Innovation, disruption, investment …where to start?

Simon Foot
Ember

30th June 2017

Its all about perspectives

What should we be worrying about?

by 2026, curated shopping and digital assistants will be widely used. Identifying the deals that are most likely to be of interest to them at a given point in time.

(Ovum)

44% of online shoppers say that live chat is one of the most important features a site can offer

(Forrester)

55% say easy access to information and support can make them fall in love with a brand

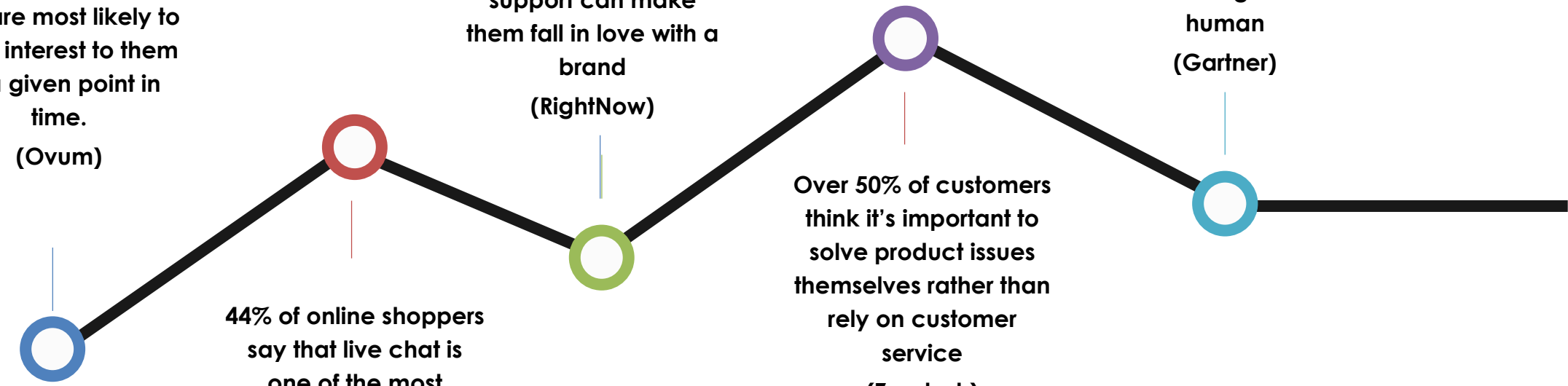
(RightNow)

Over 50% of customers think it's important to solve product issues themselves rather than rely on customer service

(Zendesk)

By 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human

(Gartner)



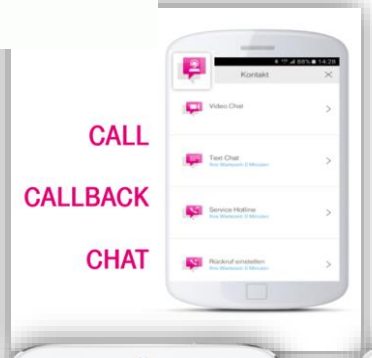
“The technology which will have mass adoption and commoditised in 10 years time is already with us today…..the human has just not adapted to use it….this is **Digital Darwinism.**”

So where do we look for indicators?

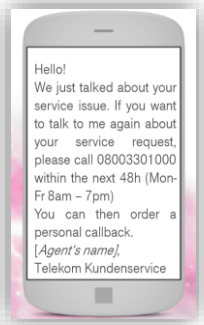
Brian Solis “the future of business”

Customer experience advancements

Deutsche Telekom



Mobile



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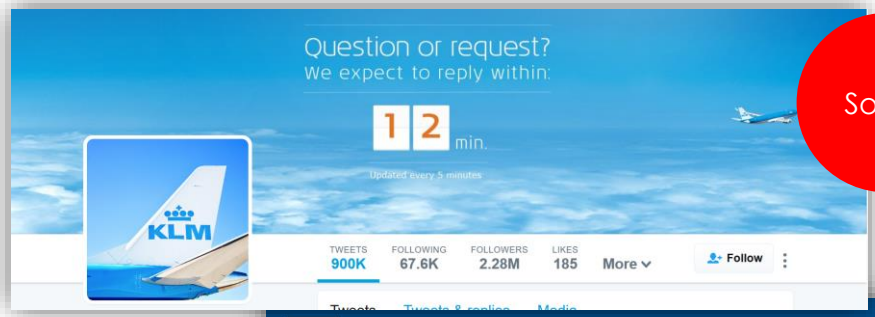
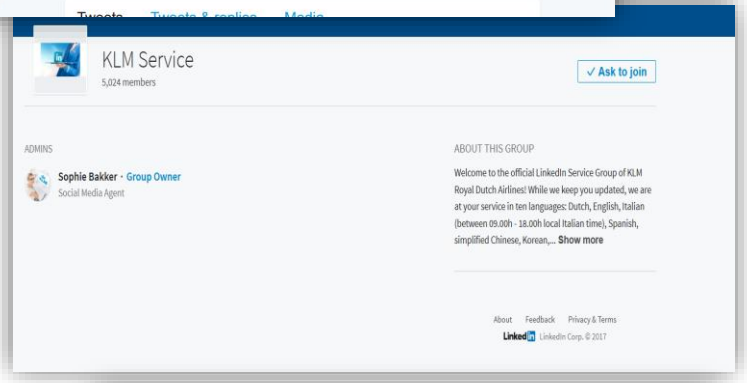
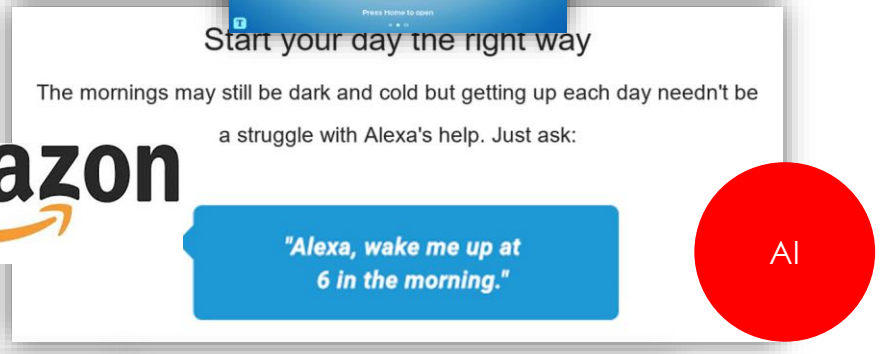


Social

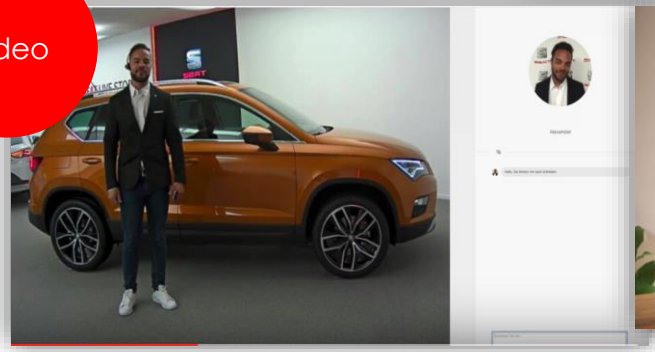


amazon



AI

Video



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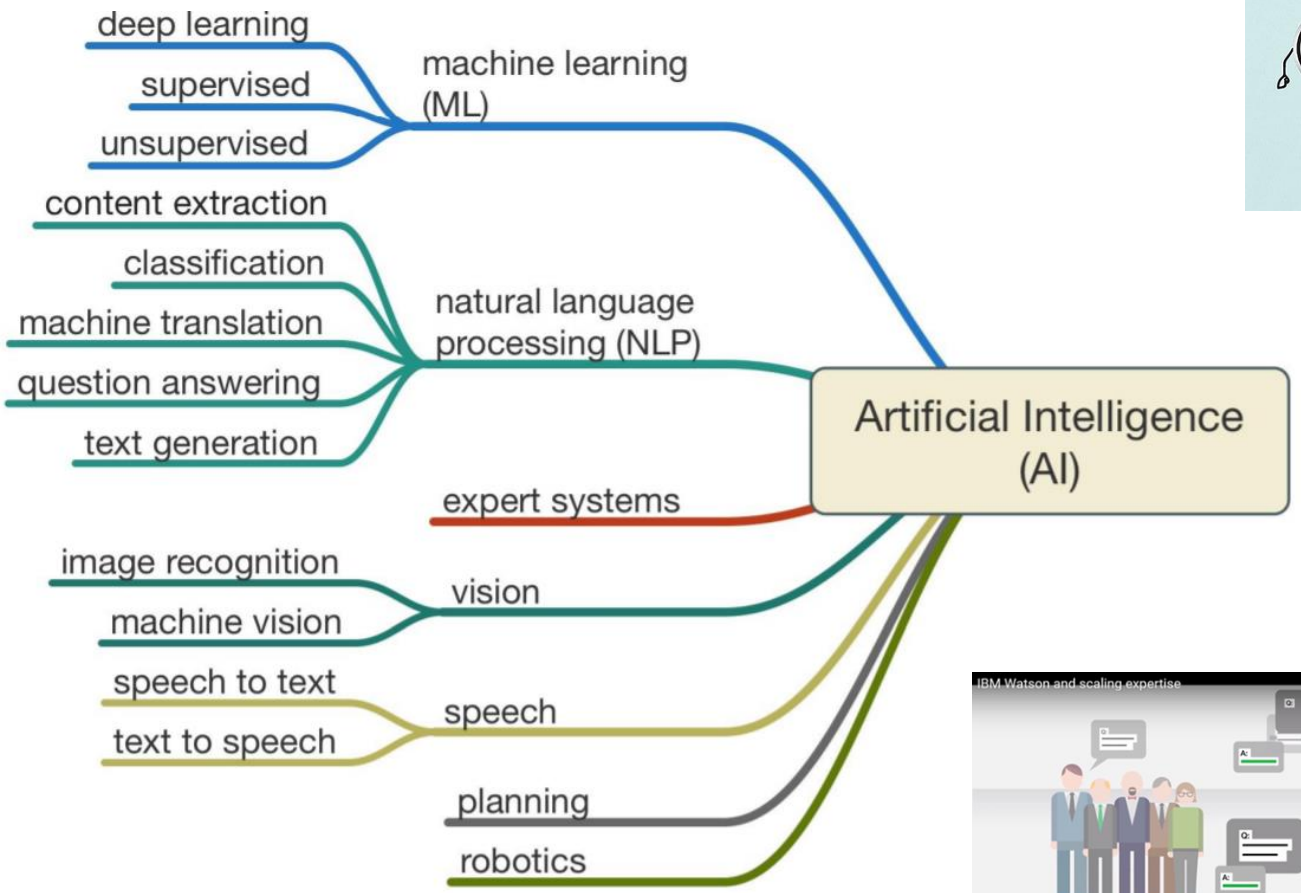
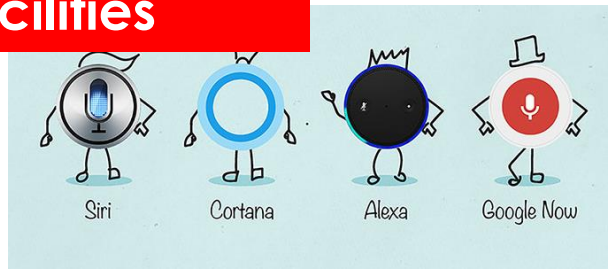
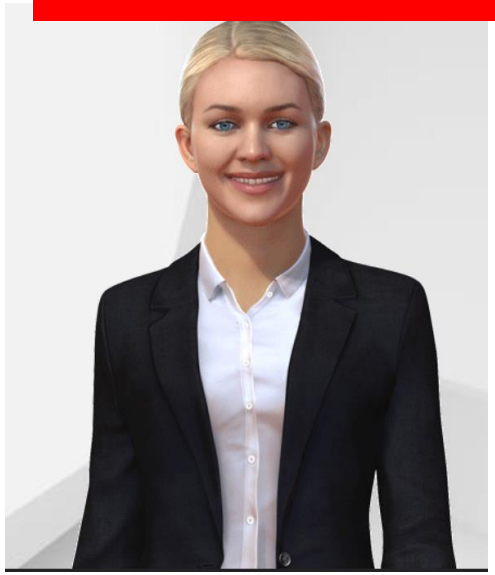
The role of AI in our operations?



Access existing AI chat facilities



Virtual Assistant

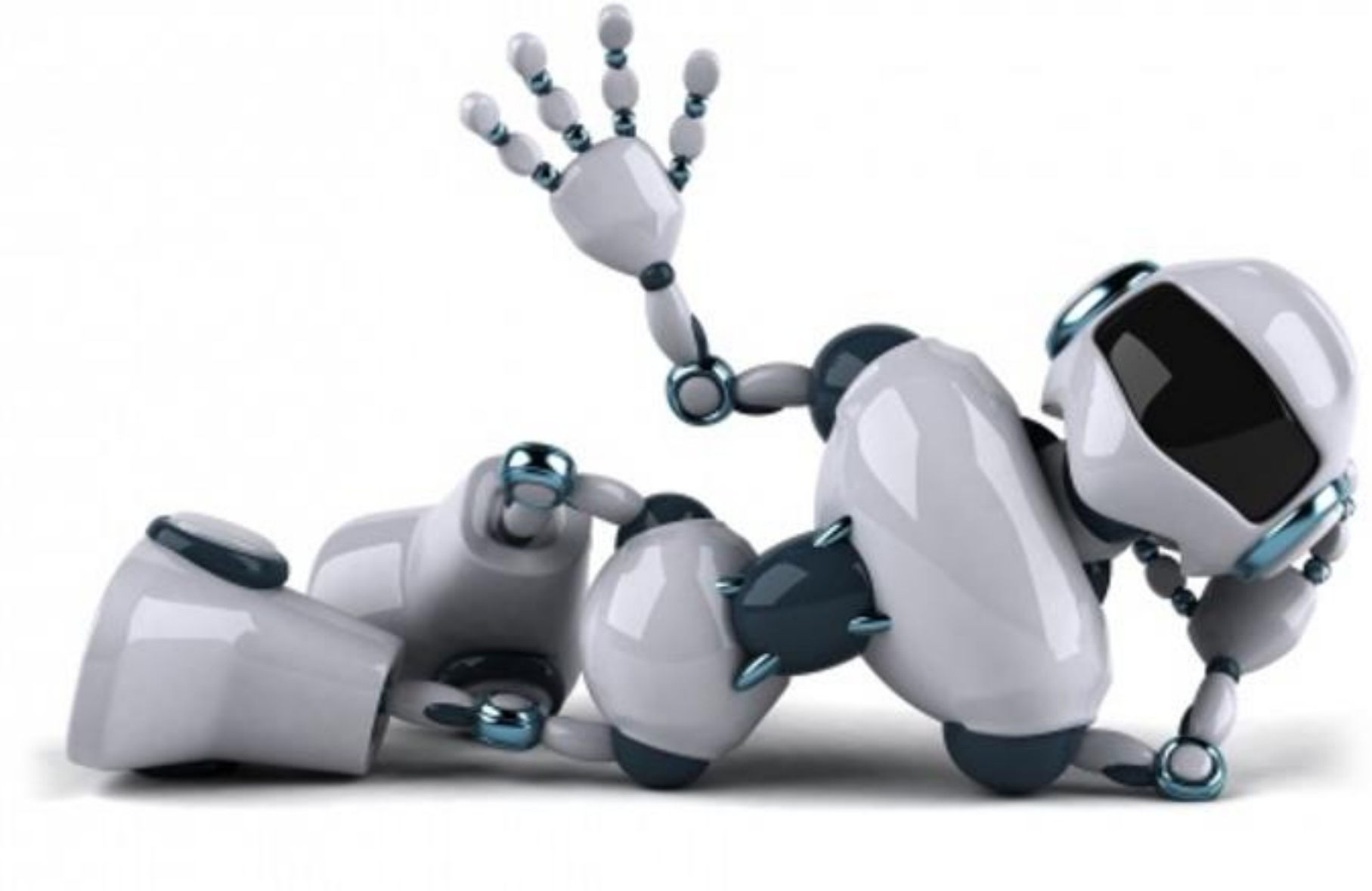


Large scale Knowledge

Human-assisted AI

Automated categorisation of email responses

So we wont need people anymore – right?



Wrong!

1. Agents enhanced with AI
2. Consultative problem solvers / knowledge workers
3. Socio-emotional specialist / psychological specialist / relationship manager
4. Project manager / integrator / advocate
5. Customer analyst / market intelligence
6. Multi-channel communicator – *digitally aware*

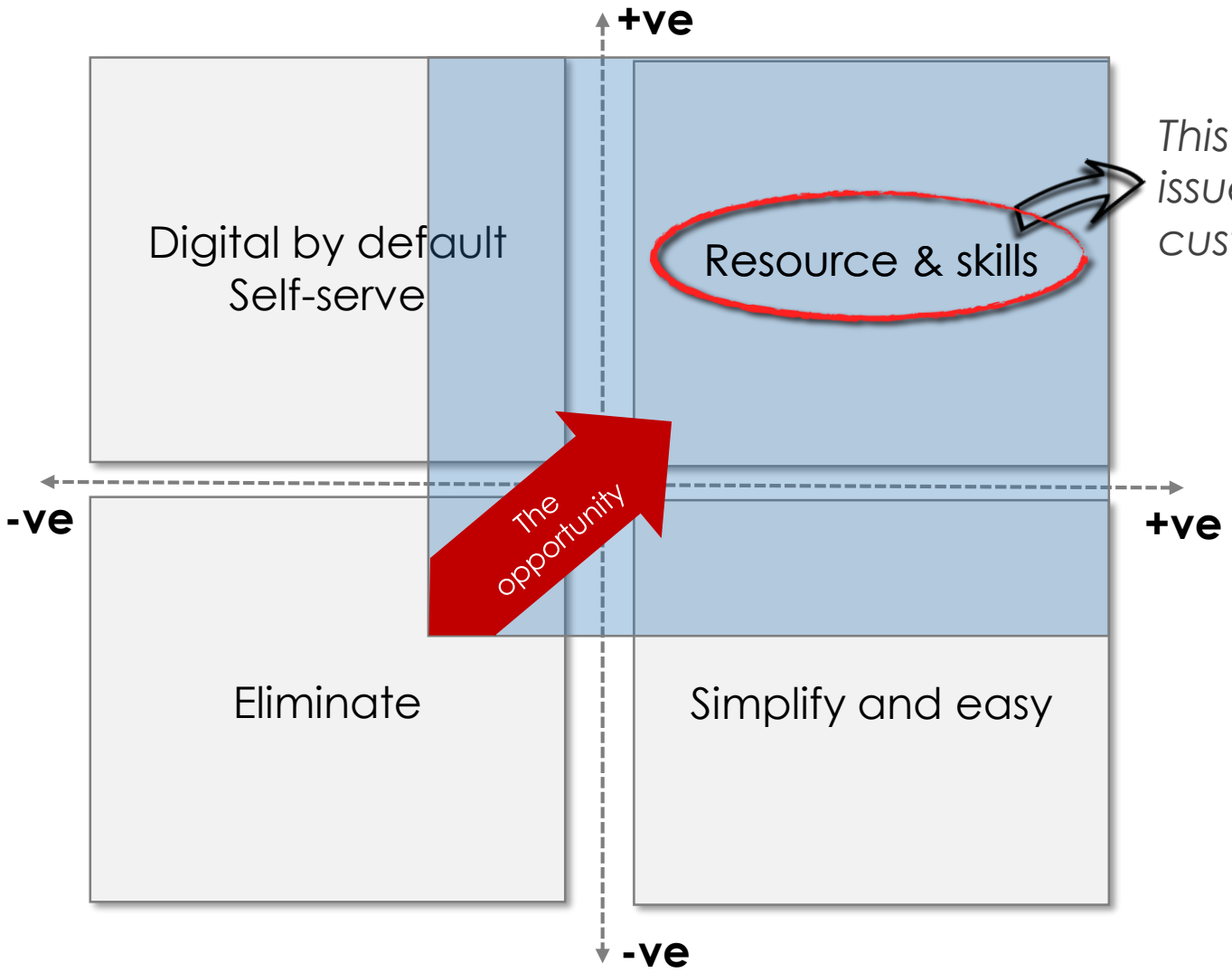
Top 3 skills for 2020

Emotion
Creativity
Imagination

World Economic Forum 2017

Understanding the value of customer demand

The Ember customer demand model helps organisations to set out its future operating model



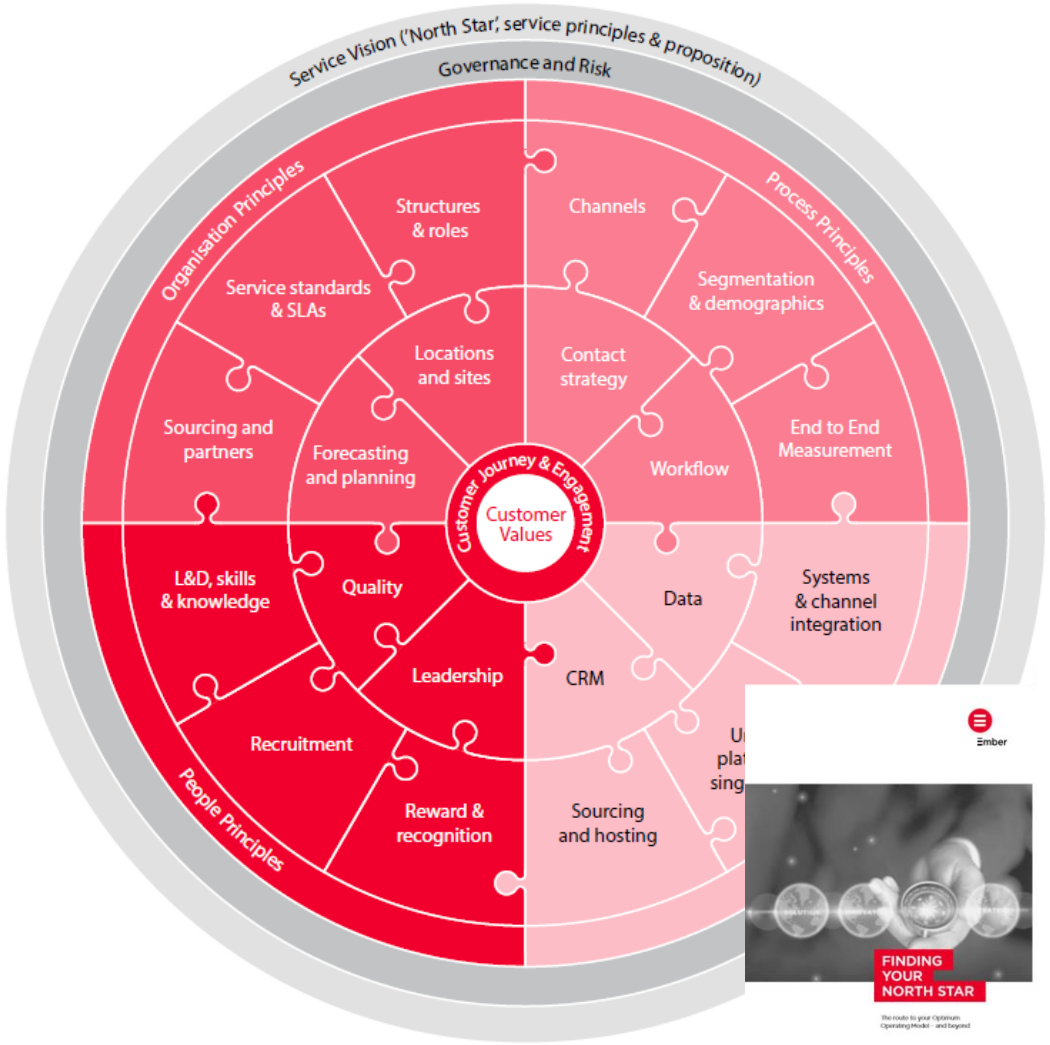
*This then becomes the key issue for **value growth** from customers.*

The Ember Customer Demand Value Model

© Ember Group, 2017.

Principles for the optimum operating model in a transforming business

- We recommend that you:
  - Clarity on your own '***North Star***' service proposition – having a leadership framework
  - Understanding what '***customer value***' really means to you
  - ***Innovation and agility*** in design
  - Gain independent and objective ***perspectives***
  - *Good and robust* ***data to base decisions*** *on*
  - ***Integrated and aligned*** across the organisation
  - Justifying and executing well on the ***right investments***



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At the end of the day it's all about convenience and knowing your customers!

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