

How to become a CX champion?

MIT SMR Connections CX Survey
Research Findings

Thomas Karlsson

Delivering Experiences That Win Business and Build Loyalty: CX Champions Share Their Strategies

Thomas Karlsson

- Nordic CX Specialist, SAS Institute
- 20+ yrs experience of Analytic CRM and Marketing
- Cross industry



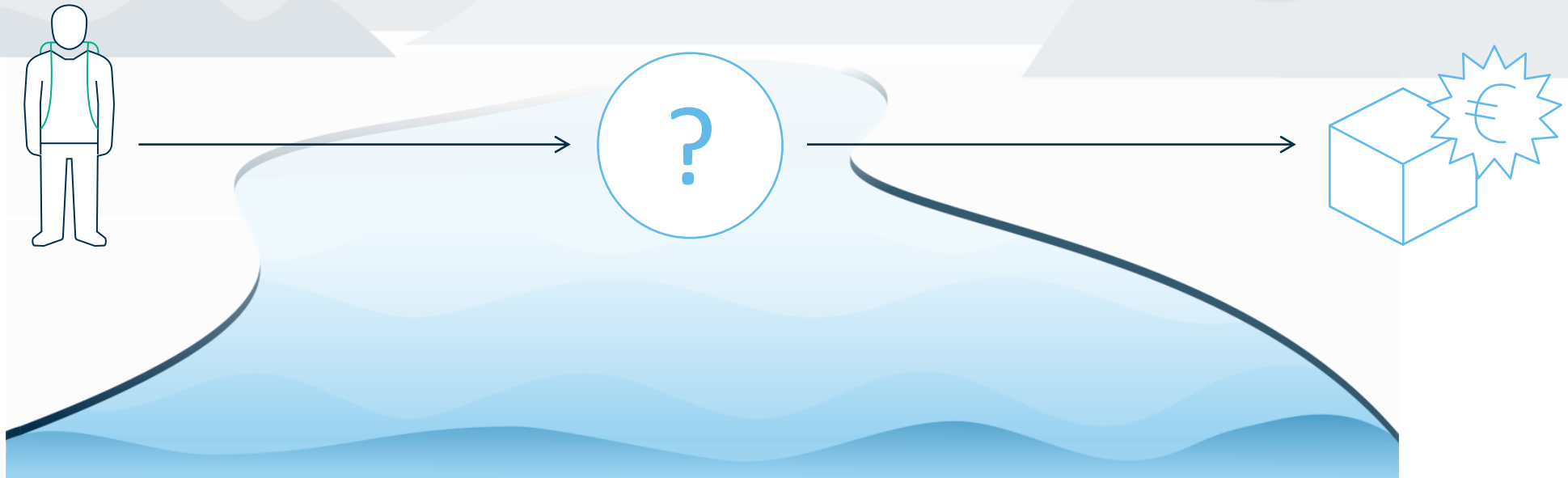
Thomas Karlsson

Principal Business Solution Manager,
Customer Intelligence på SAS



Customer Journey

How to drive conversions?



Customer Journey

How to drive conversions?



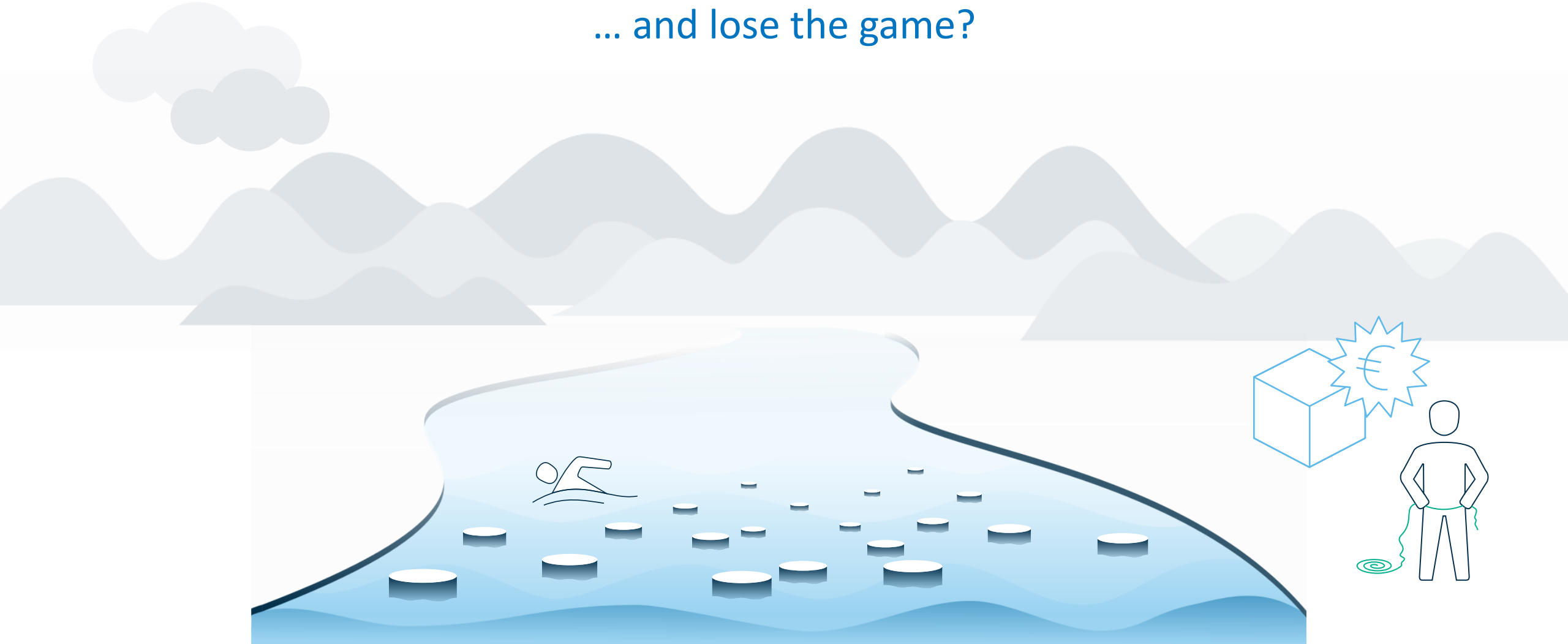
Customer Journey

Force customers to buy...



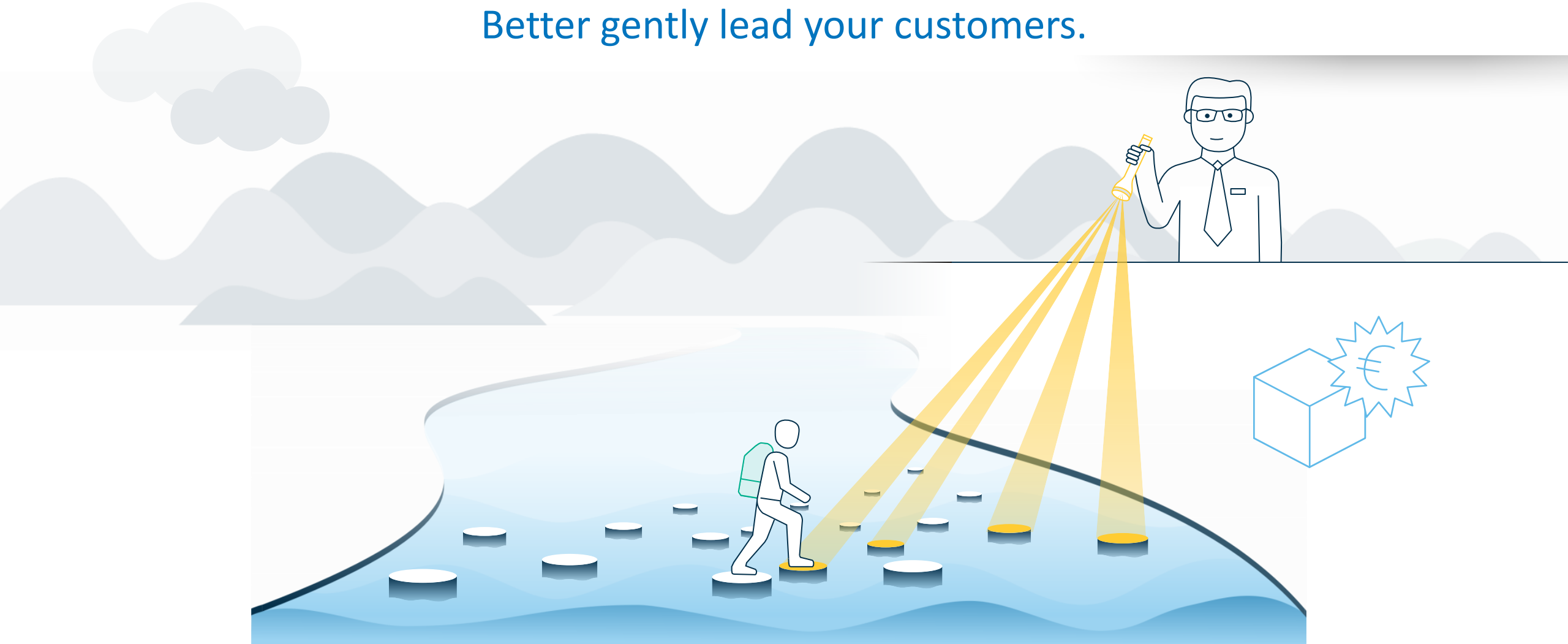
Customer Journey

... and lose the game?



Customer Journey

Better gently lead your customers.



Why does it look like this?



About the report

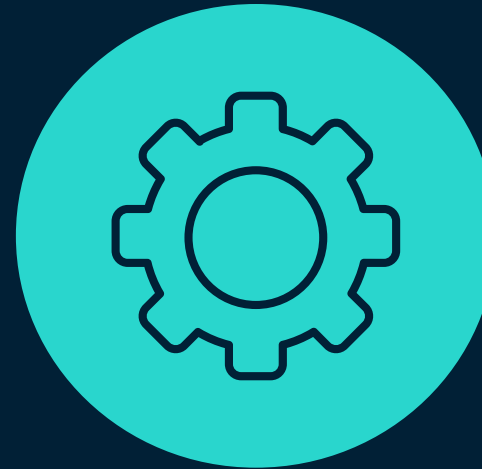


- MIT Sloan Management Review conducted a survey on behalf of SAS Institute in late 2021 interviewing 2700 companies across the world and across industries to identify CX trends and best practices.
- 72 % of the respondents have strong expectations for the ROI on the investments in key customer experience (CX) technologies within 2 years.
- Only 15% of organizations surveyed say they are significantly outperforming their competitors in terms of CX quality and ROI on investments. We call these companies CX Champions.

The Two Goals of Digital Transformation



Improve the
Customer
Experience (CX)



Increase
Operational
Efficiencies

What CX Champions Do



Elevate CX strategy
to the level of digital
transformation
strategy.



DBS Bank

“As the world digitizes, creating distinct, unique and delightful customer experiences is our only significant competitive advantage”

- Piyush Gupta, Group CEO, DBS Bank

“Benchmark yourself against your customers expectations ”

Being RED – Respectful, Easy to Deal With and Dependable is how they deliver seamless and unique customer service standards

What CX Champions Do



Elevate CX strategy to the level of digital transformation strategy.



Use sophisticated analytics to push towards AI excellence.



Telenor Norway



"Data is the biggest asset: Curious employees create better results"



"The data must be accessible and comprehensible to the whole organization."



"It's better to make several micro decisions than to make large ones"

Innehåll från SAS Institute

ANNONS

Data är den största tillgången: Nyfikna medarbetare skapar bättre resultat

Publicerad: 20 april 2022, 13:03 Uppdaterad: 25 april 2022, 15:11



Nikolai Perminow är chef för arkitektur, kanaler och analyser för Telenors mobila division i Oslo. Foto: Ilja C. Hendel

På Telenor är framgångsreceptet att fatta snabba och korrekta beslut – både som kund och anställd. Den viktigaste ingrediensen är data – och den måste vara tillgänglig och begriplig för hela organisationen.

What CX Champions Do



Elevate CX strategy to the level of digital transformation strategy.



Use sophisticated analytics to push towards AI excellence.



Make CX a mainstay of organizational operations.



CVS Health

Empower the organization to succeed

- Give Frontline Teams data and mandate.
- Align around customer centricity
- Learn, Get better, Innovate

“Our consumers are telling their experience within their experience”

- Use customer feedback to drive action
- Focused on 1st party data.
- Surveys and social media is outdated.

What Makes for a Great Customer Experience?



People

Empower cross-functional and decentralized teams.



Process

Analyze throughout the CX process.



Technology

Implement data ethics plans to enable digital trust.

It is impossible to deliver a relevant customer experience for your customers across channels if you don't orchestrate it centrally.



THE REALITY IS A CONFUSED CUSTOMER EXPERIENCE

Email



Digital



Call Center



In-Store



Ads/Social



Print



Every channel has its own orchestration, data, content, agenda and integrations. IT can't keep up with integrations and data movement to all different SaaS tools

For A Winning CX Strategy...



Make CX integral to overall digital and corporate strategy.



Improve the analytics and AI game.



Empower teams to achieve speed and harness creativity.



Avoid “random acts of technology.”

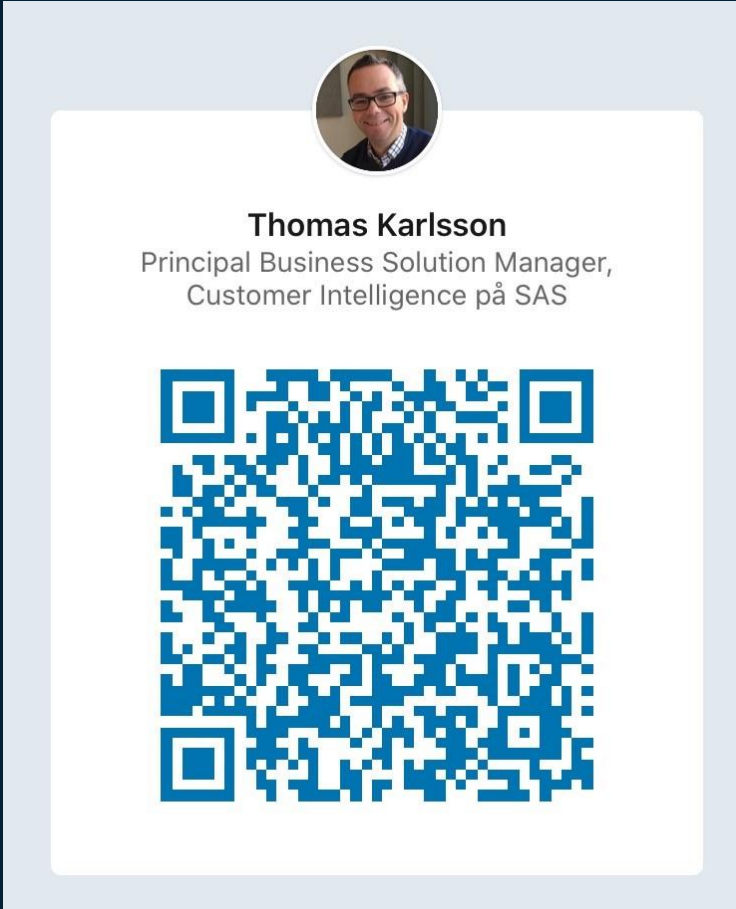
Thank you!

- For additional information, download full report:

[MIT SMR: Delivering Experiences That Win Business and Build Loyalty: CX Champions Share their Secrets](#)

- Link to on-demand seminar:

https://www.sas.com/en_us/webinars/data-to-deliver-cx.html



A business card for Thomas Karlsson, Principal Business Solution Manager at SAS. The card features a circular profile picture of Thomas, his name, title, and a large QR code.

Thomas Karlsson
Principal Business Solution Manager,
Customer Intelligence på SAS



Appendix

sas.com



CX Champions

- DBS ([link](#))
- CVS Health ([link](#))
- Telenor ([link](#))
- S-Bank ([link](#))
- Barilla ([link](#))
- Ulta Beauty ([link](#))
- Viking (former Office Depot) ([link](#))

S-Bank har Finlands mest nöjda bankkunder: "Data och nyfikenhet avgörande för alla våra beslut"

Publicerad: 24 november 2021, 13:43 Uppdaterad: 8 februari 2022, 09:42



Johanna Makkonen, senioranalytiker på S-Bank.

I över tio år har finländska S-Bank konsekvent och strategiskt arbetat med att samla och dra nytta av sin data. I dag har banken nästan halva Finlands befolkning som kunder – och olika undersökningar visar att man även har landets nöjdaste bankkunder.

Enligt Johanna Makkonen, senioranalytiker på S-Bank, är det framför allt förmågan att omvandla det svåra till det enkla som ligger bakom framgången.

[Öka produktiviteten och innovationen med hjälp av data – läs mer här.](#)

S-Bank har fått utmärkelser för "Finlands nöjdaste bankkunder" av bankjämförelsetjänsten Sortter Oy och "det mest innovativa företaget i den finländska finanssektorn" från handelshögskolan Hanken.

S-Bank är del av den större kooperativa organisationen, S-Gruppen. Trots att S-bank är en jämförelsevis ung organisation, har banken aktivt arbetat med vad som har varit nyckeln till framgången: data.

Teknikfundamentet skapar möjligheter

Många företag har ett stort fokus på att bli mer data drivna. Men innan man nå ett effektivt sätt kan börja dra nytta av all data måste de underliggande