

WEBINAR

Understand the Customer Experience with the Right Insight Elements

Brandon Purcell, Guest Speaker, Principal Analyst, Forrester

Cindy Lynes, Director Product Marketing, Decibel by Medallia



Medallia

Today's Discussion

Agenda

- Customer and Consumer Insights. What's the difference?
- Impact of AI on Consumer Segmentation
- Periodic Table of Insights
- Next Best Experience: Personalization is King
- Digital Experience Knowledge Gap
- Periodic Table of Insights according to Decibel by Medallia
- Q&A

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CHALLENGE THINKING. LEAD CHANGE.



Understand The Customer Experience With The Right Insight Elements

Brandon Purcell

June, 2021

We know a lot about what our customers are *doing*



We may also know a bit about why they're doing it



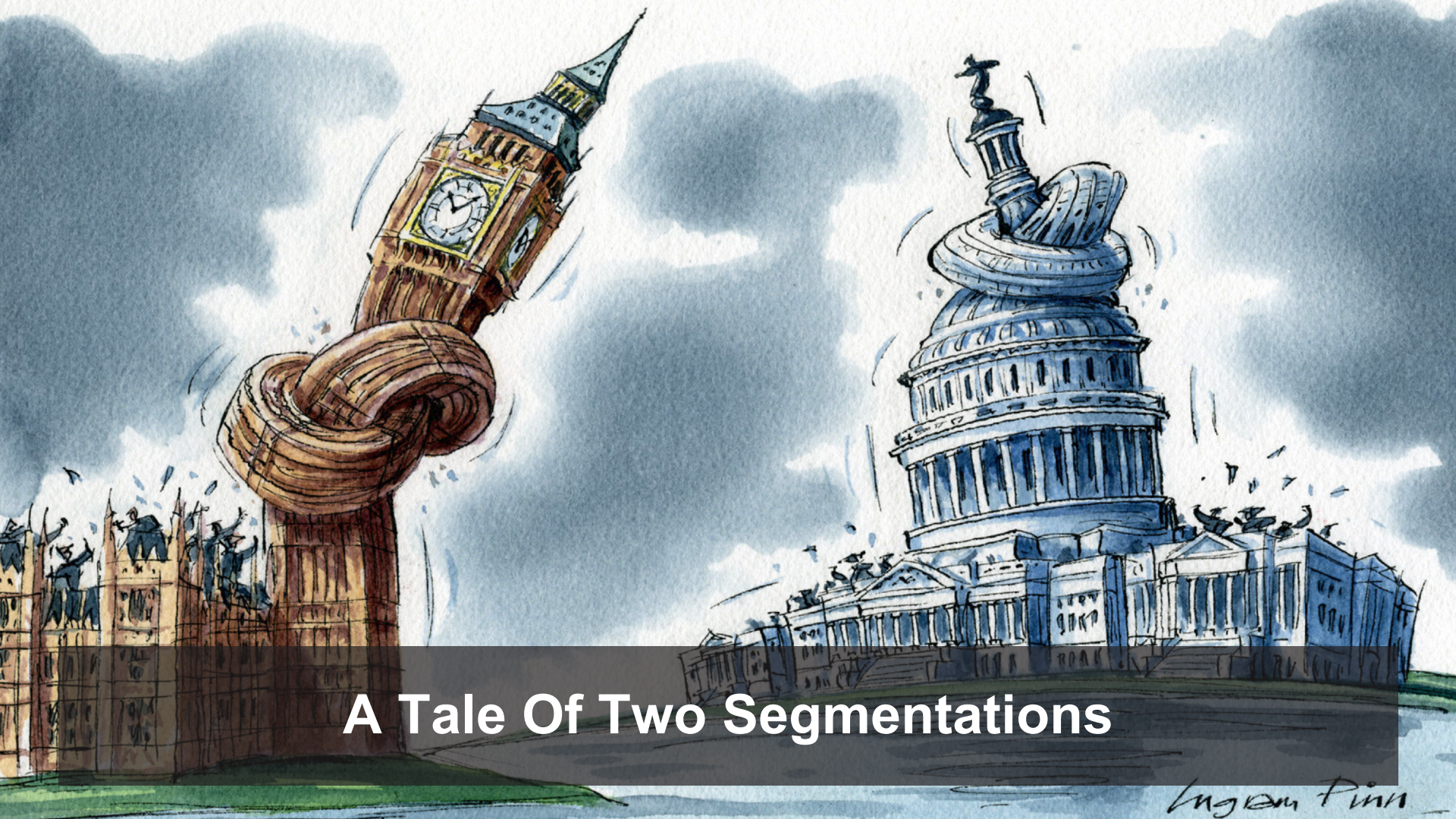
But companies struggle to match psychographics with behavioral and demographic data



I believe...
I value...
I feel...



I bought...
I browsed...
I contacted...



A Tale Of Two Segmentations

Ingram Pinn

Consumer segmentation vs. customer segmentation

	Consumer	Customer
Typical data sources	Surveys and aggregate external sources such as social media data, third-party consumer data	1st party customer-level data from CRM, digital, loyalty, and email data sources
Key stakeholders	<ul style="list-style-type: none">• Market research• Customer intelligence and insights• CX• Product design	<ul style="list-style-type: none">• Marketing technology leads• Customer analytics• E-commerce
Addressability	At the market, segment, or household level	At the person, individual, or device level
Use cases	<ul style="list-style-type: none">• Market strategy• Product design• Messaging development	<ul style="list-style-type: none">• Targeted marketing• Differentiated CX• E-commerce recommendations
Time to value	Long-term	Short to mid-term
Sample technologies	Market and competitive Intelligence platforms, consumer insight platforms	CDPs, DMPs, customer analytics solutions and toolkits

It is the best of times for AI-enabled consumer segmentation...

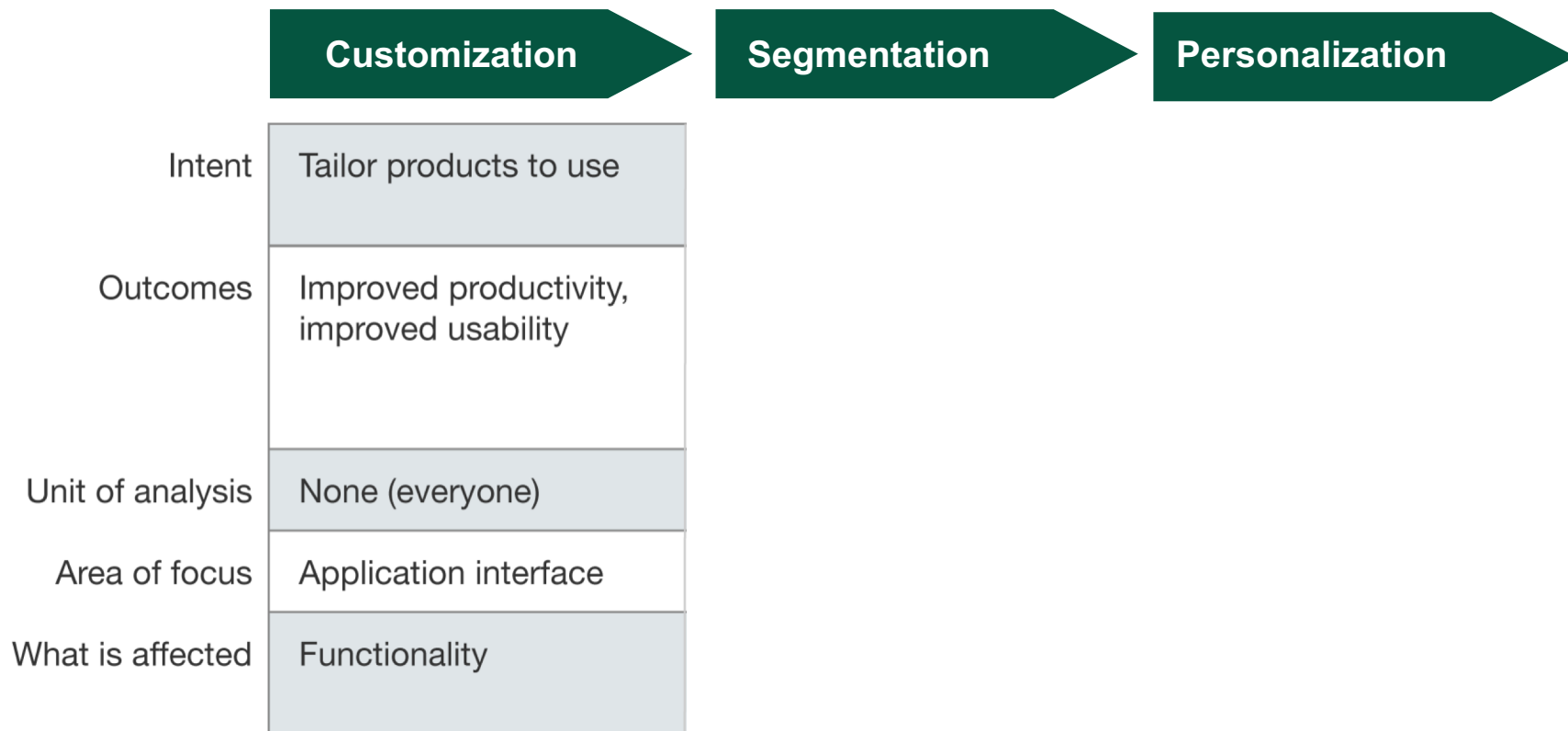
- NLP helps companies understand customers' shifting emotions and attitudes
- Consumer segmentation helps you drive market strategy
- Understanding consumer desires informs product development
- Enables you to grow outside your current customer base

**It is the worst of times for traditional
customer segmentation**



Would you treat all these millennials the same?

It's time to embrace the personalization revolution



The periodic table of insights

Ag Aggregation					Rg Regression	Rc Recommendation
Co Comparison					Cl Classification	Si Simulation
No Normalization	Te Testing	Cr Correlation analysis	Rs Random sampling	As Association	Dr Dimensionality reduction	Co Constrained optimization
Ds Descriptive statistics	Tr Trend analysis	Ci Causal inference	An Anomaly detection	Cu Clustering	DI Deep learning	RI Reinforcement learning

QUANTIFY

VALIDATE

DISCOVER

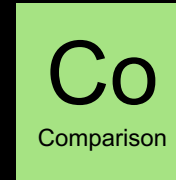
PREDICT

OPTIMIZE

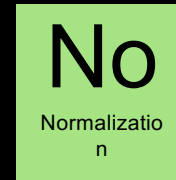
Quantify



Aggregation



Comparison

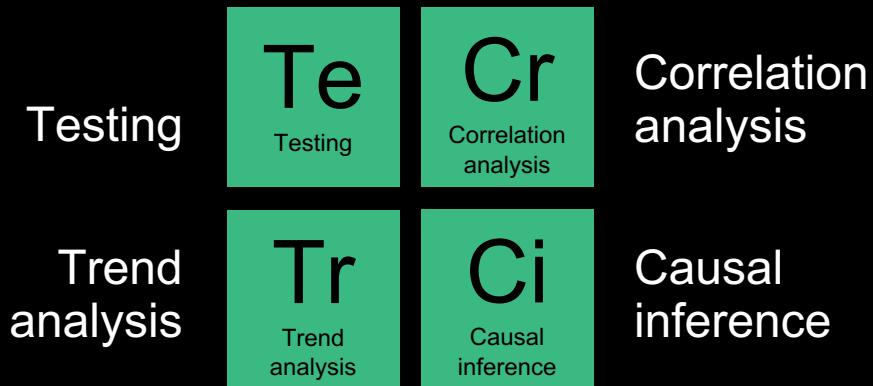


Normalization



Descriptive
statistics

Validate



Discover

Random
sampling

Rs

Random
sampling

As

Association

Association

Anomaly
detection

An

Anomaly
detection

Cu

Clustering

Clustering

Predict

Rg
Regression

Regression

Cl
Classification

Classification

Dr
Dimensionality reduction

Dimensionality reduction

DL
Deep learning

Deep learning

Optimize

Rc

Recommen-
dation

Recommendation

Si

Simulation

Simulation

Co

Constrained
optimization

Constrained
optimization

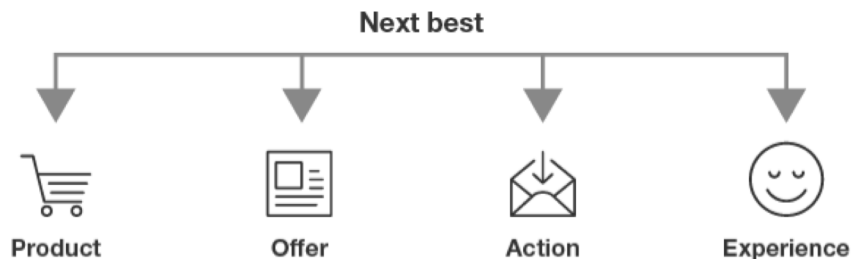
RI

Reinforcemen
t learning

Reinforcement
learning

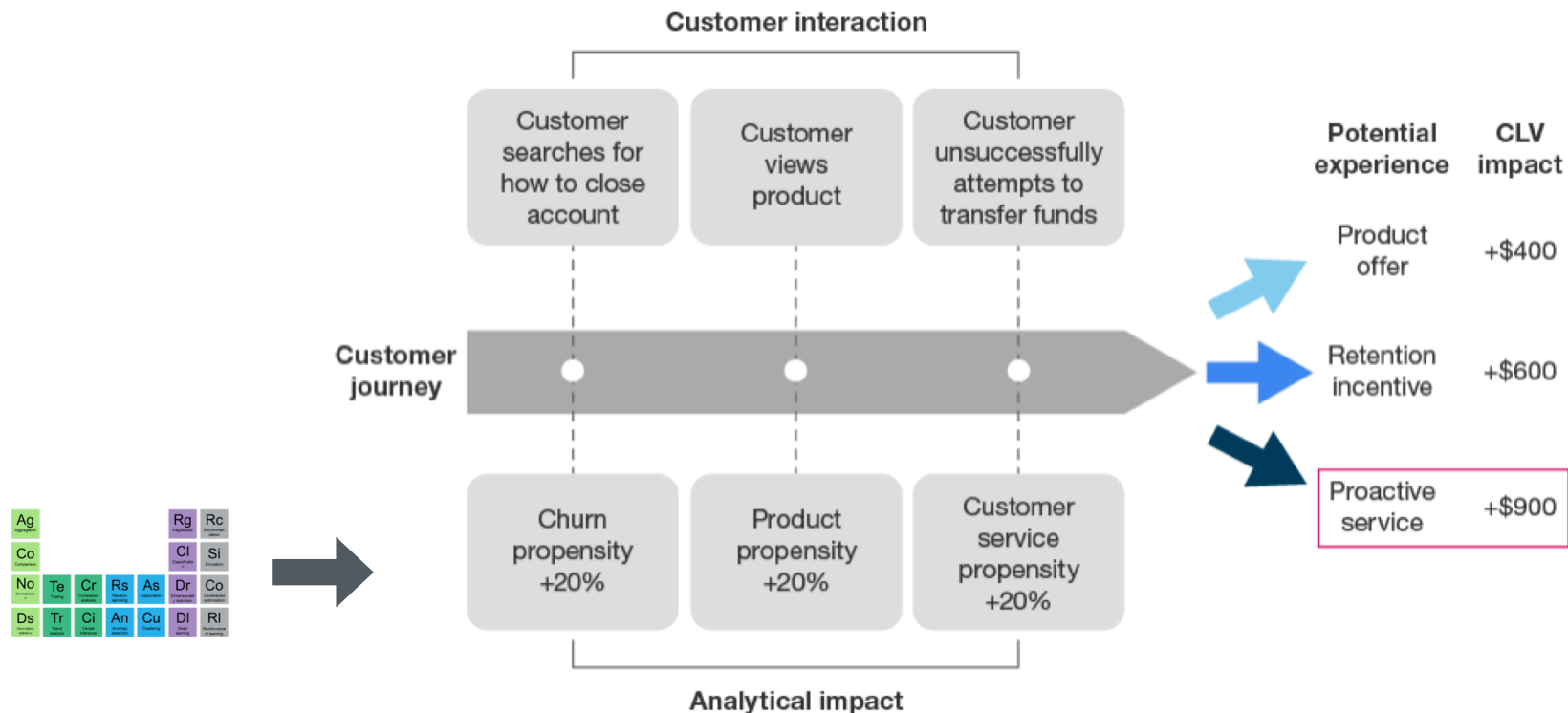
It's time for a new
“Next Best”
paradigm...

The Next Best Experience (NBX)



Primary application area	Marketing	Marketing	Marketing	Marketing, CX, service, and other operational areas
Execution mindset	Inside-out	Inside-out	Inside-out	Outside-in
Optimization time frame	Short-term	Short-term	Short-term and long-term	Long-term
Customer analytics maturity	Low	Medium	Medium	High
Primary success measures	Upsell and cross-sell ratios	Offer redemption rates	Conversion rates	Customer lifetime value (CLV)

The Next Best Experience focuses on customer lifetime value optimization



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Brandon Purcell
+1 510.926.2694
bpurcell@forrester.com

Thank you

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Decibel by Medallia

Agenda

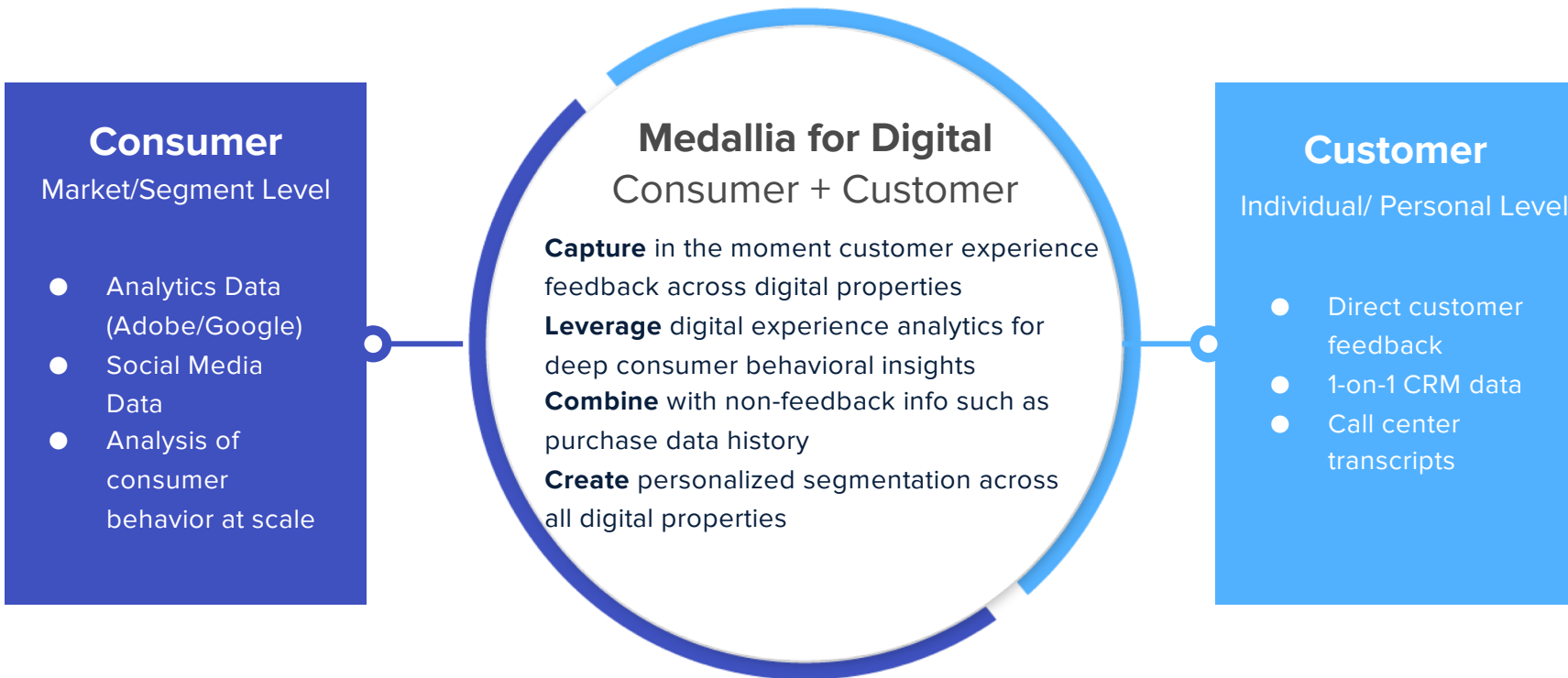
1. Digital Experience Knowledge Gap
2. Periodic Table of Insights according to Decibel by Medallia
 - I. Quantify, Discover, Prioritize & Validate Experience
 - II. Visualize and Optimize
 - III. Predict: In-the-Moment Personalization
3. Q&A

Digital Experience Analytics

Blending Customer & Consumer
Insights

Combining Consumer & Customer Insights

Analyze both behavioral data and customer feedback with Medallia for Digital

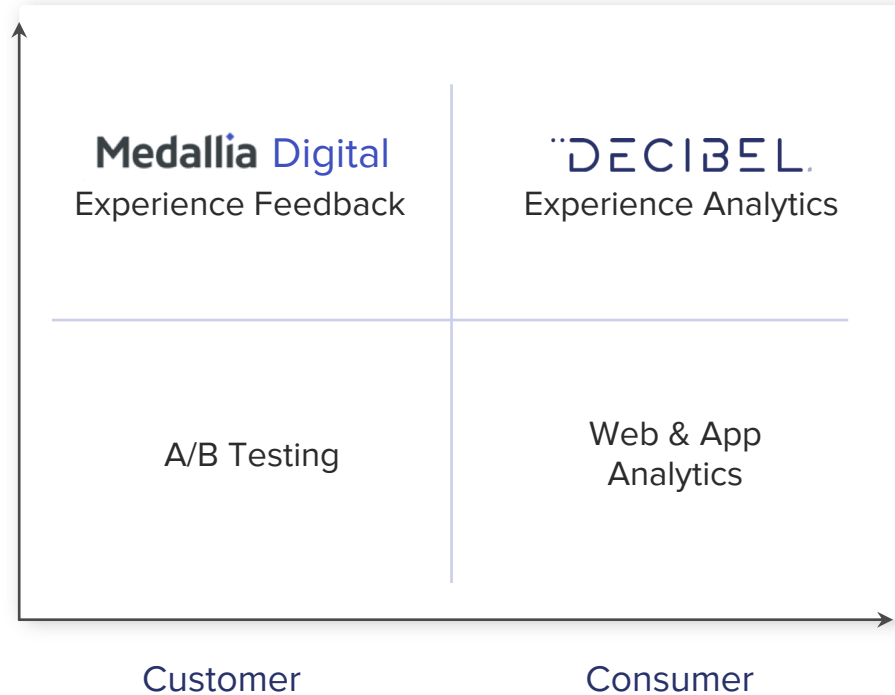


Filling in the digital knowledge gap

Combine customer & consumer data for 360° visibility into experience

Why it happens
(Qualitative)

What happens
(Quantitative)



Medallia for Digital - Making Every Online Experience Personal

Get visibility into both consumer-level and customer-level data for a **complete view of online experiences**



Quantify & Prioritize all experiences at scale



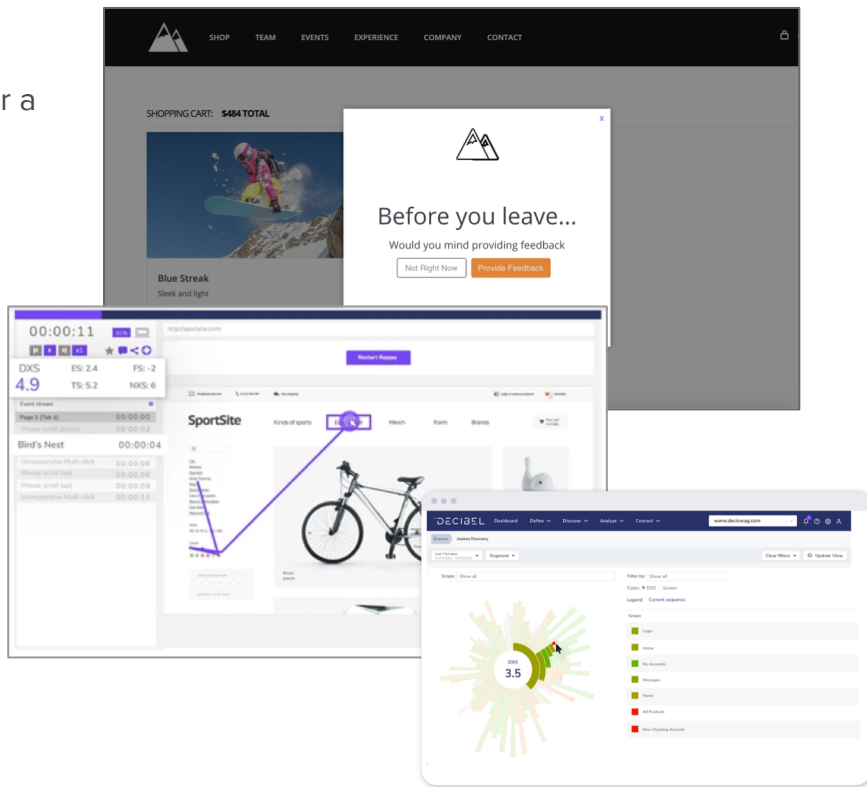
Validate hypothesis and implement optimal solutions quickly



Discover issues & opportunities impacting experience



Optimize digital properties with visualization tools to create frictionless experiences



**Quantify, Discover, Prioritize, &
Validate**

Achieve 360° Visibility into CX

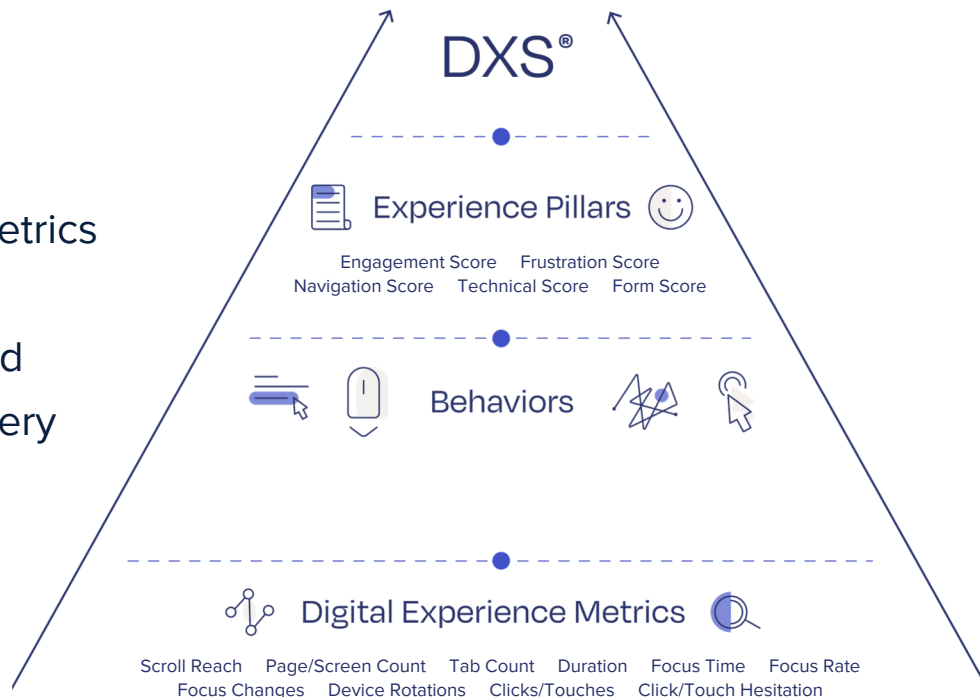
Quantify

Digital Experience Score (DXS)

A universal, quantifiable measure of digital customer experience

DXS by the numbers:

- **150+** captured digital experience metrics
- **60+** behavioral patterns identified
- **5** experience pillar scores generated
- **1** aggregate score (from 0-10) for every session & property



Validate

Digital Experience Score Validation Studies

Increasing DXS by 1 point leads to:

RIVER ISLAND

43%

Increase
conversion
probability

British Gas

9.79%

Increase
conversion rates

TUI

\$30m

Predicted revenue
increase per year



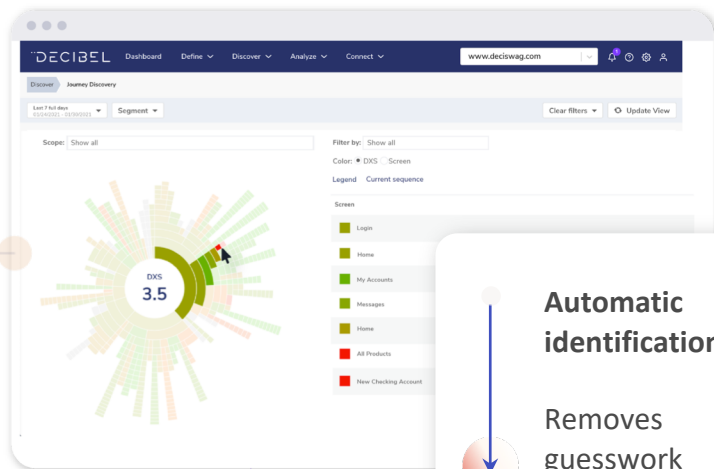
Save the Children.

37.8%

Increase
conversion
probability

Discover Issues & Opportunities

Uncover the most urgent issues impacting experience & identify opportunities for greater ROI



**Automatic
identification**

Removes
guesswork

The screenshot shows the 'Experience Issues' table in the DECIBEL dashboard. The table lists various issues, their experience pillars, DXS scores, session counts, and session percentages. The issues are sorted by DXS score, with the lowest scores at the top.

Issue	Experience pillar	DXS	Sessions	Actions
Low scroll reach compared to page height	Engagement	4.3	397 (8.96%)	
Unresponsive multi-click	Frustration	4.4	112 (2.53%)	
Low focus time	Engagement	5.6	45 (1.02%)	
Low focus time compared to duration	Engagement	5.5	22 (0.5%)	
Unresponsive multi-click	Frustration	5.7		
Unresponsive click	Frustration	6.4		
Form abandonment	Form	5.7		
Errors on form submission	Form	7		
Low scroll reach compared to page height	Technical	5.8		
Form abandonment	Form	6.3		

**Automatic
prioritization**

Generates more
revenue, faster

Increases ROI

Prioritize

Immediately discover the most urgent issues impacting websites & apps

- Automatically measures and scores every session
- Machine learning surfaces biggest inhibitors to good experiences
- Pinpoints exact experience issues listed in order of importance
- Issues link to report/visualization that reveals the root problem
- Filter analysis by searching for specific pages, visitor segments, visitor journeys, or forms

Experience issues ⓘ

Best experience

Worst experience

Issue	Experience pillar	DXS ⓘ	Sessions	Actions
Low scroll reach compared to page height	Engagement	4.3	397 (8.98%)	➔
Unresponsive multi-click	Frustration	4.4	112 (2.53%)	➔
Low focus time	Engagement	5.6	45 (1.02%)	➔
Low focus time compared to duration	Engagement	5.5	22 (0.5%)	➔
Unresponsive multi-click	Frustration	5.2	5 (0.11%)	➔
Unresponsive click	Frustration	6.4	4 (0.09%)	➔
Form abandonment	Form	5.7	2 (0.05%)	➔
Errors on form submission	Form	7	3 (0.07%)	➔
Low scroll reach compared to page height	Technical	5.8	5 (0.11%)	➔
Form abandonment	Form	6.3	1 (0.02%)	➔

Showing results 1 to 10 (of 20)

Show more

Uncover Experience Issues to Maximize Conversions

CHALLENGE

Ferguson needed to understand why the drop-off rate in its checkout process was so high.

ACTION

Using Decibel's experience analytics, Ferguson saw their checkout had **too many steps**, including **unnecessary fields on their forms**. Customers kept moving back and forth in the checkout as they were missing sections on the form.

IMPACT

Modifying to a single-page checkout and refining with Decibel led to:

- **5% increase** in conversion rate
- **14% decrease** in check out time

“

Decibel by Medallia really allowed us to see our pain points in action. **You can hear about it from customers, but seeing them clicking, mis-clicking and moving back and forth between steps really brings it to life.**

Billy Colonna

Mobile Product Owner, Ferguson



Visualize & Optimize

Deliver Flawless Digital Experiences

Visualize & Optimize

Support Hypothesis Testing for Best Optimization

Combine replays, heatmaps, and journeys to **understand behavior trends at scale**

Session Replays

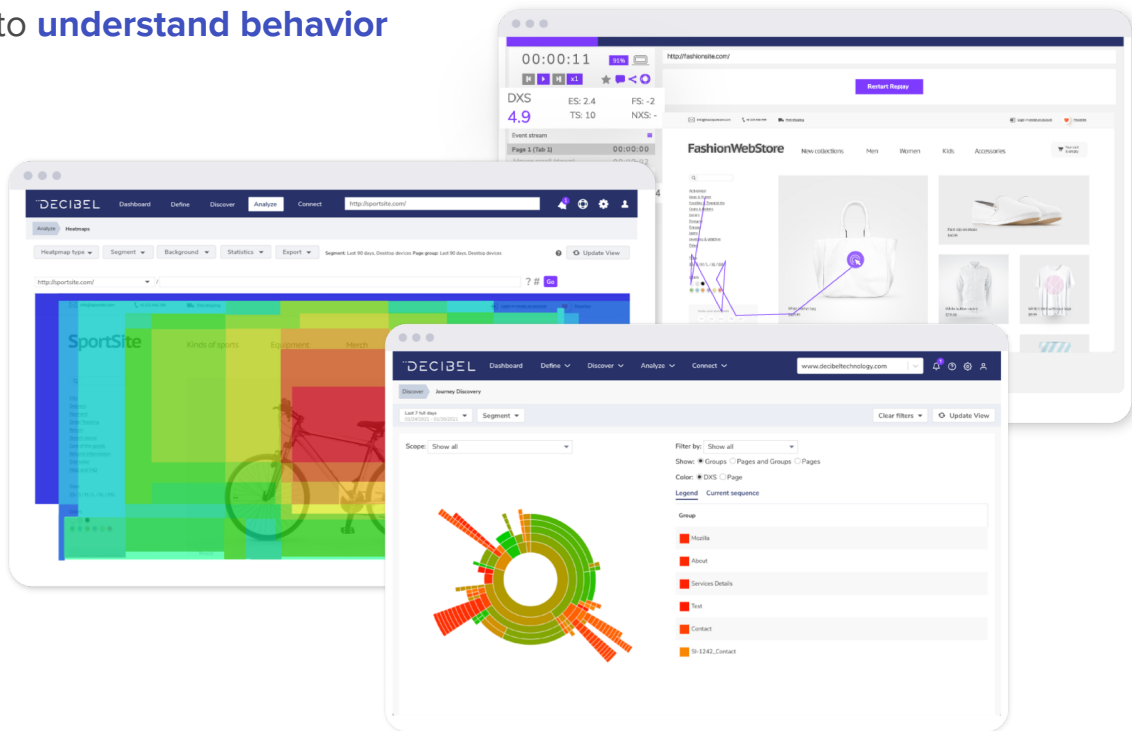
- Recorded for every visitor experience with experience issues automatically bookmarked

Advanced Heatmaps

- Suite of heatmaps including attribution, aggregate, and comparison

Customer Journeys

- Visualization of actual customer paths to optimize different journeys



Visualization Tools in Action to Optimize

CHALLENGE

Nissan needed a tool to optimize customer journeys across their geo-specific websites. Using Decibel's prioritization engine, they identified a **low DXS on their check-out page(s)**, causing high cart abandonment.

ACTION

- Used Decibel's forensic tools (session replays, heatmaps) to understand results
- A/B tested different hypothesis with Adobe Target
- Implemented new solution(s) quickly for multiple forms

IMPACT

- Pre-sales form completion increased by **32.5%**
- **86%** improvement in vehicle selection form completion

“

Decibel helps us better **understand a user's digital body language**, which allows us to create more meaningful and authentic experiences.

Dip Shah

Senior Manager, Global CX
Optimization Lead

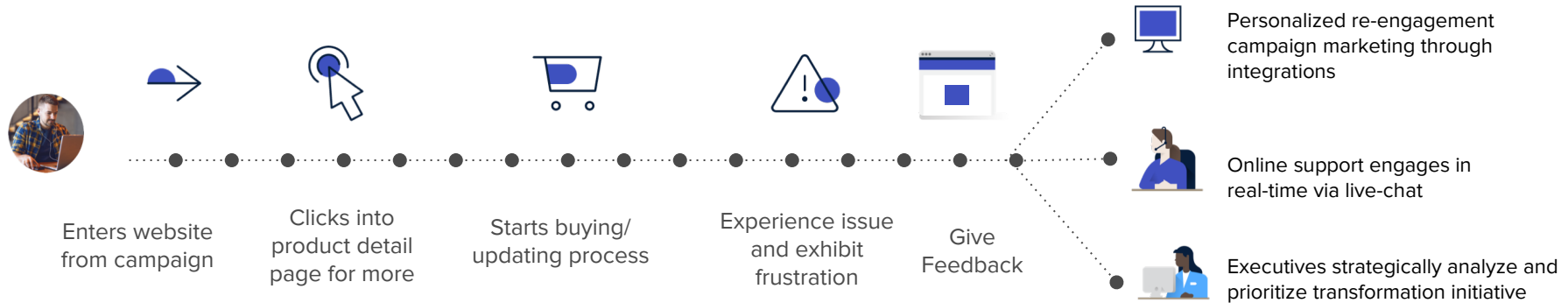


In-the-Moment Data to Drive Personalization

The Future of Digital Experiences

Making the online experience personal

Medallia Digital + Decibel



DECIBEL
Experience Analytics
Understand behavior at scale

Medallia Digital
Experience Feedback
Capture emotions & perceptions

The Future of Customer Experience with Medallia

Current State

Achieve full visibility into digital experiences to improve every online experience

- Collect all customer and consumer data
- Identify & prioritize urgent issues
- Quantify & benchmark digital experience
- Understand visitor behaviors
- Act quickly to improve CX at scale

Future State

Transform experiences by reacting to visitor behavior in real time

- Real-time survey triggering based on behavioral analytics
- Leverage experience data for in-the-moment action
- Create complete, unified view for every visitor's online story

Q&A

Thank you
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