTH

employee
EXPERIENCE

IGNITE THE ORGANISATION THROUGH LEADERSHIP

AUTHENTIC VALUES LED CUSTOMER CULTURE

CONNECTING EMPLOYEES TO CUSTOMERS

customer
EXPERIENCE

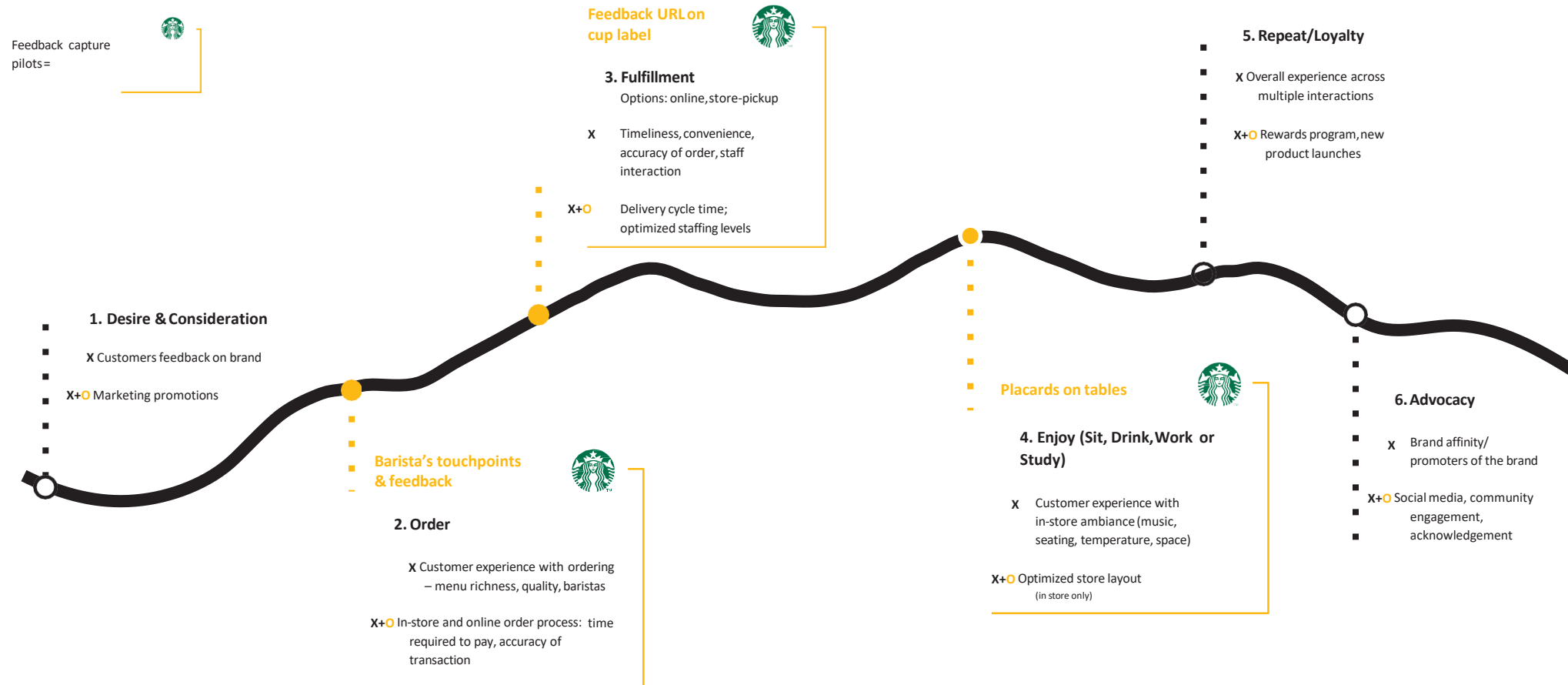
VISUALISING COMMON DATA SETS TOGETHER

COMMON ANALYTICS TO FIND DEEP INSIGHTS

SECURITY and DATA COMPLIANCE STANDARDS

1. Experience Points Along the Customer's Journey

Link Customer's X+O in Each 'Moment that Matters'



What are the drivers for customer engagement, in-store and mobile?

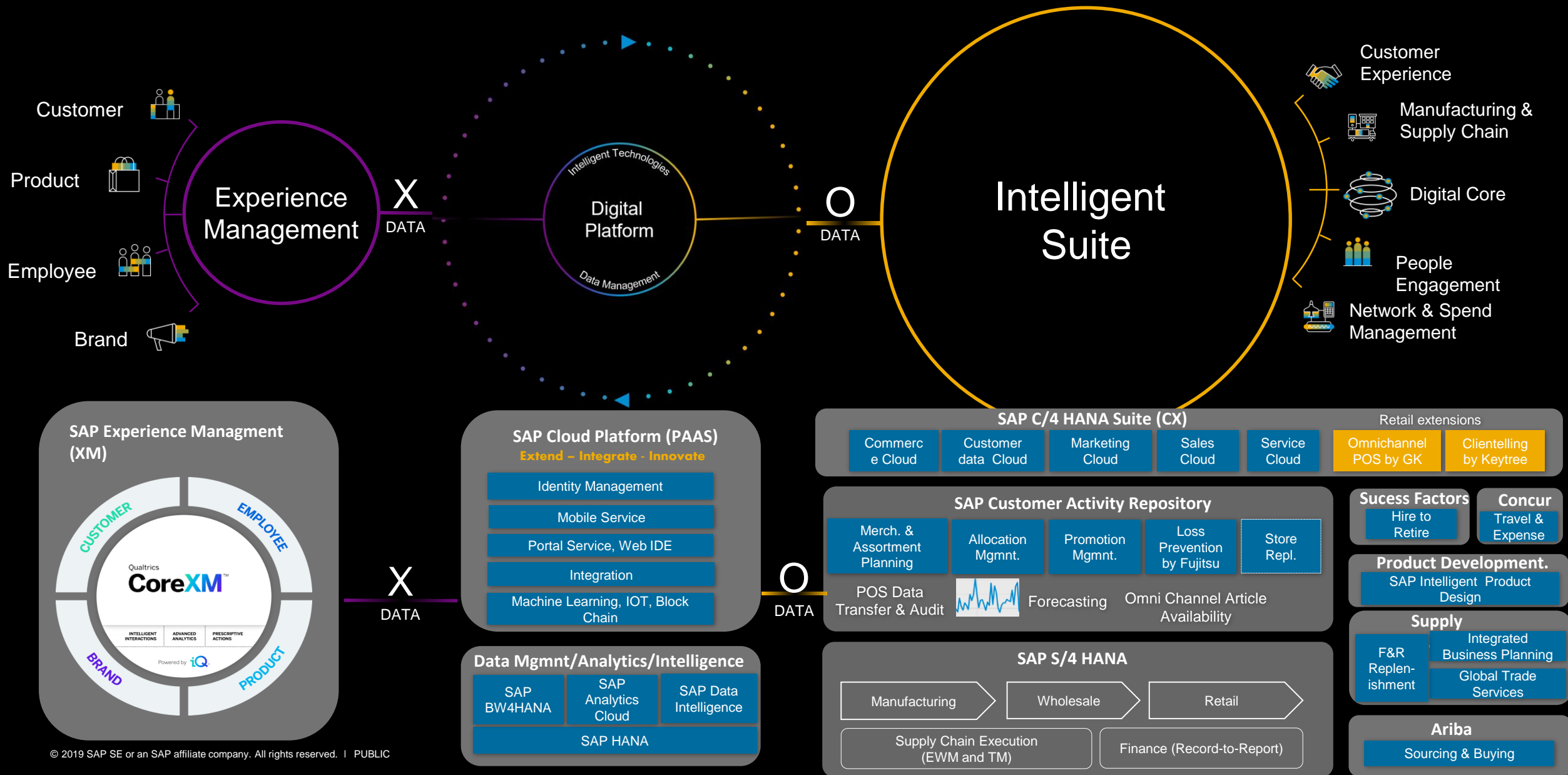
How do we act on customer satisfaction at the local and store level?

How can we increase the number of Rewards customers?

Revenue Increase:
3X more transactions for each additional Starbucks Rewards members

Customer Satisfaction: More visibility to customer satisfaction drivers with ability to act on them

The experience company powered by the intelligent enterprise



XM Platform

CX

EX

PX

BX

XM Core

IQ Platform

XM Directory

API & CDAP

XM-Data

O-Data

Business Operational Systems

CX | SAP C/4HANA

EX | SAP SuccessFactors

PX | SAP S/4HANA

Other LoB Apps

SAP Ariba

SAP Concur

SAP Fieldglass

XM-Data

Joined
Insights

O-Data

O-Data

Joined
Insights

XM-Data

Business Technology Platform

Process Integration & Extension

SAP Cloud Platform Integration

SAP Cloud Platform Extension Factory

Data Management & Analytics

SAP Enterprise Messaging Bus

SAP Data Intelligence

SAP Analytics Cloud

SAP HANA Cloud

SAP Data Warehouse Cloud

One Master Data Service

Employee

Customer

User Identity Management

Authentication

Provisioning