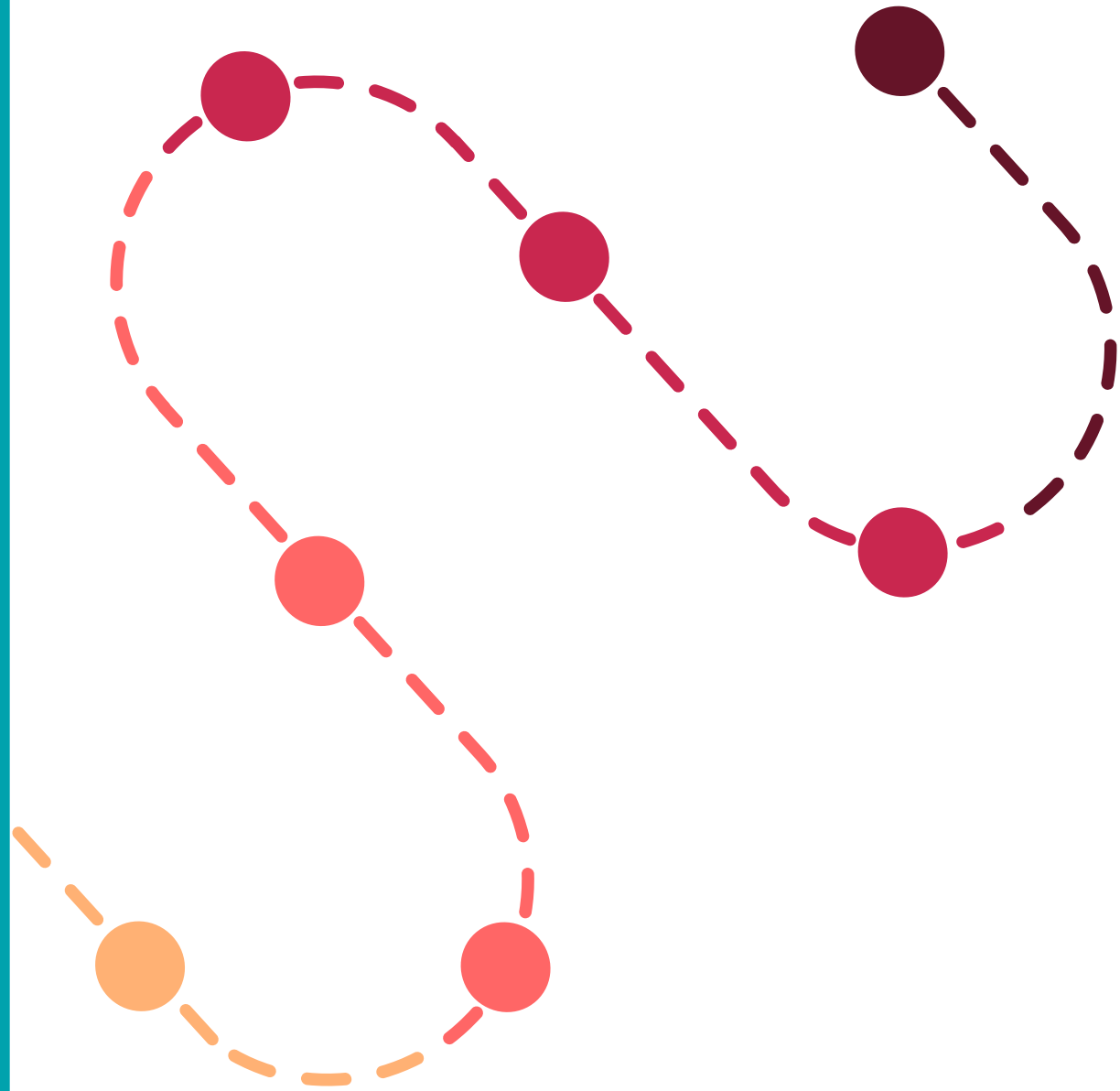
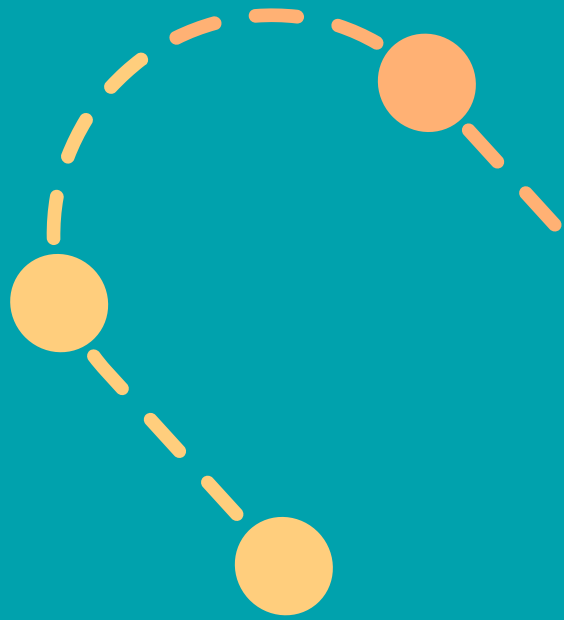


# Competing on Customer Journeys

by David C. Edelman and Marc Singer



# Agenda

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- 01 Introduction
- 02 Explosion of digital technology
- 03 Streamlining the decision journey
- 04 Getting proactive
- 05 Best practitioners aim not just to improve the existing journey but to expand it
- 06 Automation
- 07 Proactive personalization
- 08 Contextual interaction
- 09 Journey innovation
- 10 McKensey another view on Customer Journeys
- 11 Capabilities in Practice
- 12 The Rise of the Journey Product Manager
- 13 Conclusion

# Our Team

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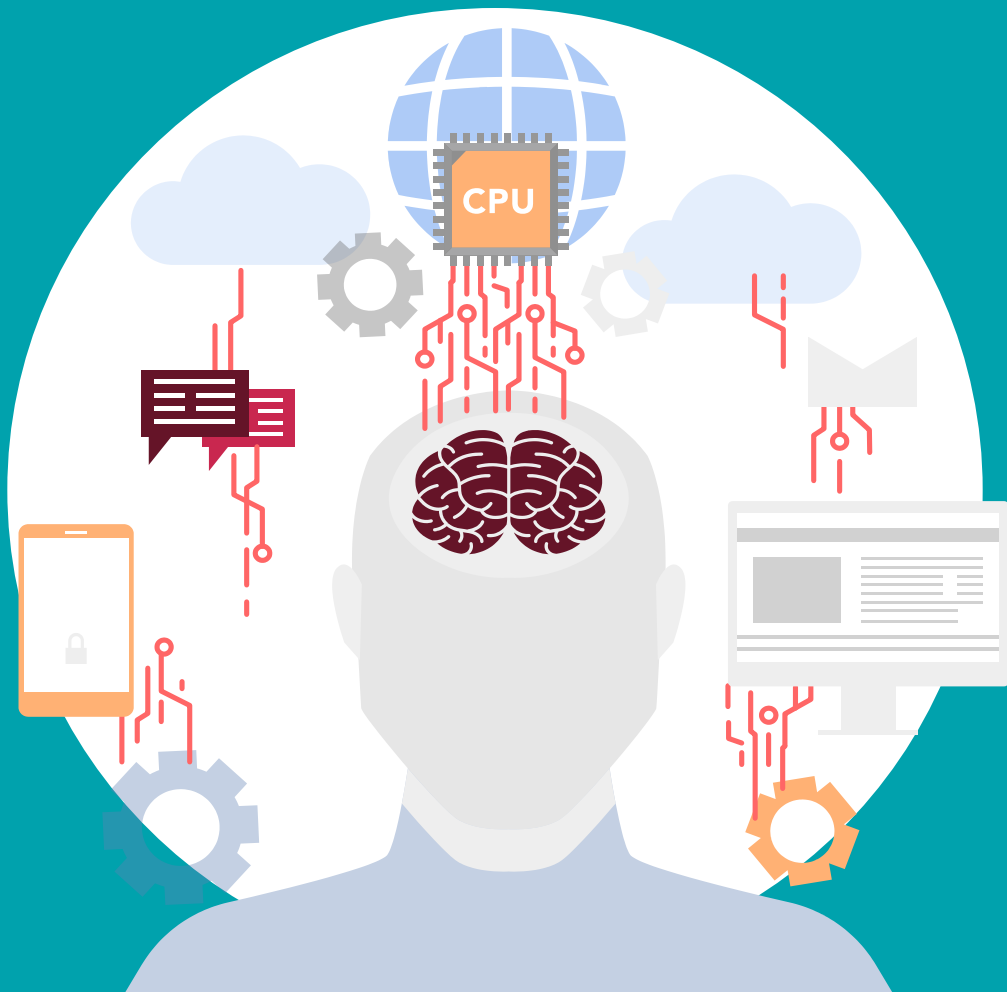
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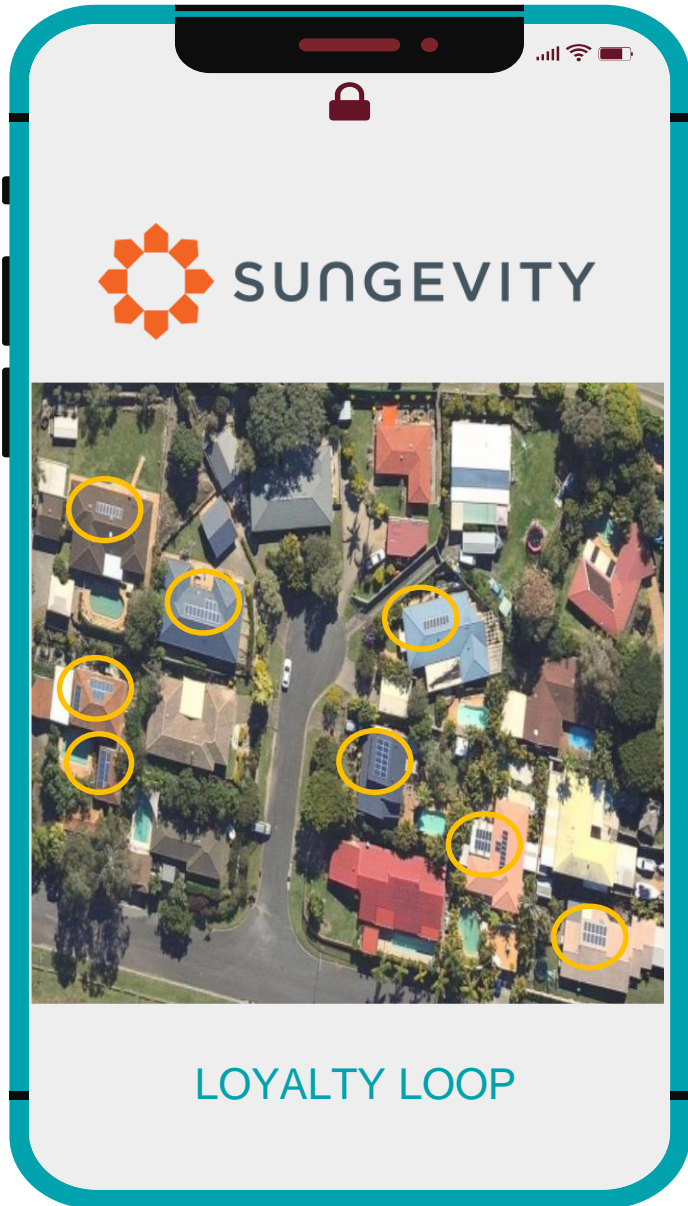
# The explosion of digital technologies



The explosion of digital technologies over the past decade has created “**empowered**” consumers

Rather than merely reacting to the journeys that consumers themselves devise, companies are shaping their paths, **leading rather than following.**

Journeys are becoming **central to the customer’s experience of a brand**—and as important as the products themselves in providing competitive advantage.



1 click

E-mail (a unique URL that led to a Google Earth)

2 click

A page with custom calculations.

3 click

A connection through the desktop to a live sales rep.

4 click

Link to videos that explain the installation process and the economics of leasing versus buying.

2 days later

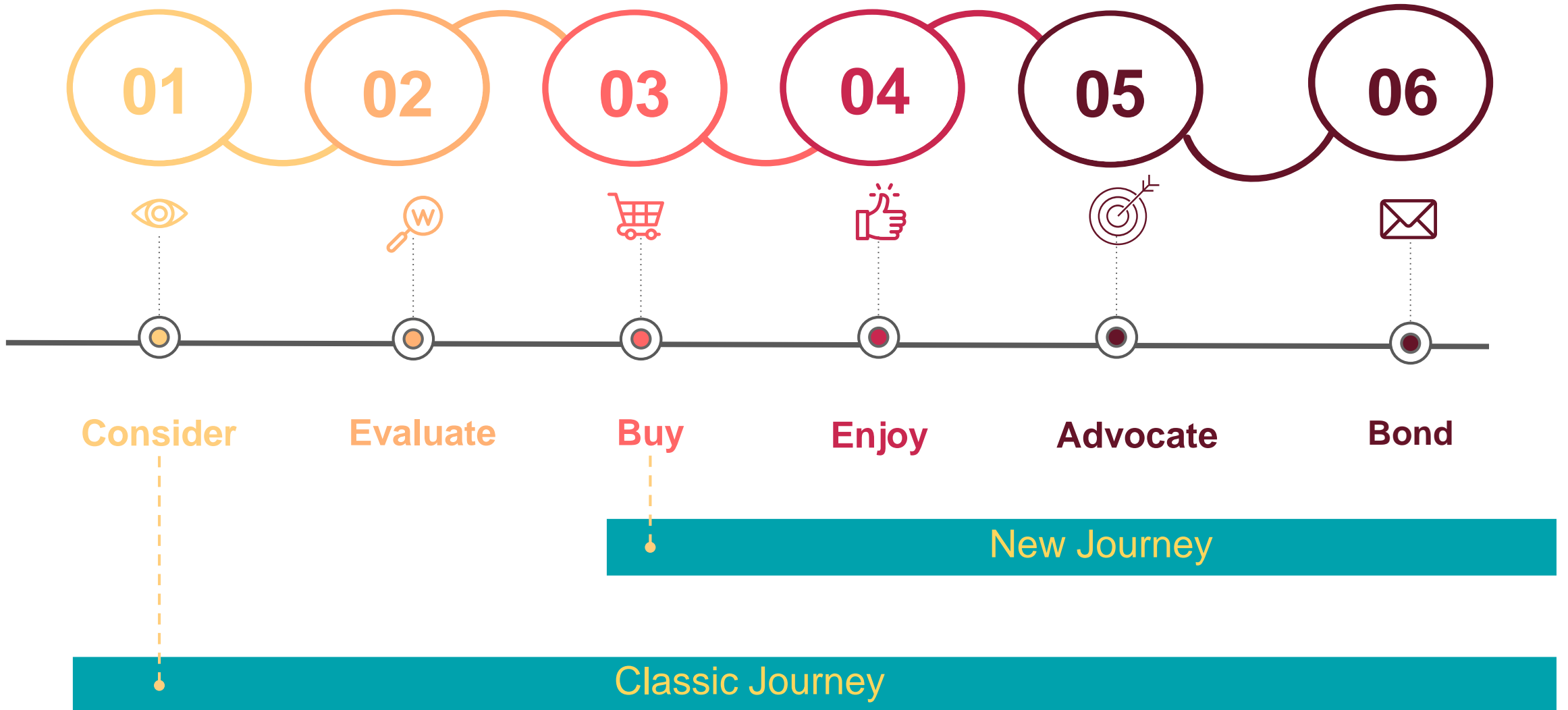
5 click

E-mail with the names and numbers of nearby homeowners who used its system and had agreed to serve as references.

6 click

A Connection customer to a rep who knew precisely where he was on the journey and had a tailored lease ready for him. E-sign.

# Streamlining the Decision Journey



# Getting Proactive

- **Consumers' decision journeys** broadly describes how people move from initially considering a product or service to purchasing it and then bonding with the brand.
- Cutting-edge journeys succeed because they create **new value** for customers: Customers stay because they benefit from the journey itself.

## Primarily reactive

Strategies that companies used a decade ago to lock in customers (cellular service contracts).



## Aggressively proactive

Companies are designing and refining journeys to attract and keep shoppers, by creating **customized experiences**. So once consumers get on the path, they are irresistibly and permanently engaged.



## Empowering Customers With In Demand Capabilities Now:

To drive growth

Rather than products, focusing on customer experience along the journey the goal. The journey itself is the product of your brand.

Rather than journey devised by customers, shaping journey for emotionally compelling customer experience.

Rather than fixing pain points, providing contextualized and personalized customer experience.



# Real-time Automation

How to use digital in  
your business  
experience?



Customer experience automation entails the digitalization and simplification of formerly manual phases in the route.

A journey a capability that totally allows the customer to get something done now, gives them a whole empowerment of capability that they didn't have before.

## Common examples of CX automation tools include:



### CTI

Customer-telephony integration



### Check

Online banking apps that allow users to deposit a check without visiting a physical branch.



### Apps

Hospitality apps that let users check into or confirm reservations.

## Contextualized Interaction

A contextual touchpoint refers to the context in which the user interacts with your brand, not just the type of interaction that happened. Therefore, it's important to underline that is contextual compelling customer experience more than interaction.



# Personalized Intelligence



Personalization is instantaneously customizing the shopper's experience by using information gleaned either from past interactions with a customer or from existing sources.

# Contextualization

Good afternoon! We have added a dessert to your order as a compliment.



# Personalization

Good afternoon, Helen!  
How are you? We have added your favorite dessert to your order.



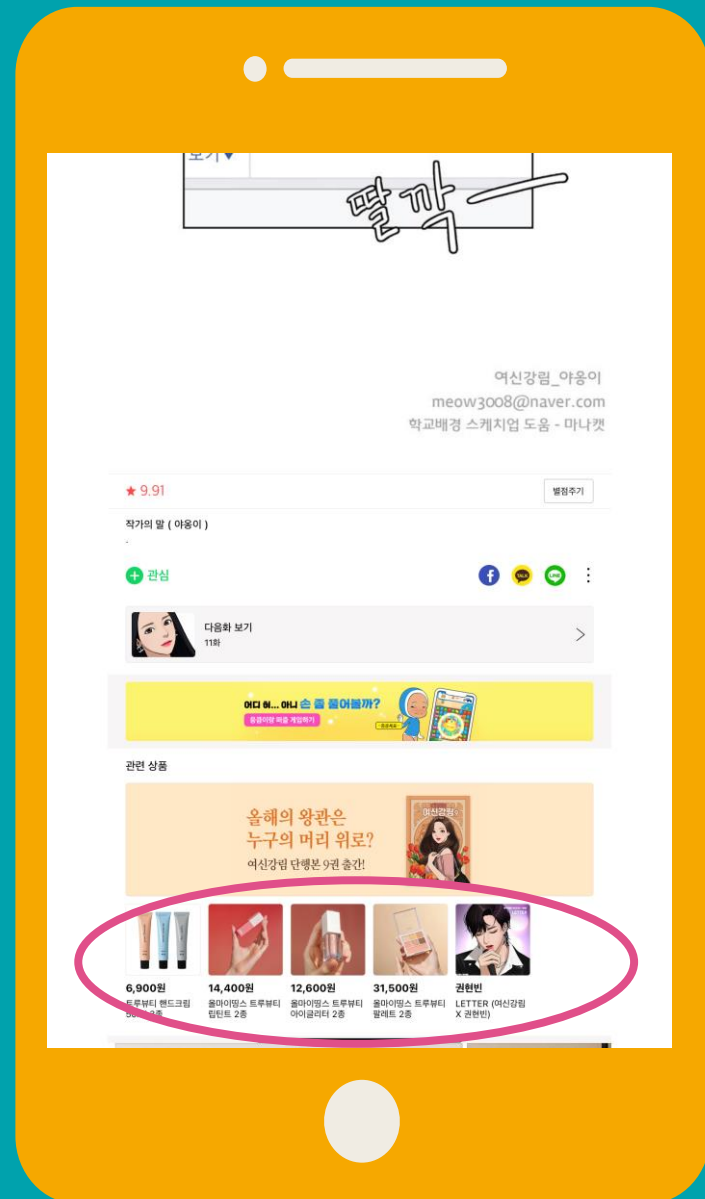
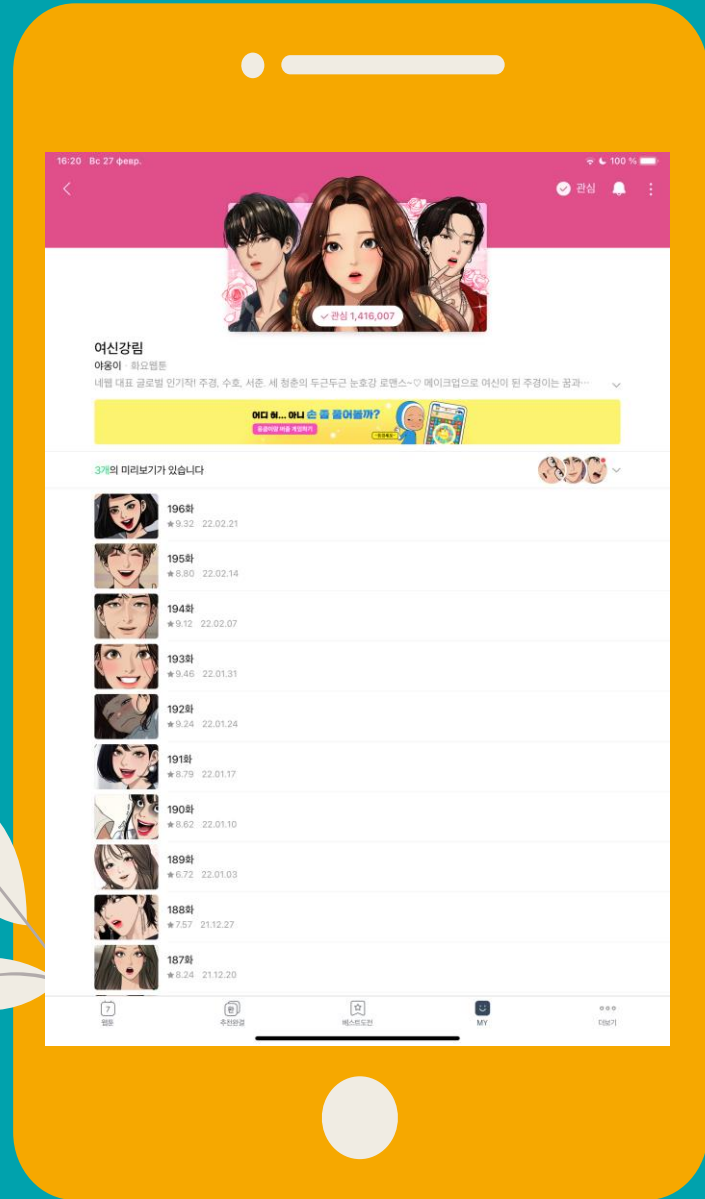


## Journey Expansion

Extension of the customer's journey by transferring the buyer to another seller after your services have been rendered. The main advantage is that different companies that are involved in one extended customer's journey make this process continuous, unified and convenient for the shopper.

Expanding a journey by integrating multiple services into a single straight-through customer experience.

# NAVER WEBTOON Case



## Engagement Innovation

Changing the nature of engagement and come up with new things and capabilities that will drive people to interact even more and give more info and keep growth happening to extend the relationship with the customer.



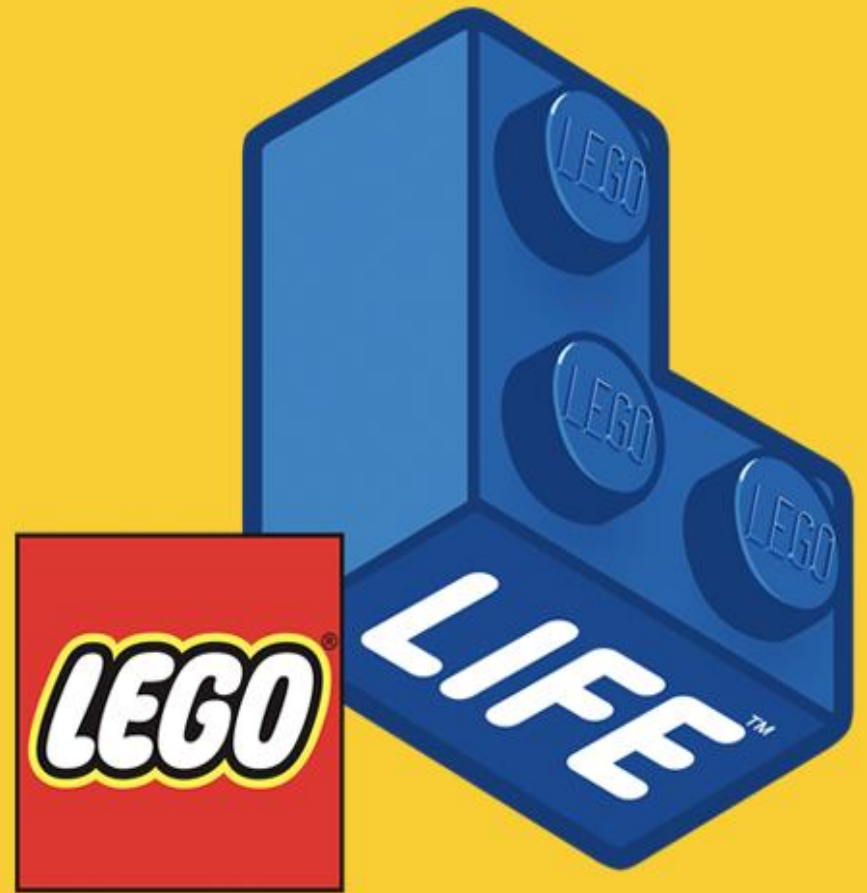




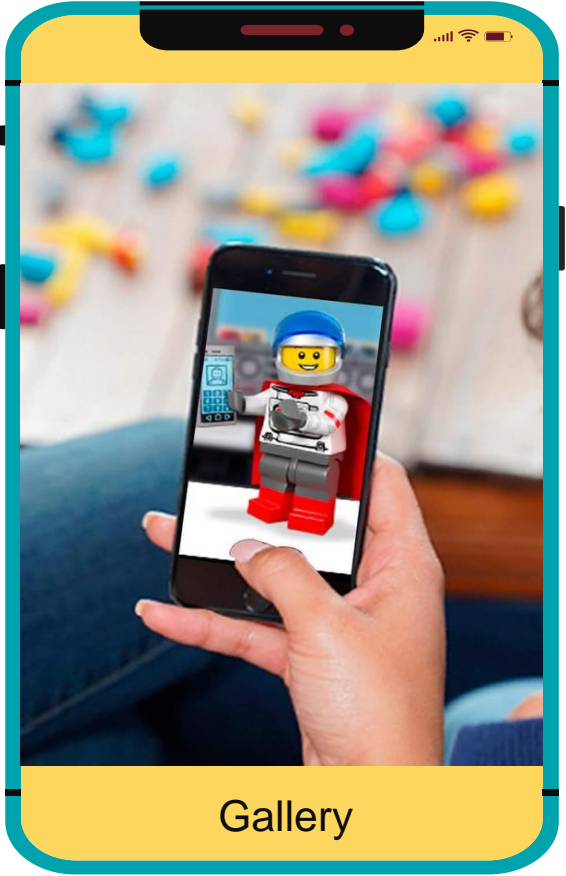
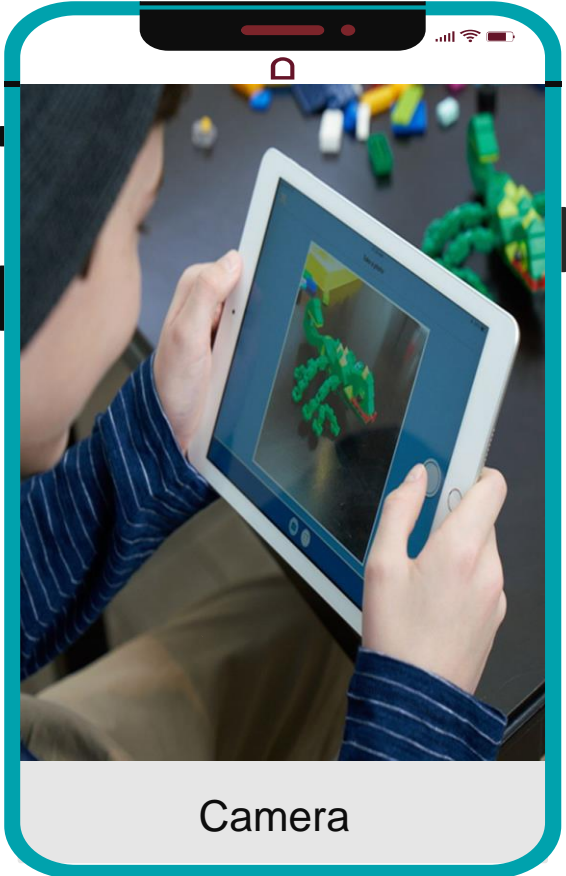
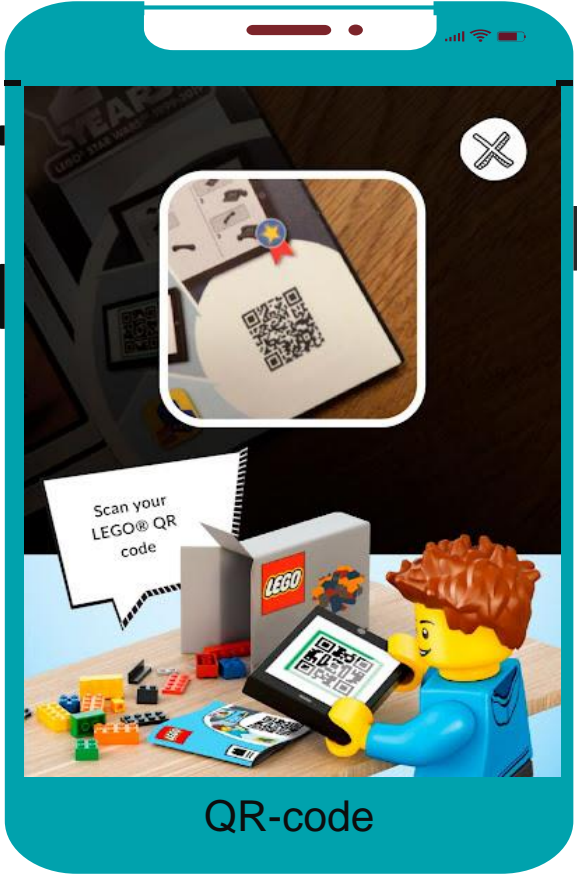
## Snapshot Case

Snapshot is really changing the entire journey of thinking about auto insurance by gizmo that goes in car and it tracks how you drive.

Capabilities on  
the practice



# Automation





Hi, I am captain security  
I give you some tips for using Lego LIFE.



### Rules of behavior

Click below to read and sign the rules of behavior, and you can take new cool icon.

GO!



Find friends



Find something interesting

### GROUPS



#BOOST



#Build to Give



#LEGO® Minions



My collection (1)



LEGO® ART (1)



Art Project - Create Together  
21226



Art Project - Create Together

21226

PDF

7+

Age

4138

Pieces

2021

Year

Join friends and family and create something amazing! Open the box and read the manual, sort the tiles and build the color palette, then choose your preferred themes and start building. Together you can make a beautiful patchwork of individual pictures, chosen to reflect different passions or personalities, or you can create an iconic LEGO® minifigure portrayed as a spaceman. It's up to you!



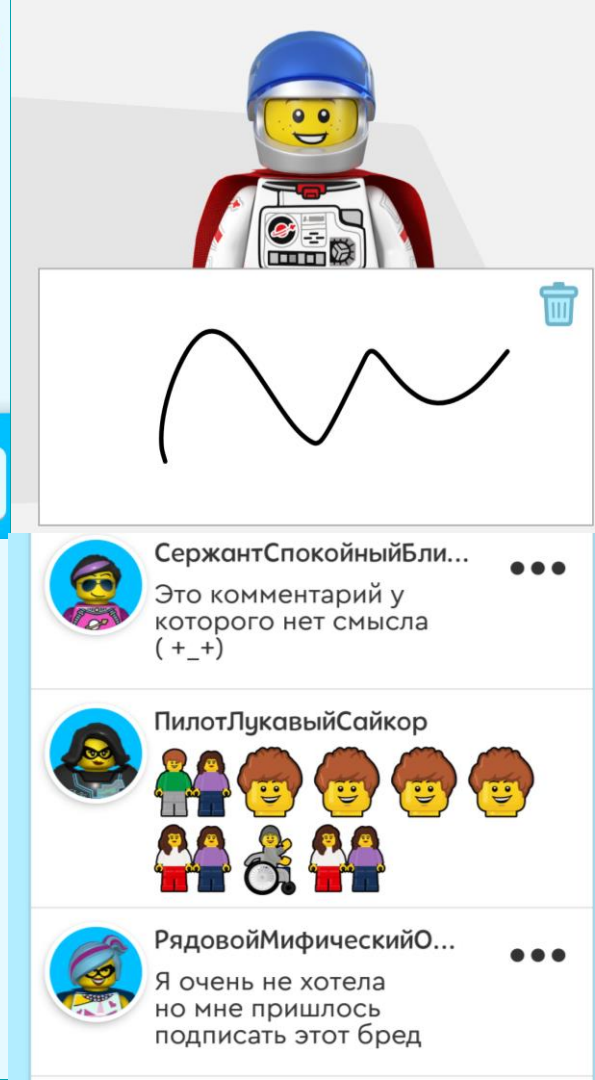
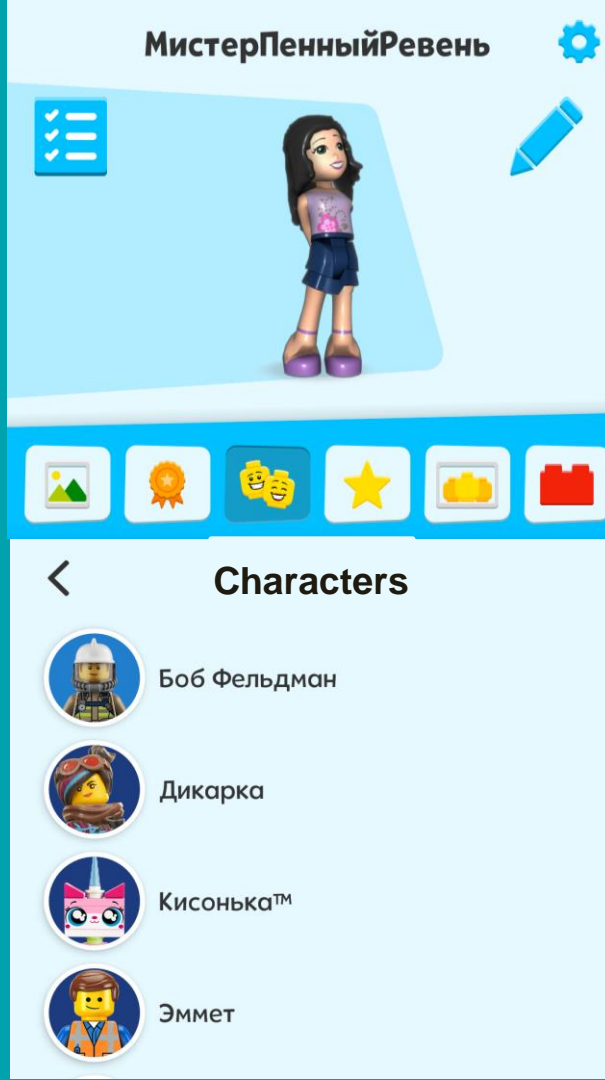
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40 cm

# Proactive personalization

**Lego Life** collects information about its customers and their preferences through various surveys and interactive games on the app. Create your own Lego character, choose which characters you like, displays posts with likes and comments from friends.



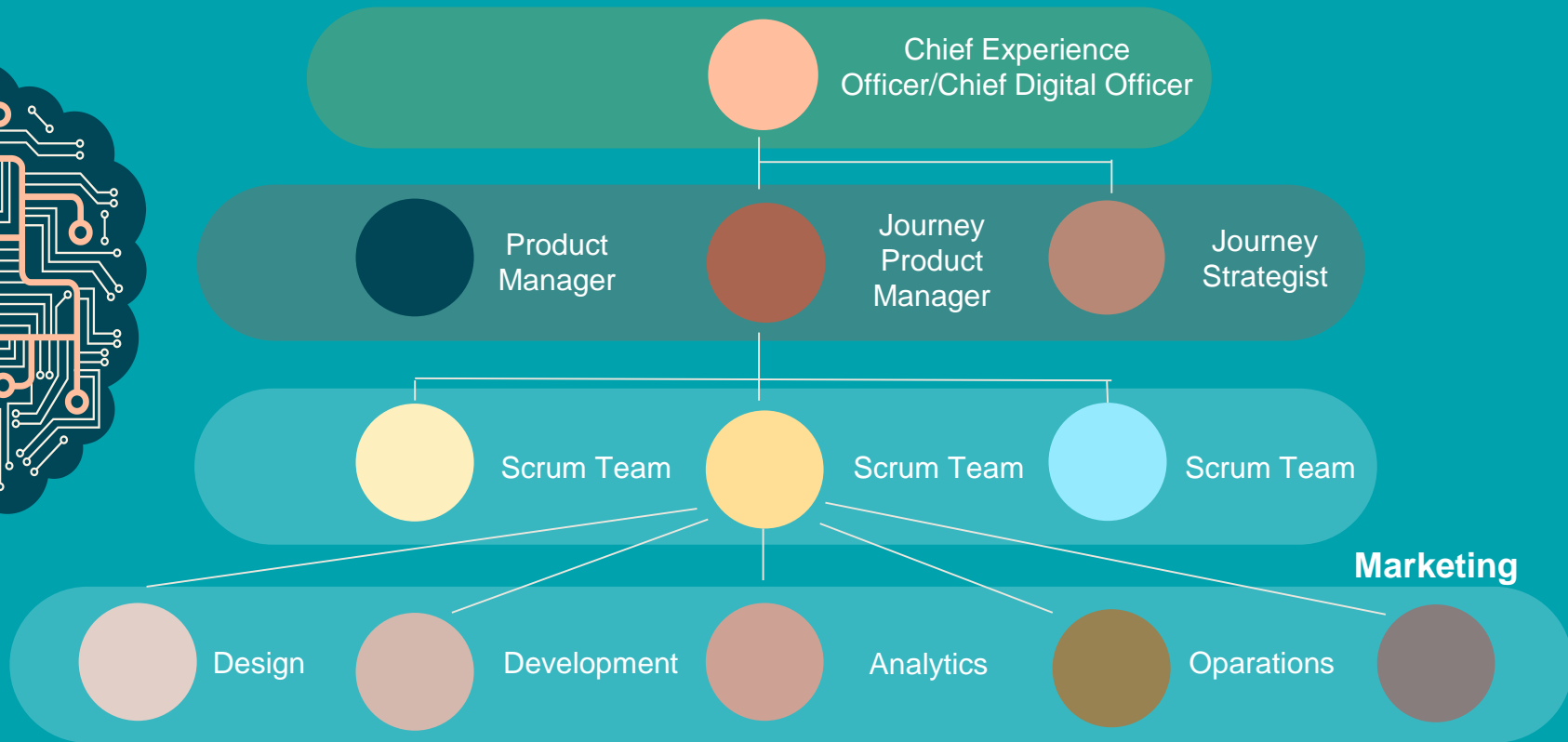
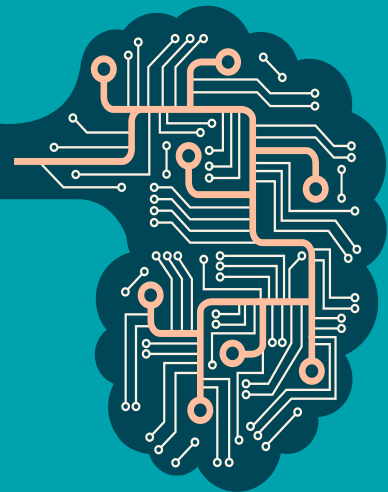
# Engagement



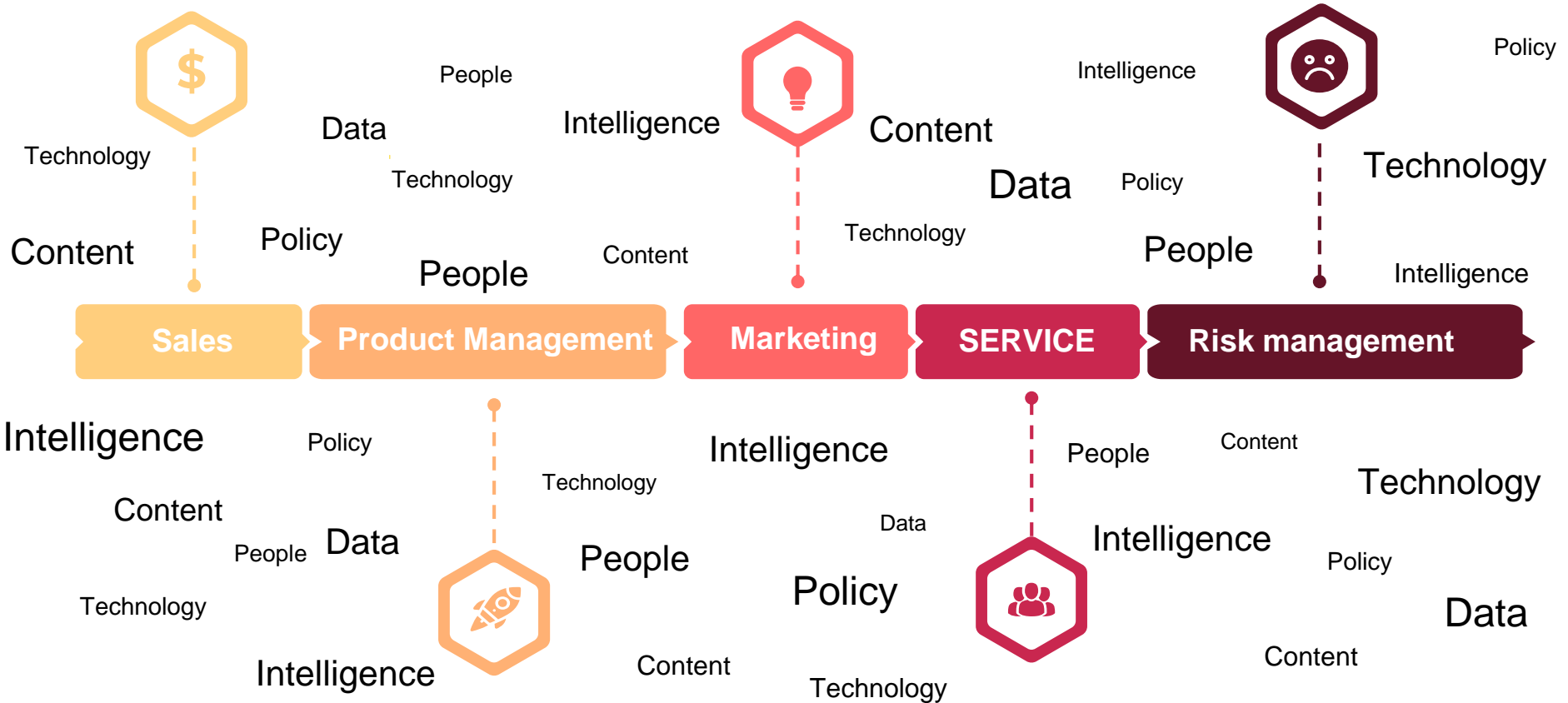
|| Lego is continuing to pursue journey innovation, using what it knows about its customers to extend the journey into toys production. (Lego and Nasa)

|| Lego support service after buying and assembling Lego, is interested in having all the details and whether they are all intact. In case of an error, Lego employers will bring new or missing parts to their customers.

# Architecture



# McKinsey: How The Digital Age is Disrupting the Marketing Framework







# Conclusion

"The seeker embarks on a journey to find what they want, and discovers along the way what they need"

**Wally Lamb**