DATA DRIVEN CX;
DE NPS VOORBIJ

Underlined presentation by Theo van der Steen and Max Werkhoven
We help organizations in their data driven customer experience approach, for that we deliver:

- Underlined hub for CX Analytics
- Data Driven CX consultancy
- Ready to go methods and tools
- Education in data driven CX

Our team of CX Analytics Consultants and Data Scientists help to connect your journey’s to data and provide insights and interactions that enable you to connect and accelerate with your customers, to become a 9+ company!
DATA IS YOUR POT OF GOLD!
# TRENDS | DATA-DRIVEN IN A CHANGED WORLD

**INSIGHTS ARE THE NEW BLACK**

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<th>GROWTH ERA</th>
<th>MASS-MARKET</th>
<th>SEGMENT</th>
<th>CUSTOMER</th>
<th>LOYALTY</th>
<th>RELEVANCE</th>
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<tr>
<td>Decade</td>
<td>1960s-1970s</td>
<td>1980s</td>
<td>1990s</td>
<td>2010s</td>
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<td>Technology Enabler</td>
<td>Mass Production</td>
<td>Market Research</td>
<td>Enterprise IT</td>
<td>Advanced CRM</td>
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<td>Performance Indicator</td>
<td>Volume</td>
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<td>Customer Lifetime Value</td>
<td>Customer Retention</td>
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<td>Market Approach</td>
<td>Mass Appeal</td>
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<td>Management Focus</td>
<td>Product and Scale</td>
<td>Channel and Scale</td>
<td>Channel and Relationship</td>
<td>Experience and Relationship</td>
<td>Experience and Personality</td>
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“Our long held maxim - that understanding the customer is the crux of innovation - is wrong. Customers don't buy products or services; they "hire" them to do a job.”

Clayton M. Christensen
There is a confusion about experience and memory. We actually don’t choose between experiences, we choose between memories of experiences.

Daniel Kahneman
Nobel Prize Winner psychology
UNDERLINED DATA DRIVEN CX MATURITY SCAN
LET’S START DATA DRIVEN CX

What is data driven CX? Where and how can I get the right knowledge to understand what I can do in my own company?
LET’S START DATA DRIVEN CX

Data Driven Customer Experience Management

We increase the impact and visibility of Customer Experience professionals, facilitate effective member-to-member sharing and establish respected standards.
NPS OPEN FEEDBACK

How do we get insights out of the open text field answers in customer feedback surveys?
NPS OPEN FEEDBACK

Customers Feedback

Tekst Mining

Organisation
How can we connect the dots! Align corporate direction, management decisions and value models with your core customer journeys and impactful change initiatives.
CX INSIGHTS FRAMEWORK

Main objective of Measurement Framework

CX KPI’s

Influencing factors of KPI’s

Connected to journeys/touchpoints

Strategic models, such as: impact, drivers and loyalty

Effective: Contact Resolution
Easy: Customer Effort Score
Enjoyable: Emotion Score

Drivers from customer behaviour, feedback & relation

CX Pilars

Customer behaviour:
- Contact volume/ratio
- First Contact Resolution
- Kansaswitch
- # Klachten
- Doorlooptijd
- Etc.

Customer feedback:
- Vriendelijkheid
- Deskundigheid
- Snelheid
- Afspraken nakomen
- Service beleving
- Etc.

Customer relation:
- Brand preference
- Brand awareness
- Brand reputation
- Brand image
- Brand funnel
- Etc.

Connected to customer journey’s

Become customer
- I Join

Stay Customer
- I Move
- I Leave

Controlled by
Loyalty – Customer Value

Examples based on fictional data
Continuously optimize the customer journey for claims, where we would like to have a digital first approach with maximum customer loyalty!
DATA SCIENCE MODELS

Interpolis.

Examples based on fictional data
DATA SCIENCE MODELS

Examples based on fictional data
DATA SCIENCE MODELS

Drivers journey

Drivers NPS

Examples based on fictional data
MINING OF EMOTIONAL JOURNEYS

How can customer journey insights lead us through process optimization?
MINING OF EMOTIONAL JOURNEYS

JOURNEY MINING: EVERY SOURCE HAS ITS OWN STORY!

For an omnichannel 360 degree customer view, you need to connect the dots. Capture your customers’ experiences and the data sources that fuel their story:

- Telephone: Customer Question
- CRM: Customer View
- Back office: Customer Process
- Social: Customer Experience
- Online & Mobile: Customer Behaviour
- Research: Customer Perception
MINING OF EMOTIONAL JOURNEYS

Here’s an example of a 360 customer view set mining

**In short:** combine the usual with unearthing other, supporting and sometimes unusual data, but..
MINING OF EMOTIONAL JOURNEYS

SURELY, THIS MUST BE MAGIC

Questions from the business

What do we know about the customer journey if we combine all our data?

What do our customers want/ask at different moments in time and where are the current flaws?

How do customers move through our organisation?

What is my customer going to do?

What makes a customer (dis)satisfied?

What do my customers need contact?

(Where) do we see concentrations?

What are the most frequently used paths?

When do my customers need contact?

How do my changes impact my client (satisfaction)?

Automated data gathering

• No SQL
• Scraping
• Continuous updating
• ...

Text mining/clustering

• Parsing
• Stemming
• Machine learning
• K-means
•...

Process mining

• Markov
• Web to call
• ...

Predictive analytics

• Randomforest
• Regression
• K-means
• Feature selection
• ...

Insights/dashboarding

• Tableau
• Making actionable
• ...

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MINING OF EMOTIONAL JOURNEYS

APPROACH: ESSENTIAL STEPS

Examples based on fictional data
MINING OF EMOTIONAL JOURNEYS

WHAT DOES IT LOOK LIKE, THAT FIRST GLANCE AT DATA?

Examples based on fictional data
MINING OF EMOTIONAL JOURNEYS

LET’S START TO ENRICH DATA WITH JOURNEY CONTEXT...

### Examples based on fictional data
MINING OF EMOTIONAL JOURNEYS

... AND COMBINE IT WITH NPS INSIGHTS: PERCEPTION & EMOTION

The type of experience is highly dependent on the particular process involved.

Examples based on fictional data

Number of Records
- 100
- 2,000
- 4,000
- 6,000
- 8,000
- > 10,000
The tipping point is that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire.

- Malcolm Gladwell
The CX disconnect
Walker asked over 550 CEO’s and 400 CX professionals and found out a disconnect in language and actions

Recognizing what CEOs value and what ultimately drives competitive advantage, CX and data professionals must:

1. **Align their efforts** with the business outcomes CEOs want. CX and data professionals must connect the dots and show how CX initiatives result in concrete outcomes.

2. **Plan innovation**, design a roadmap to alternate customary break fix activities with breakthrough initiatives.

3. **Build an engaged customer-focused workforce** by helping (inspiring) employees identify with the programme, the customers and have their voice heard.
DATA-DRIVEN IN A CHANGED WORLD / CAPTURING THE RIGHT DATA

HEART AND HEAD

Let’s simplify: never forget it’s about the heart and the head playing together.

Sometimes it’s just very different (emotional) drivers that cause behaviour...
DATA-DRIVEN IMPACT IN THE ORGANISATION

GOOD READS

You know your standard books on strategic innovation...
TIP: Here’s 5 off-beat reads to spark new ideas.

Stephan van Slooten
Met bijdrage Theo van der Steen
https://hbr.org/2017/01/are-you-solving-the-right-problems

Steven van Belleghem

Gerry McGovern
GOOD LUCK WITH BOOSTING YOUR NPS!
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