



Game On: Winning against sales leakage with Customer Experience

CYBAEA webinar
www.cybaea.net

Hosts:
Henrik Janér
Neil Wilson
Allan Engelhardt

Agenda

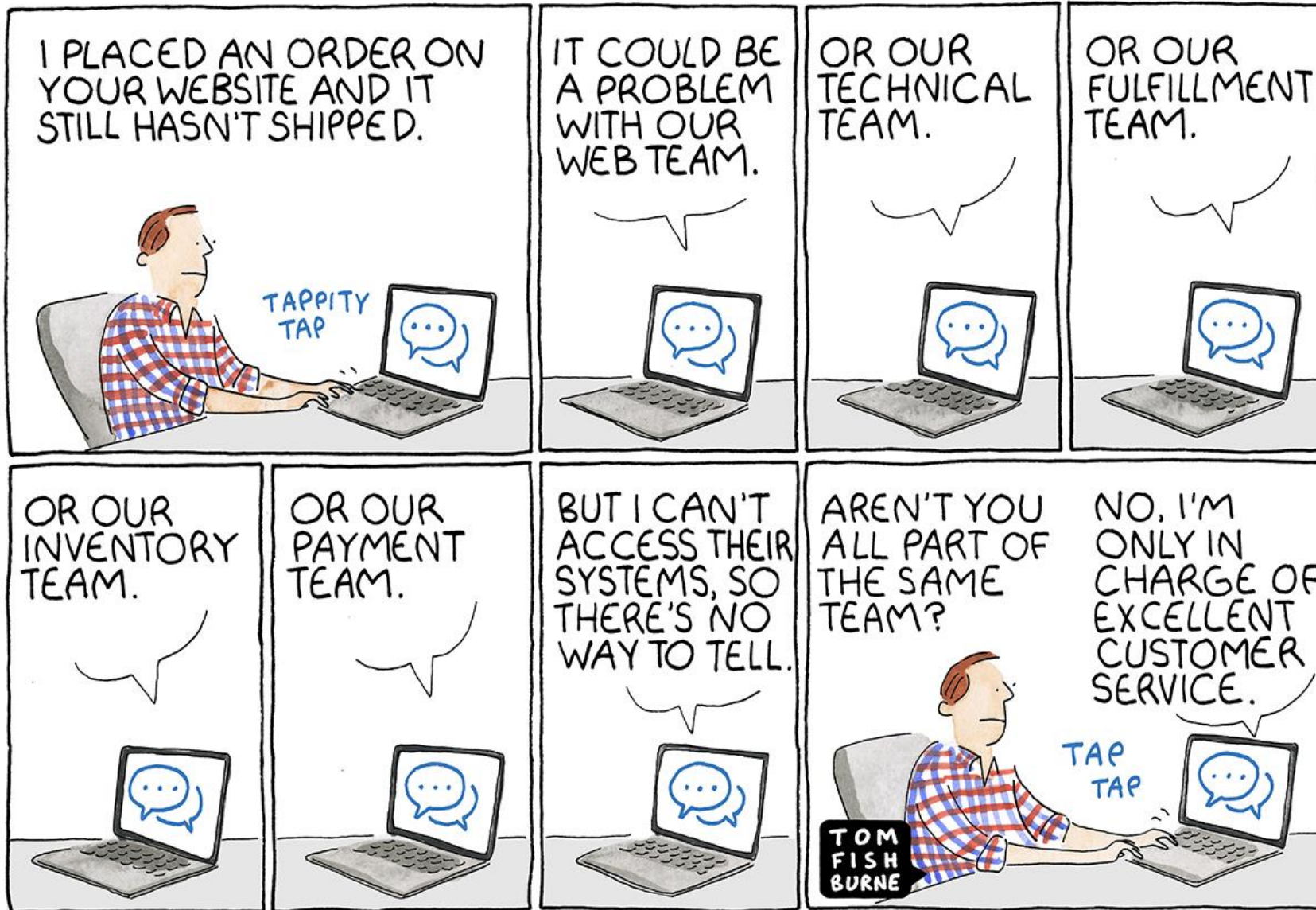
1. Introductions
2. What is Customer Experience (CX)?
3. The increasing importance of CX for all businesses
4. Understanding the end to end customer journey
5. Sales Leakage -how some of our clients have won
6. Discussion

1 Introductions

2 What is Customer Experience ?



We are all customers!



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So what is Customer Experience?

- What CX isn't....
 - Customer Service
 - User Experience (UX)
 - An NPS survey
 - Easy
 - Or the latest fad
- CX is....
 - The whole organisation
 - Functional and Emotional
 - A suite of metrics
 - Culture and a mindset
 - Difficult....but worth it!

3 The increasing importance of Customer Experience (CX) for all businesses

“Your Brand promise delivered”



There are six main drivers for Customer Experience Economics which can be measured and modelled across industries

Promoters...



1



SPEND MORE

Promoters are **more likely to buy high-value** products and services

2



USE MORE

Promoters **use our services more**, deriving more value justifying higher spend

3



STAY LONGER

Promoters churn at a much **lower rate than detractors**

4



REFER MORE

Promoters make more **positive referrals** and fewer negative referrals

5



CROSS-BUY MORE

Promoters hold a greater range of products and use a greater range of services

6



COST LESS

Promoters **cost less to serve** than passives or detractors

How do you embed CX?

Tools of the trade

Customer Leadership and Vision

Customer Value Management (CVM)

Customer Metrics and Insight

Employee Experience & Culture

Customer Journey Mapping (CJM)



1. Leading from the top to set the tone and establish the right culture

Customer Leadership and Vision

Company culture is defined by three things

Customer Value Management (CVM)

1. The things you measure
2. The behaviours you encourage
3. The successes you celebrate

Customer Metrics and Insight

Employee Experience & Culture

They take genuine leadership to change.

Customer Journey Mapping (CJM)

2. Valuing the value of the customer

Customer Leadership and Vision

Customer Value Management (CVM)

Customer Metrics and Insight

Employee Experience & Culture

Customer Journey Mapping (CJM)

Customer Value Management (CVM) is a established approach in mobile telecommunications and other high churn industries.

Integrated insights and scientific marketing. Clear P&L ownership of customer base.

Volume -> Value

Customers -> Lifetime Value

3. Measure the right things and drive the right changes

Customer Leadership and Vision

Customer Value Management (CVM)

Customer Metrics and Insight

Employee Experience & Culture

Customer Journey Mapping (CJM)

The Gambling industry is very numbers-driven. Having the right metrics and driving the right actions is key to sustaining success.

It is not about the score

- It is about the financial impact of changing the score.
- It is about prioritising the operational changes that will improve the score.

4. You can only sustain great customer experience if you have a great employee experience

Customer Leadership and Vision

Customer Value Management (CVM)

Customer Metrics and Insight

Employee Experience & Culture

Customer Journey Mapping (CJM)

Your people have to be engaged.

Narrative.	Purpose.
Empathy.	Understanding.
Autonomy.	Enablement.
Reward.	Recognition.

Mnemonic: Be NEAR to the customer.

5. Be disciplined about walking in the customers' shoes

Customer Leadership and Vision

Customer Value Management (CVM)

Customer Metrics and Insight

Employee Experience & Culture

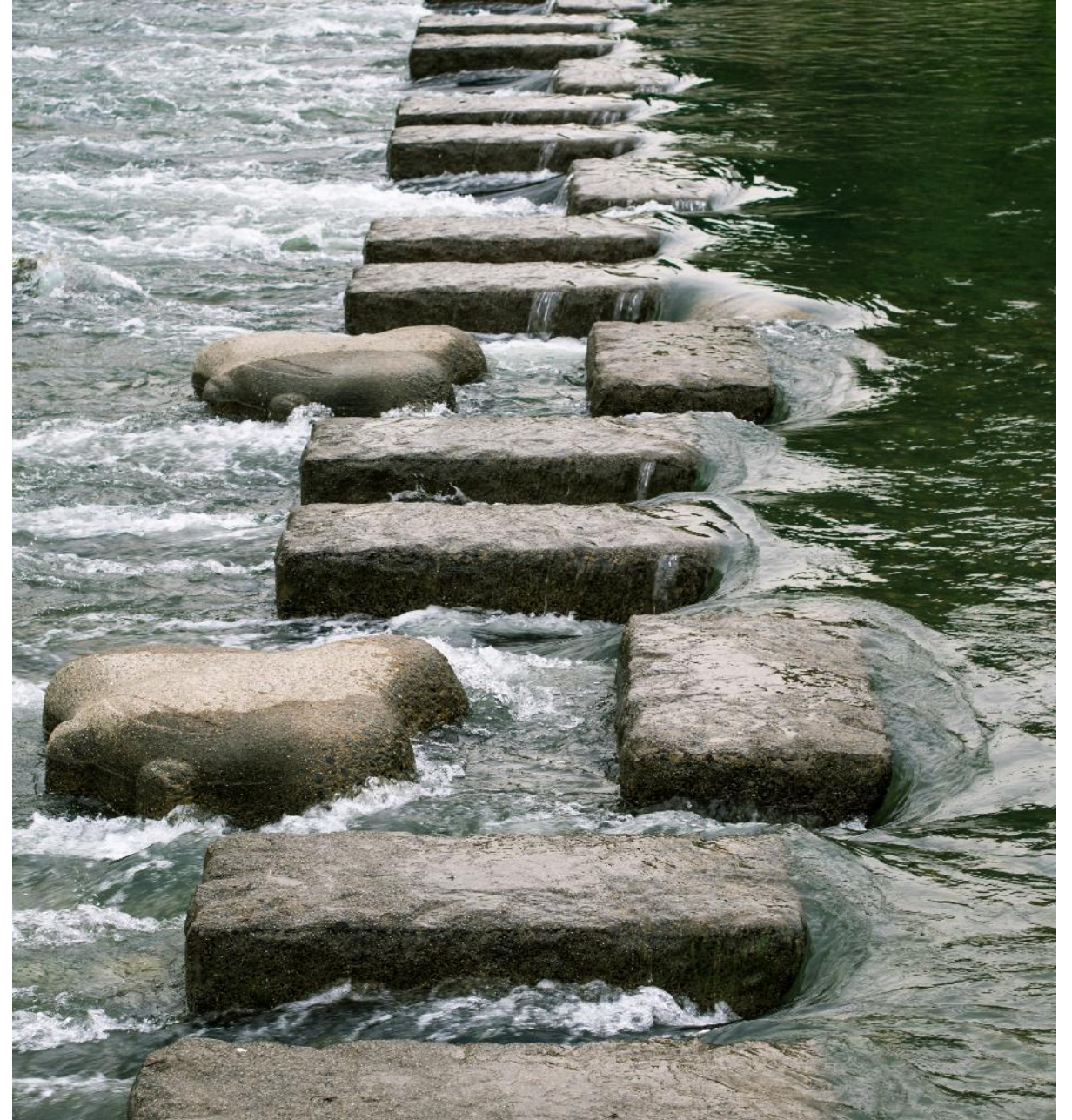
Customer Journey Mapping (CJM)

Customer Journey Mapping is the main tool to

- Deliver quick wins
- Keep the organization aligned
- Sustain the customer experience

More in the following section

4 Understanding the Customer Journey



What happens when a customer first lands on your site?



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What is Customer Journey Mapping (CJM)?

- The process of **visualising the whole (end-to-end) journey** our customers take when dealing with us.
- CJM focuses on the '**outcomes**' of interactions at each part of the customer journey.
- It is **built from the customer's perspective** of their experience with the business.
- It is critical to focus on how it **feels to be a customer**. It is customer-driven, not internally or process-driven.
- This is important because it is typically the **combination of actual experiences and perceptions** that will determine a customer's overall feeling towards the business.

Understanding the Customer Journey

THE PROCESS

- Put yourself in the customers' shoes!
- Working as a cross functional team is critical
- Identify all the Customer Journey Key Stages from Awareness, On-boarding... to Winback

Understanding the Customer Journey

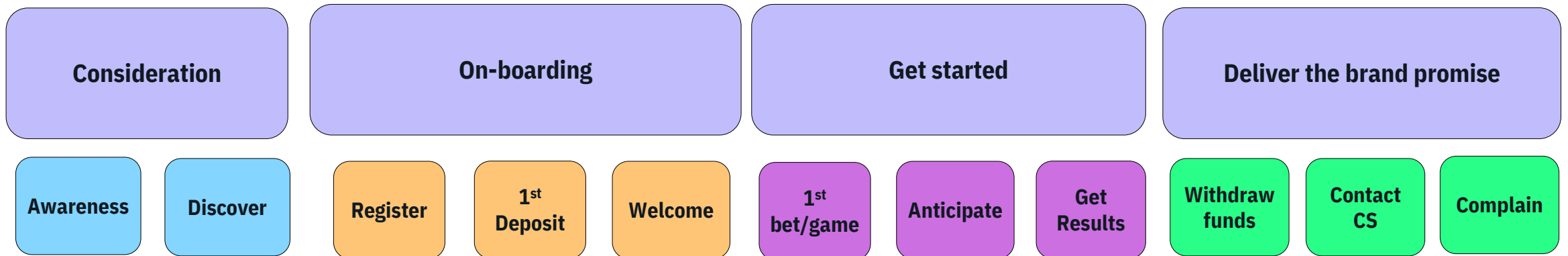
THE PROCESS

- Together, all the key journey stages make up the **‘spine’** of a CJM.
Examples of stages include:
 - **Consider/Awareness** (“I think this might be useful – I want to find out more”)
 - **Onboarding** (“I want join/sign up”)
 - **Get started/Use** (I want to enjoy the service/app and for it to work!)
 - **Deliver the promise** (“I want my issue resolved and feel good about how it’s done”)
 - **Leave / Downgrade** (“I want to leave without hassle and on good terms”)
 - **Return** (“I expect them to recognise our previous relationship and be welcomed back”)

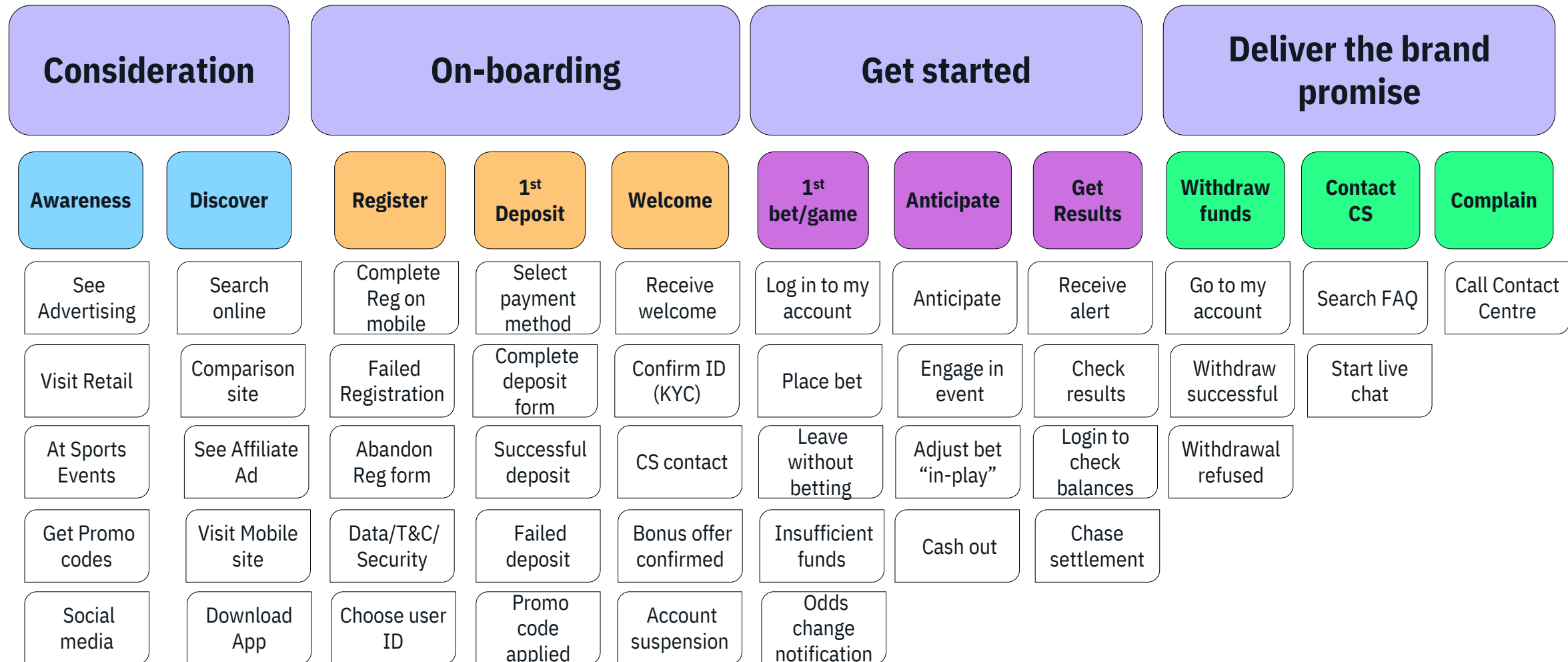
Understanding the Customer Journey

THE PROCESS

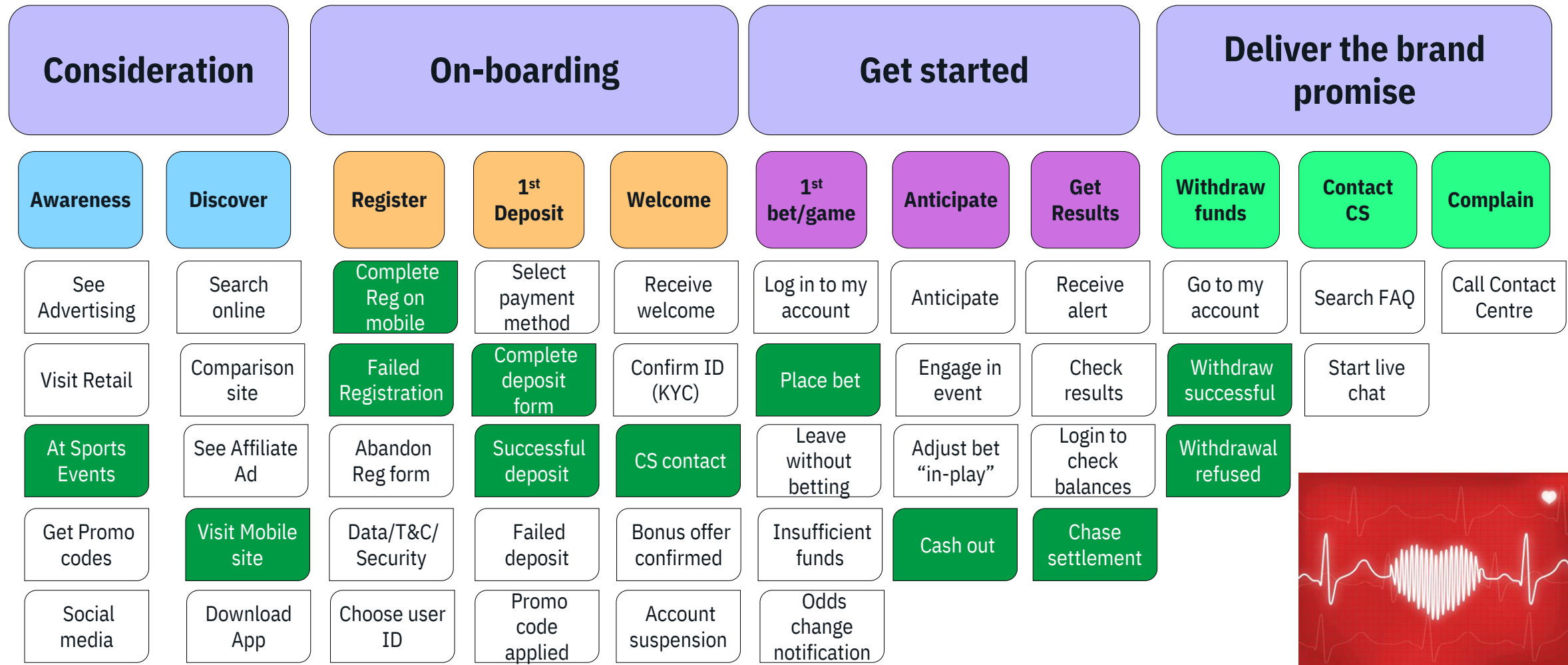
- Together, all the journey stages make up the **‘spine’** of a CJM:
- **On-boarding for a gaming new customer**



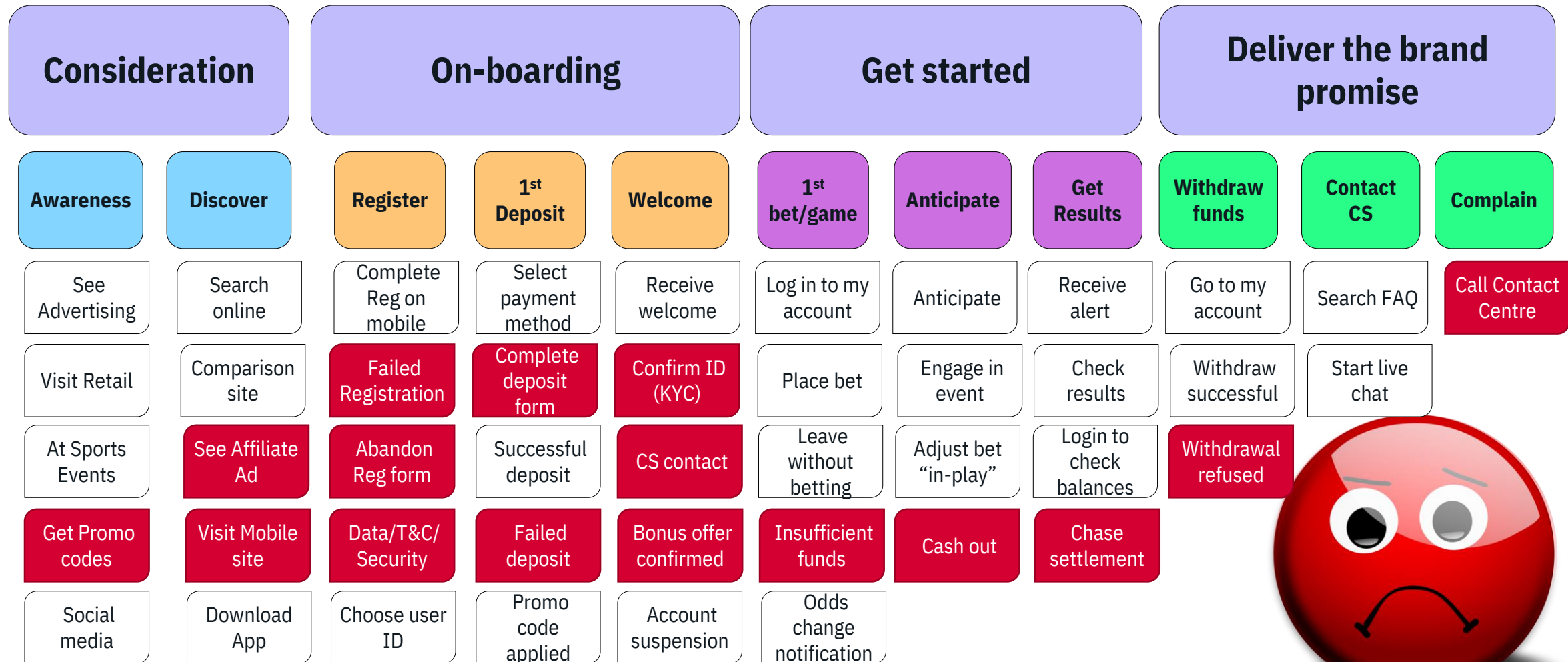
Generic Gaming Customer Journey Map – Map out the customer touchpoints



Generic Gaming Customer Journey Map: Then **Moments of Truth!**



Generic Gaming Customer Journey Map: **PAIN POINTS!**

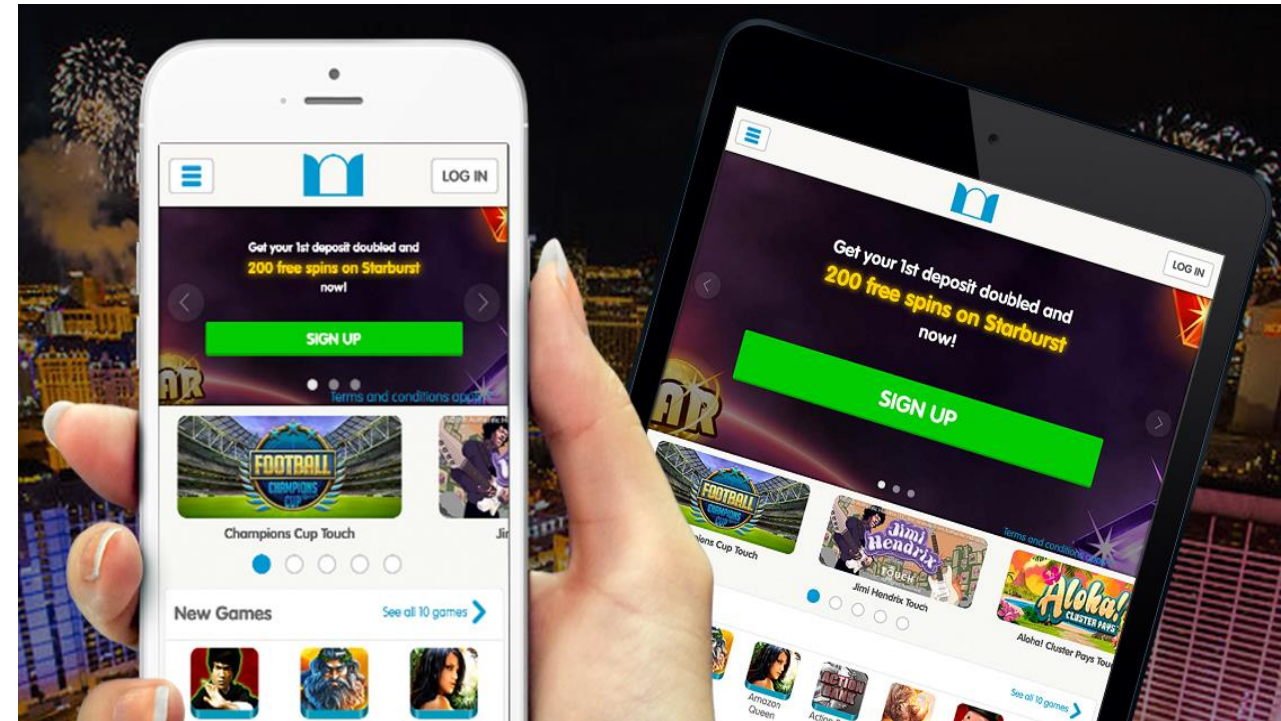


4 Understanding the Customer Journey

THE PROCESS

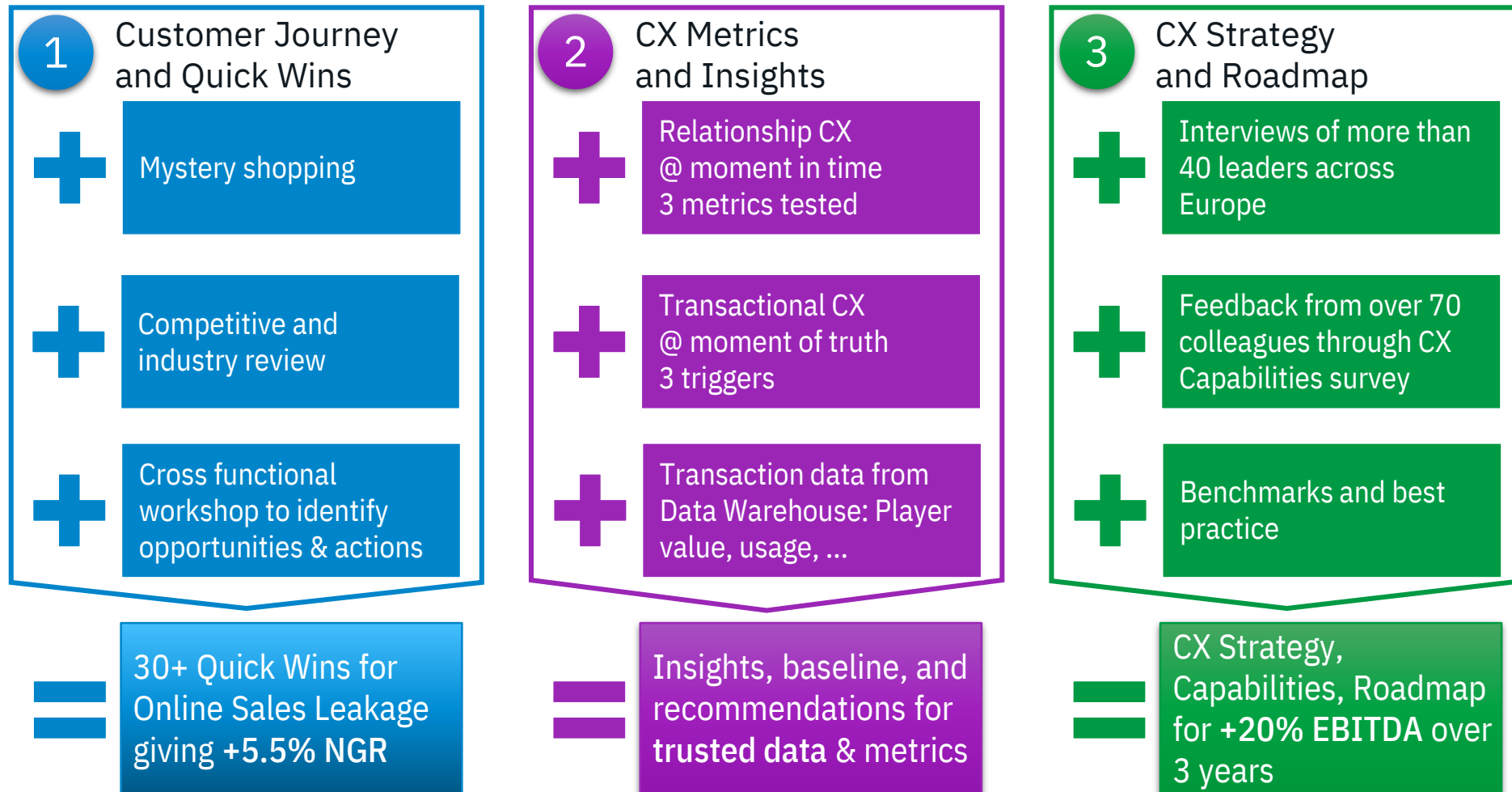
- Put yourself in the customers' shoes!
- Working as a cross functional team is critical
- Identify the Customer Journey Stages from Awareness, On-boarding... to Winback
- Together, all the journey stages make up the '**spine**' of a CJM.
- Identify the Touchpoint Functional owners – there will be duplicates!
- Gain customer input
- Agree initial priority action areas
- Define the ideal end to end (“to be”) customer experience
- **Then work together to deliver your brand promise!**

5 How to win the sales leakage game



Winning the game: Example initial initiatives for 2 months

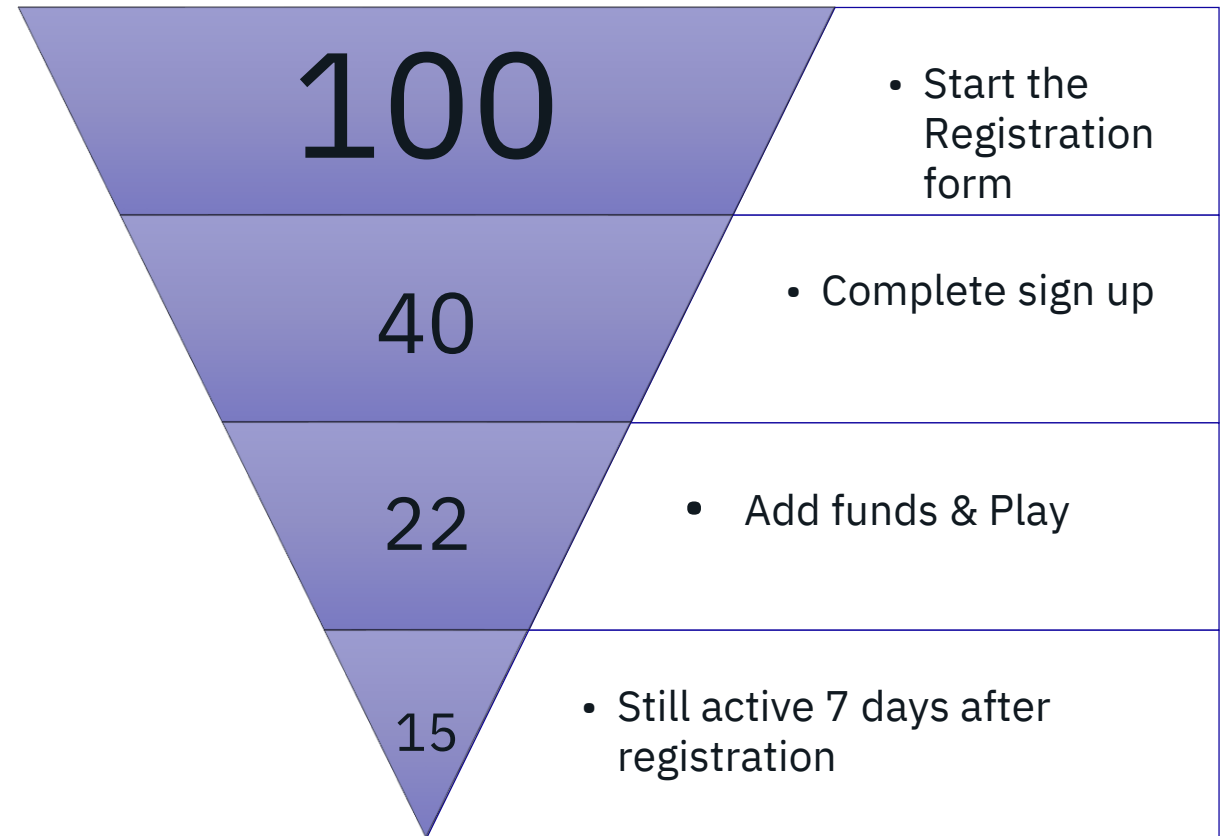
Example Customer Experience (CX) initiation project for online Gambling brand



Source: CYBAEA case studies

Customer Acquisition and On-boarding – the Sales funnel challenge

- Aggressive acquisition activity was driving customers to landing page and to register....
- BUT few fund and play
- Or last even a week
- Or fund twice....



Typical findings from Customer Journey Mapping, actions and outcomes

- A. Fix and tidy up things which are not working!
- B. Simplify to make it quick and easy for the customer
- C. Joining the dots between functional units



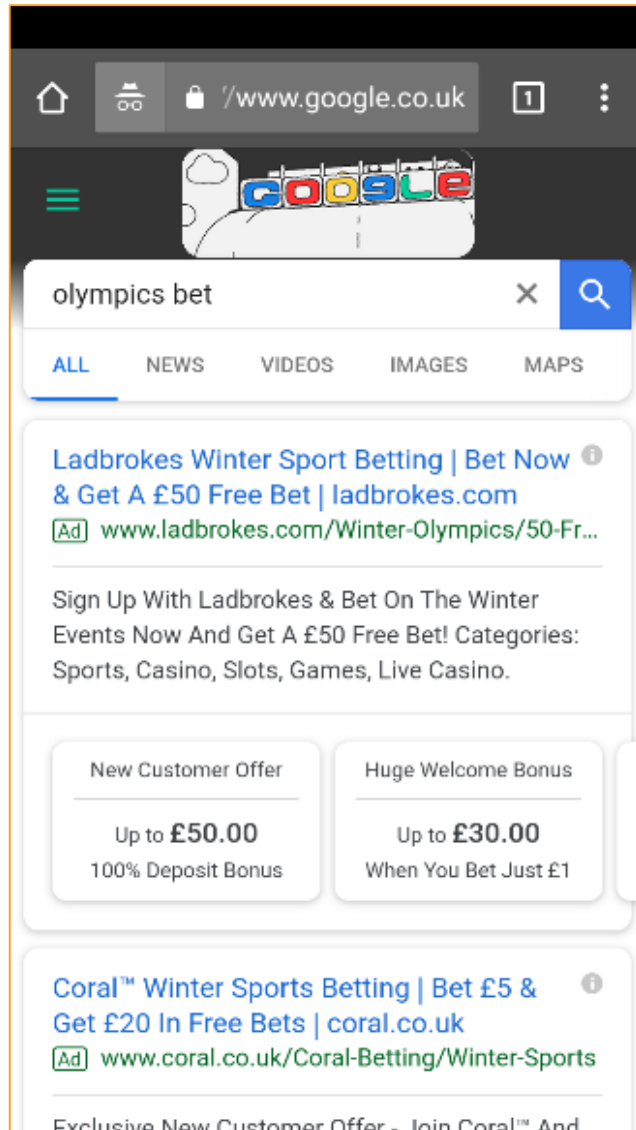
A Fix and tidy up things which are not working!

Get the basics right

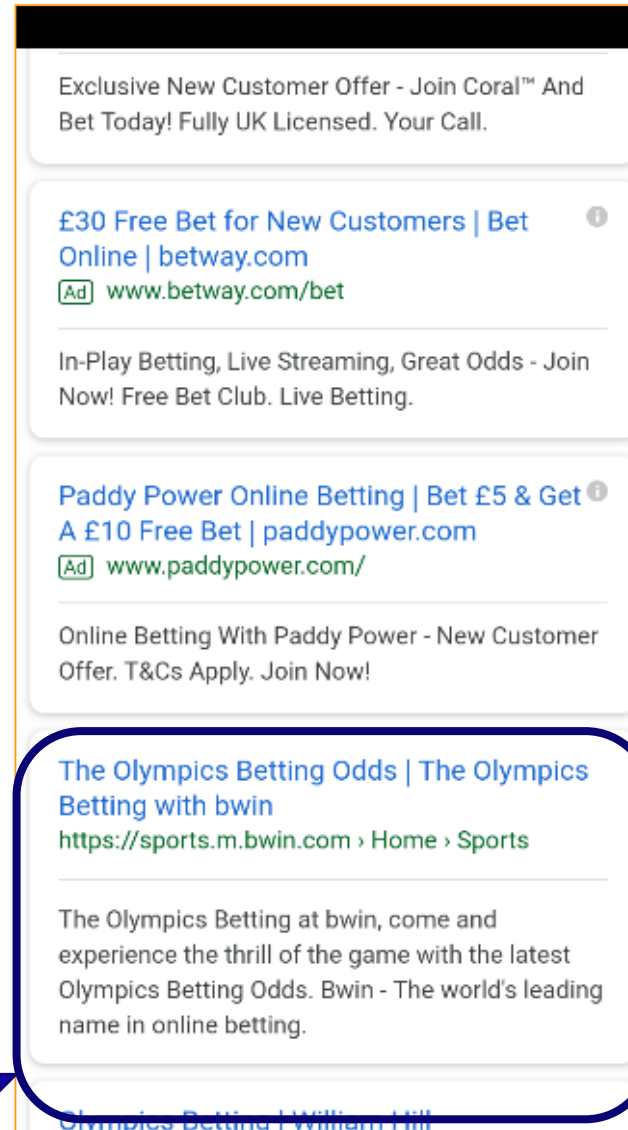
- Sign up bonus disappears
- Pop ups which say (wrongly) a funding confirmation email will be sent...driving confusion and CS contacts
- Wrong/old contact details for CS
- When is the Welcome email sent – too early or too late?
- Major event special offers – World Cup/Olympic bet....

Broken promise: searching for 'Olympics bet' during the Winter Olympics gives you ... nothing! => too hard?

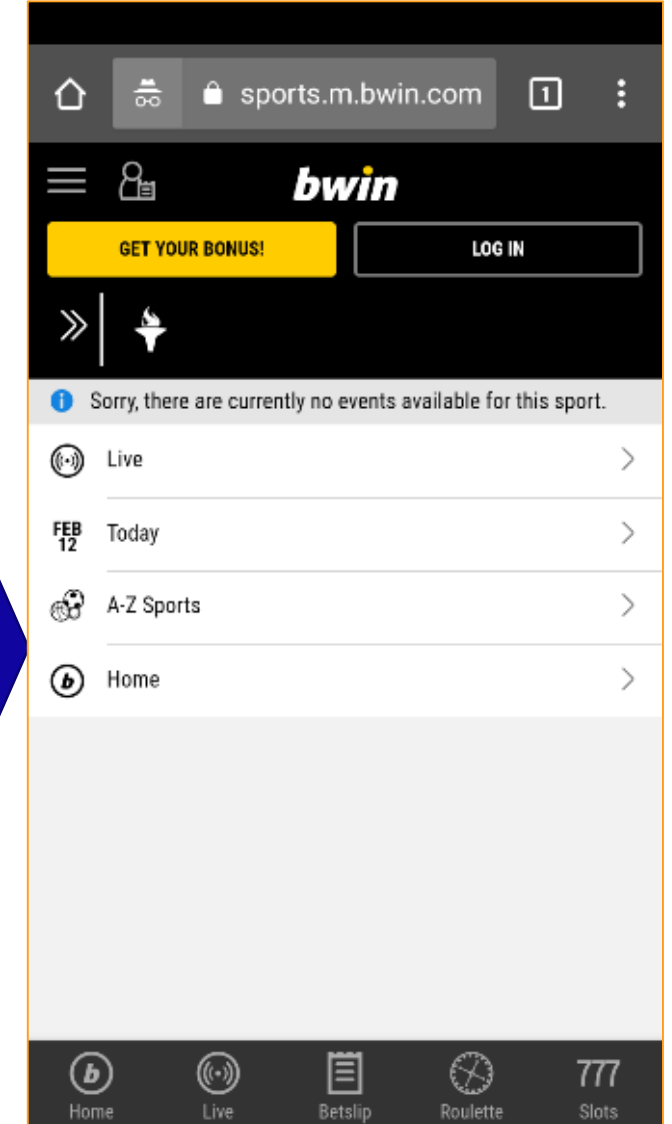
<https://sports.m.bwin.com/en/sports/sport/26>



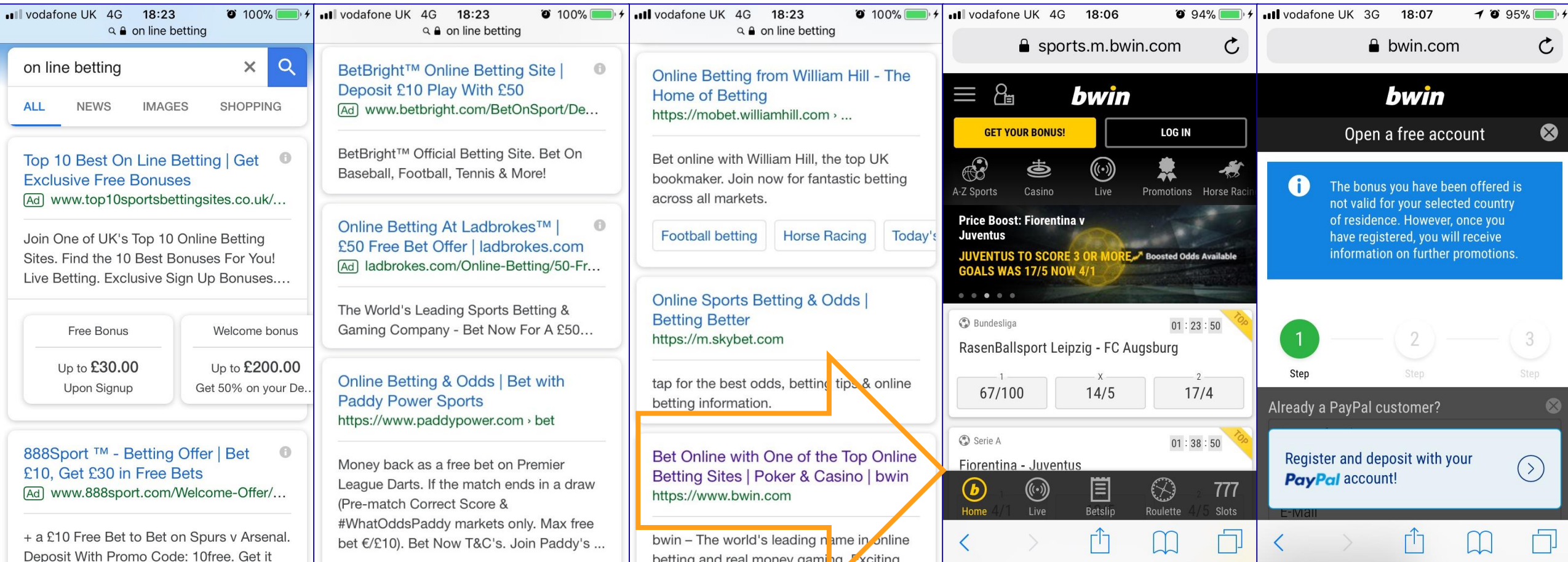
Scroll down



Broken promise



Broken promise: bonus appears to be unavailable (it's not)
=> fix blue box



B Simplify to make it quick and easy for the customer

Striving to make it as easy as possible

- Competitor and market benchmarking
 - Customer expectations will continue to rise
 - Being a fast follower is fine
- Understand when and how prospects want to join....
 - At a game
 - In a bar
 - On a mobile
- What data is really needed (and when)?
- A four page sign up is not ideal.....

Paddy Power – sign up

Two page sign up

- First page captures email, password, country and currency
- Plus automatically includes promo code

vodafone UK 13:26 82%

register.paddypower.com

← PADDYPOWER

NEW CUSTOMERS ONLY
BET £10, GET £40
£30 IN SPORTS FREE BETS
PLUS GET A £10 FREE BET TO USE ON A TED SLOT GAME

New customers only: place a £10 bet on any Sportsbook market - min stake £10 at odds of at least 1.5 (1/2) - and we'll give you £30 in free bets. Only deposits made using Cards or Paypal will qualify for this promotion. Free bets are valid for 30 days and must be used on a Sportsbook market. Free bets will be awarded after the qualifying bet has been settled. T&Cs apply. Games: One bonus per customer. £10 free to play on Ted Slot game, offer valid for 7 days. Opt in on Games promotions page. x15 wagering applies. T&Cs apply

FREE BET ted

Your Account Details Step 1 of 2

Email Address
e.g. john.smith@email.com

Password
e.g. Pa55word01 **Show**

8-20 characters. At least one number and one uppercase letter.

Security question
Father's first name?

Security answer
e.g. Peter

Security answer
e.g. Peter

Country
United Kingdom

Your country of residence

Paddy Power Account Currency:
UK Sterling (GBP)

Promo code/Referral code (if applicable)
YSKA18

Continue to step 2/2

Already a member? [Log in here](#)

Norton SECURED
powered by VeriSign

Contact Us | **Help**

Paddy Power – sign up

- Name, mobile and address
- Information given to help
- T&Cs at the end

The screenshot shows the 'Your Details' section of the Paddy Power sign-up process, labeled 'Step 2 of 2'. It includes the following fields and options:

- Gender:** Two buttons, 'Male' (highlighted in green) and 'Female' (grey).
- First name:** A text input field with the placeholder 'e.g. John'. Below it, a note states: 'To set up your account quickly, please make sure your full first name matches your official and personal documentation e.g. passport.'
- Last name:** A text input field with the placeholder 'e.g. Smith'. Below it, a note states: 'To set up your account quickly, please make sure your full last name matches your official and personal documentation e.g. passport.'
- Date of birth:** Three dropdown menus for 'Day', 'Month', and 'Year'. To the right, it says 'Over 18 only' with a red circle containing '18+'.
- Mobile number:** A text input field with a UK flag icon, a dropdown for '+44', and the placeholder 'e.g. 07123123123'. Below it, a note states: 'Please enter a contact phone number. In case you forget your password we can send information to this number to help you access your account.'
- Postcode or Address:** A text input field with the placeholder 'e.g. w11aa or 10 Smith Street' and a blue button with a question mark.

The screenshot shows the continuation of the Paddy Power sign-up process. It includes the following elements:

- Postcode or Address:** A text input field with the placeholder 'e.g. w11aa or 10 Smith Street' and a blue button with a question mark. Below it, a note states: 'To set up your account quickly, please make sure your home address matches your official and personal documentation e.g. passport.' and a link 'Enter address manually'.
- Please tick below if:** Two checkboxes with corresponding text:
 - ☐ I am happy to receive customised marketing communications and exciting offers from Paddy Power. I understand I can manage my contact preferences by visiting the 'My Account' section.
 - ☐ I am happy to receive similar marketing communications from other companies within the [Group](#)
- By proceeding to open an account:** Two bullet points:
 - I accept Paddy Power's [Terms and Conditions](#). I have read and understood Paddy Power's [Privacy Policy](#) & [Cookie Policy](#) as published on the site and confirm I am [18 years of age or over](#).
 - I acknowledge that Paddy Power holds your funds separate from company funds, protected in a formal trust account. In the event of insolvency you will still be able to withdraw your funds. Read more about the trust in the [About Paddy Power](#) section. This meets the [Gambling Commission's](#) requirements for the protection of your funds at the level: High.
- Join Now:** A large green button with a lock icon.
- Back to step 1:** A grey button.

- Two page sign up

Tipico

- **One page** initial sign up
- Started the registration process
- Did not complete but the T&Cs are on page 1
- Comprehensive and clear conditions.....

Registration

WELCOME BONUS
WE DOUBLE YOUR FIRST DEPOSIT UP TO 100 €

Country	Austria
Date of birth	12 / 1 / 1968
Username	Neilawilson11
E-Mail	neilawilson@me.cc
Password	
Confirm password	

☐ Yes, I have read and accept the Terms and Conditions.

Home Bets Login Casino Bet slip

Registration

Username

E-Mail

Password

Confirm password

☐ Yes, I have read and accept the Terms and Conditions. Your personal data can be used for information and promotional purposes.

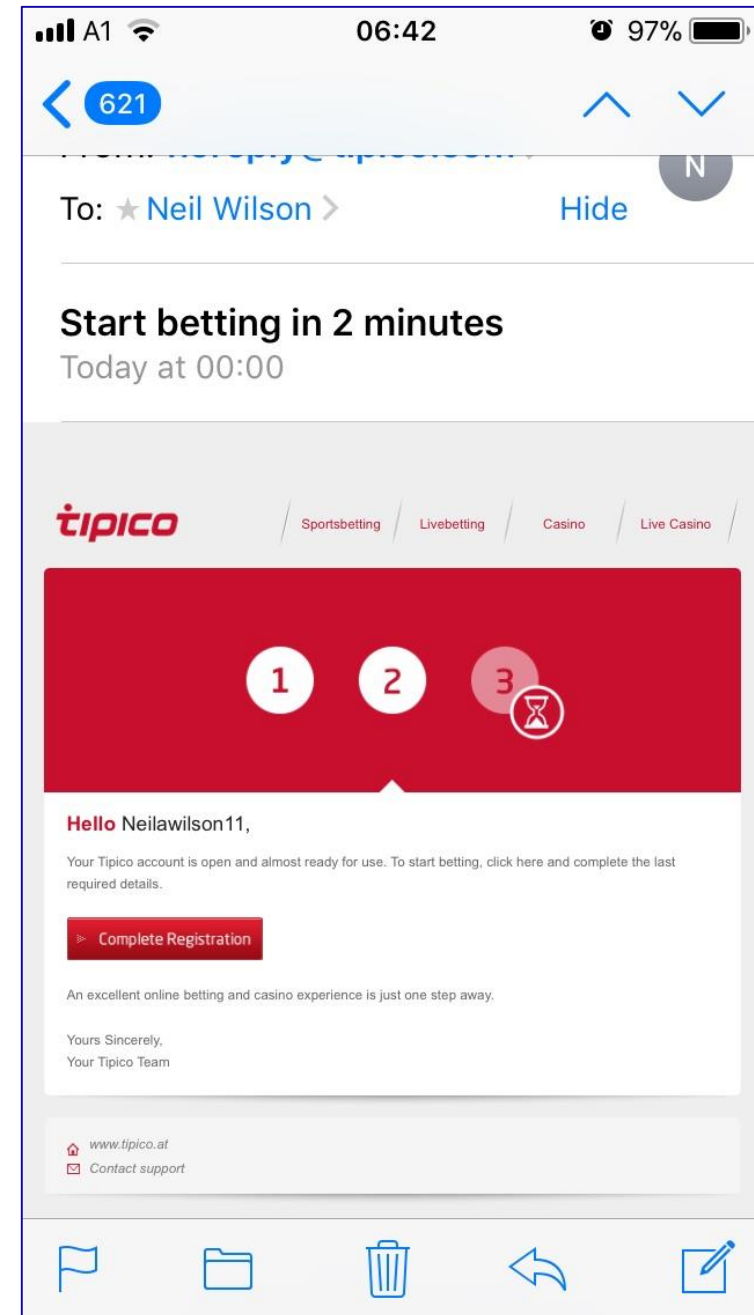
[View Terms and Conditions](#)

Store Details

Home Bets Login Casino Bet slip

Tipico

- Started the registration process at 23.24pm Tuesday
- Did not complete the process but the T&Cs are on page 1...
- Comprehensive and clear conditions
- **Reminder 20 mins later..**
“Account is Open – please complete the registration process”
- Early contact details captured so follow up possible



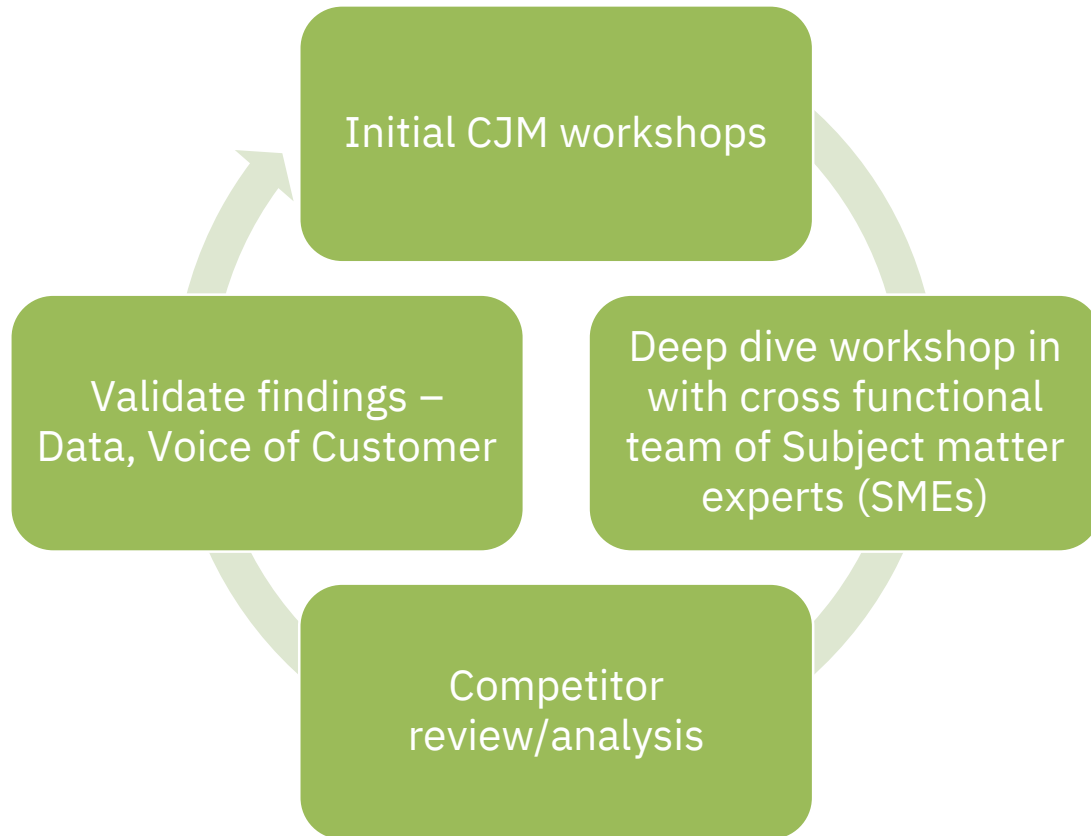
C Joining the dots between functional units

Alignment if key

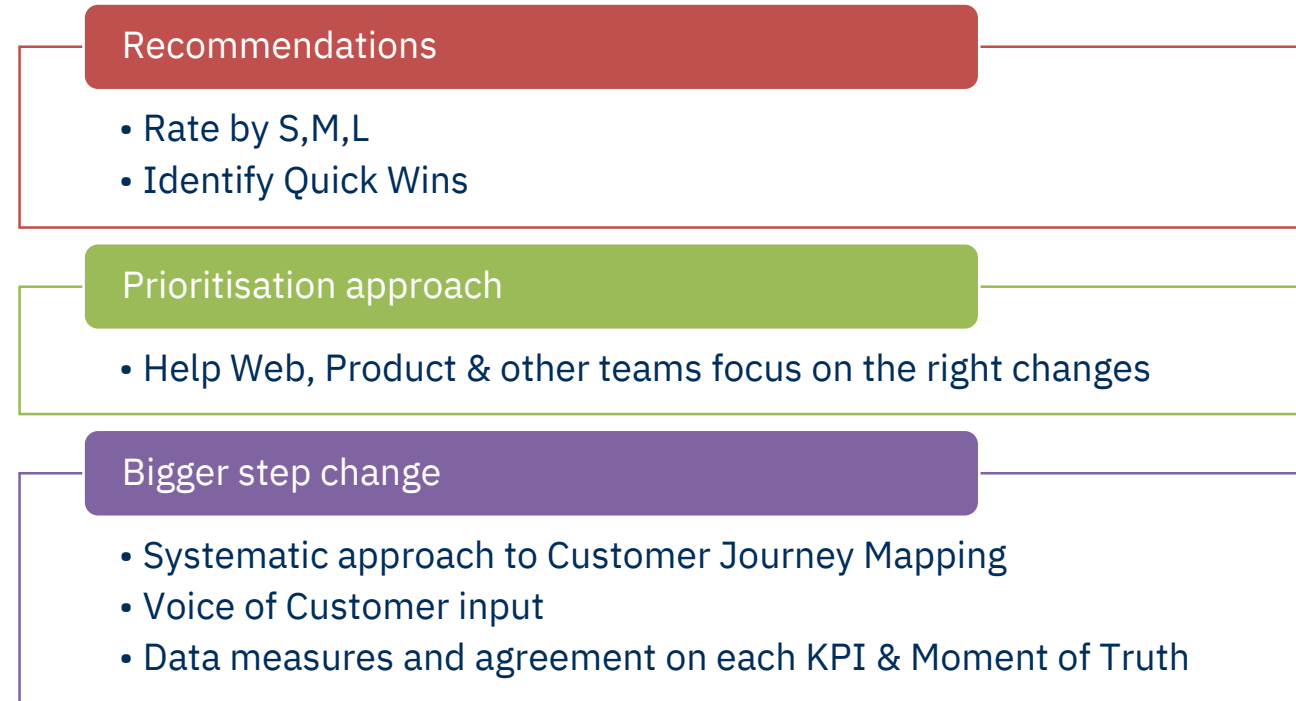
- Sales & Marketing campaigns
 - Working with and input from key internal teams : CS, Compliance; Product, Digital, Complaints...
- Special promotions
 - Too good to be true?
 - Need to ensure all costs and impacts of promotions are tracked & managed as part of campaign KPIs
- Terms and Conditions
 - Clear and fair?

CJM and Focused On boarding approach drives value

Approach



Output



6 Discussion/Q&A



Let's continue the conversation

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About us



How we help you succeed in the experience and reputation economy

In a nutshell....

- We are experts in Customer Experience (CX), data analysis, and customer analytics.
 - Partners in England and Finland with combined over 60 years relevant experience.
 - Backed by team of 25 highly skilled and experienced data scientists and product developers in India working in partnership with us since 2014 and with a track record of successful combined delivery.
- We organize and focus your customer data to reveal the chain of causality which ultimately results in profit.
- We focus on the customer and use three perspectives to pinpoint the customer experience:
 - What do customers think of your Brand/Business?
 - How do they rate their experience with your organisation and how do they feel about you?
 - How easy is it for customers to deal with you – (at a transactional level)?
- Once you understand what customers think and feel, and how they behave across their end-to-end journey you can focus on managing priority actions.

Who we are and what we have done:

European partnership team

Allan Engelhardt

Over 20 years experience delivering growth and innovation from customer insights and customer experience. He has worked both consulting and client-side with P&L responsibility for global companies including Vodafone, Bupa, SAP, and many others.

Allan's background is particle physics at the CERN research lab and he combines the scientific method with a strong bias for action and hunger for commercial results.

Neil Wilson

Has 30 years experience leading Customer change both from within a global corporate (RSA Insurance Group) and also working with clients such as The AA, AVIVA, Tesco Bank, Post Office, RAC, Towergate and GVC Group.

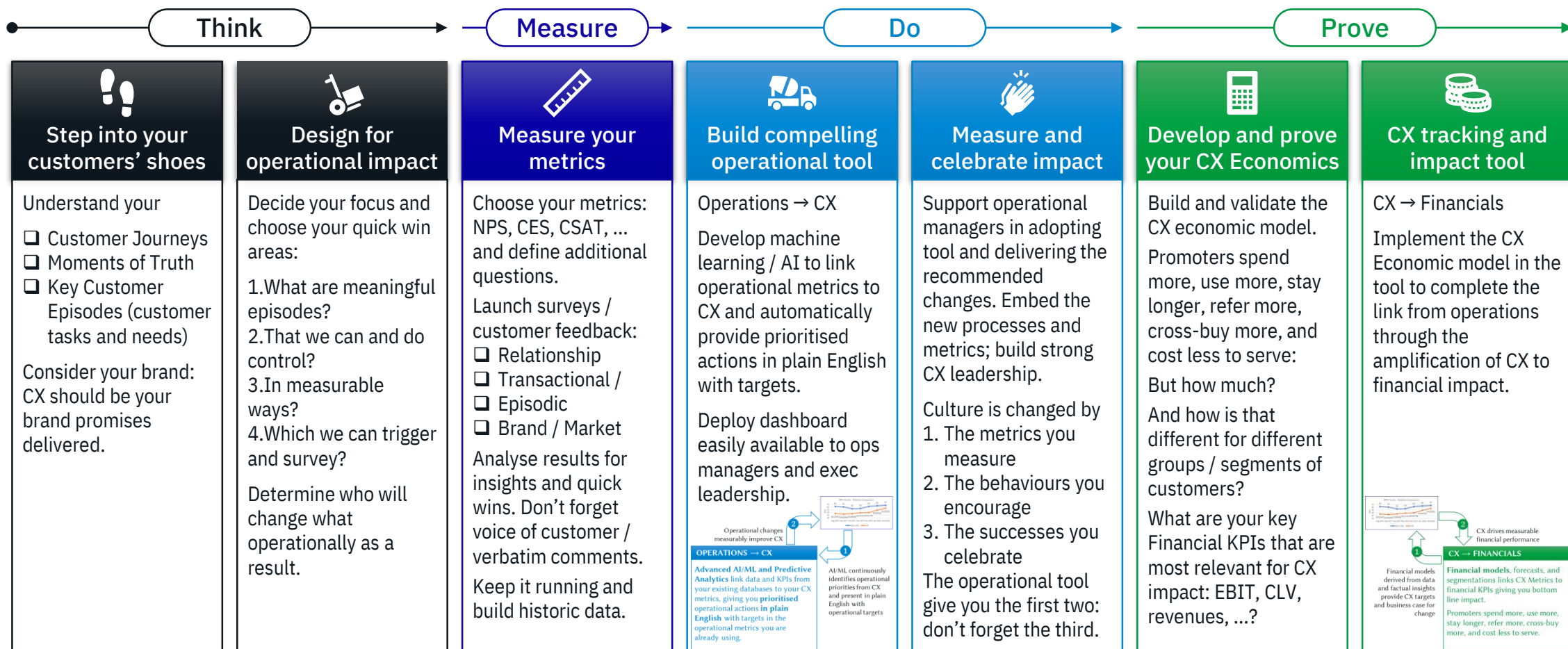
Neil's approach is to rapidly gain an understanding of the strategic and tactical Customer challenges, create a clear vision and then support the Executive and their teams to raise organisational performance from the perspective of the Customer, their colleagues and the bottom line.

Henrik Janér

Has 12 years experience in Business Intelligence, Analytics, Sales, and Management Accounting across a variety of industries.

Henrik's approach is results-oriented to deliver bottom-line results with a focus on improving products and services through advanced customer analytics, business intelligence, and financial analysis.

Steps to success: Where are you now and what is your next step?



Refine and iterate.
Keep improving.

We have done this before and we can support you at every step of your CX programme to accelerate your success and de-risk your delivery

Contact us today for a demo and a conversation about your CX initiatives

We help people like you win in the experience and reputation economy

Join the conversation with scores of other companies who have worked with us to deliver their success.

Some of our clients



See selected case studies at <https://www.cybaea.net/Case-Studies/>

Contacts

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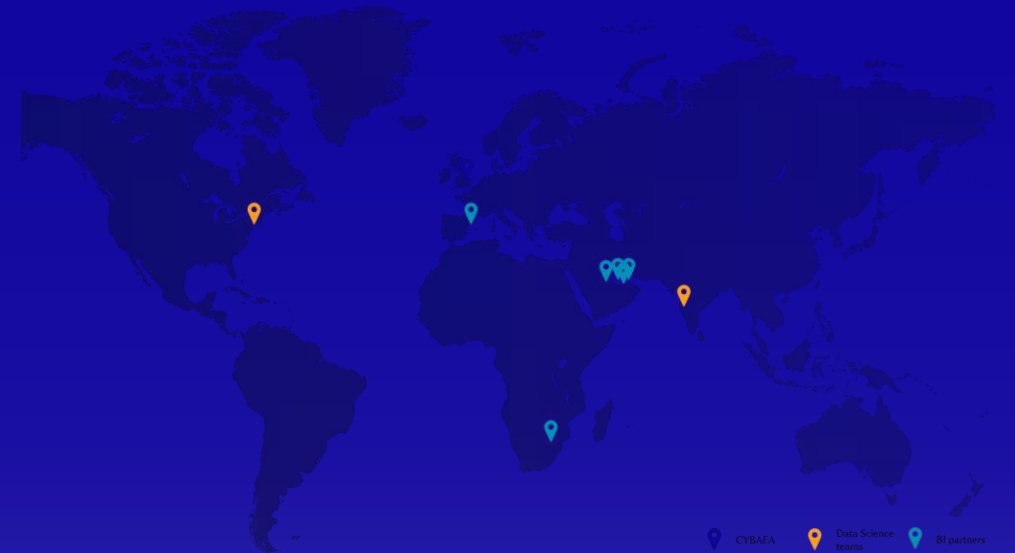
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Thank you



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