35TH ANNIVERSARY

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A ROADMAP FOR GROWTH

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Experian®

The next great customer marketing experience

Introducing:

Andrea Ramoino
Experian

What is customer experience?

WIKIPEDIA
The Free Encyclopedia

- Is the product of an **interaction** between an organization and a customer over the duration of their relationship

- This interaction includes a customer's attraction, awareness, discovery, cultivation, advocacy and purchase and use of a service

- It is measured by the individual's experience during **all points of contact** against the **individual's expectations**

Why should we care?

Customer experience leads to **Loyalty, Advocacy and Profit**

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Customer experience drives profitability

Customer experience leaders outperform the market

Source: Watermark Consulting

Cumulative total return

- Customer experience leaders: 107.5%
- S&P 500 Index: 72.3%
- Customer experience laggards: 27.6%
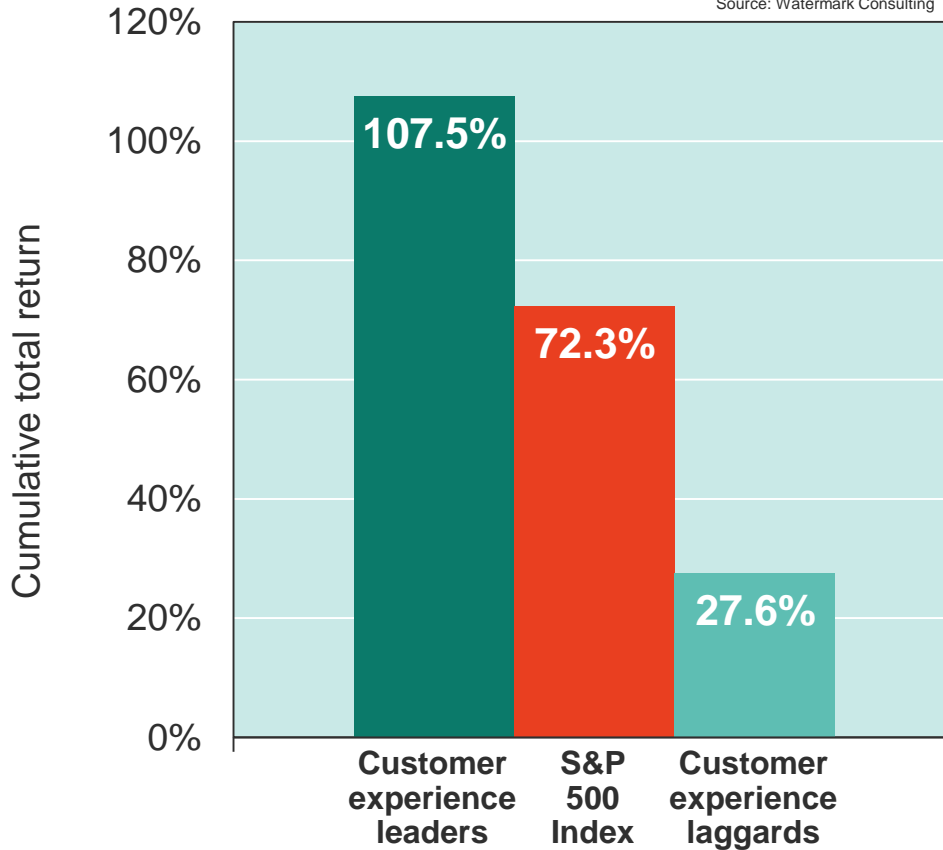
By 2020, customer experience will overtake price and product as the **key brand differentiator**

Source: Walkerinfo

80% say customer experience will be the **ultimate differentiator** in their sector in five years' time

Source: Experian

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We are going through a digital revolution!

Moving more to a **digitalised experience**

Was only about **face-to-face interactions**

Automated decisioning

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Decisioning across credit risk and marketing

Credit risk ⟷ 🚶 ⟷ **Marketing**

Decisioning around holistic view of customer

Digital advertising — What's the best advert to show when somebody is browsing the Web?

Website landing page — What's the best product to show when a customer lands onsite?

Browse Website — What's the next product to show to a customer given their on-site browsing?

Add to basket — What's the next product to show to a customer given their intent to buy?

Checkout — Pay now OR three monthly payments of $90 OR six monthly payments of $50

And across channels

Decisioning across channels
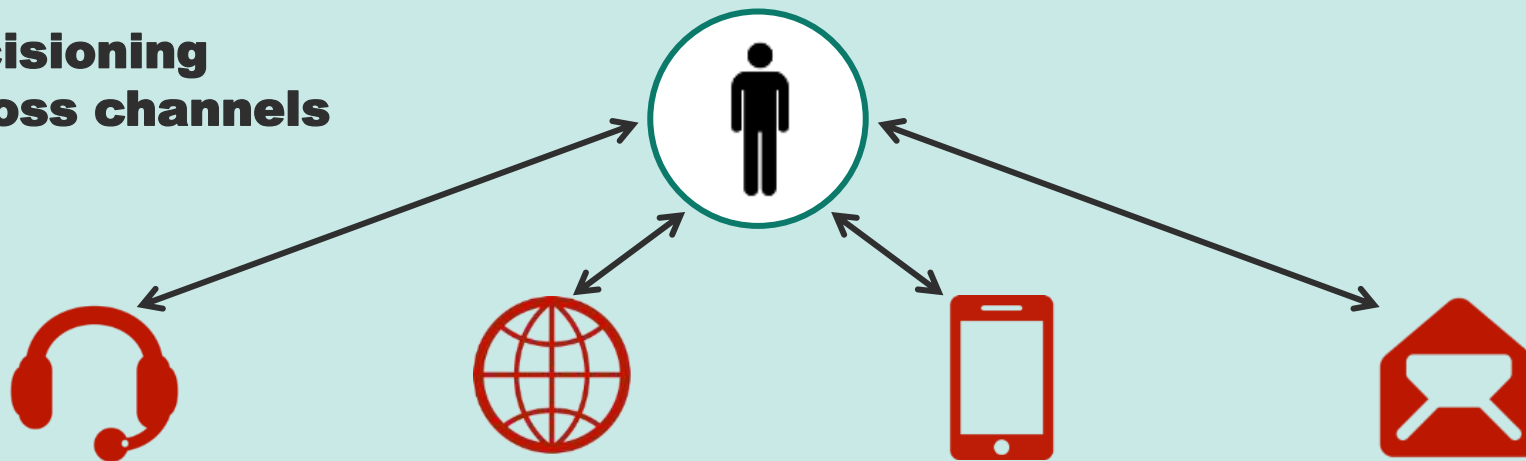
Real-time feedback

Always connected

A packaged solution from marketing and credit risk

Credit risk
- Bureau data
- Rule-based decisioning
- Reporting and compliance

Marketing
- Demographic data
- Campaign execution
- Optimized messages

Convergence of **existing** and **new** capability to provide great customer experience

Customer Decisioning Suite

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Welcome to Experian Customer Decisioning Suite

The solution to **personalize customer experience** through the determination of next best actions for all possible customer scenarios:

At the
right time!

Across
channels!

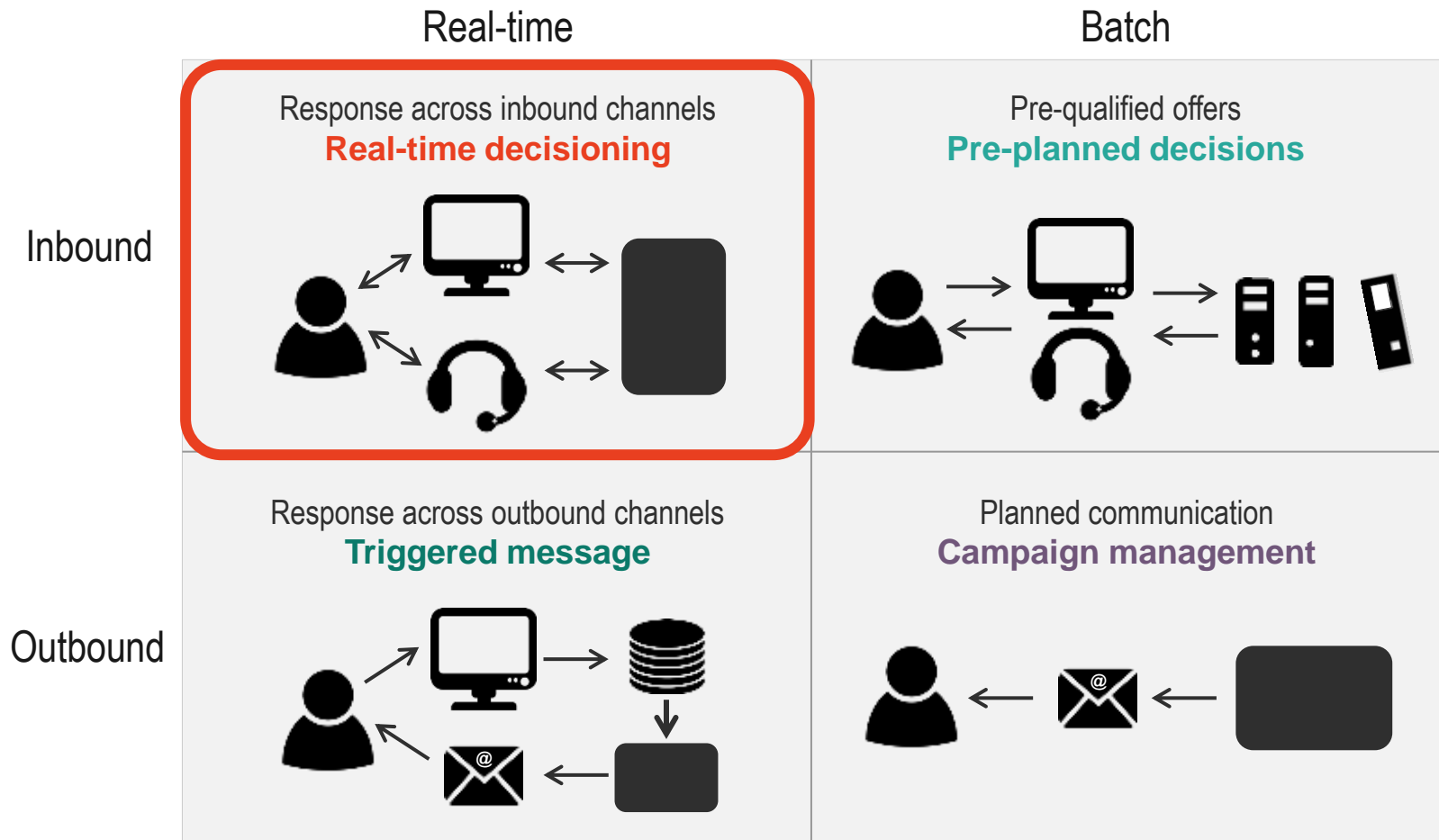At
scale!

Software products

Predictive models

Market knowledge

Data

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Power all key interactions with customers

Customer Decisioning Suite

	Real-time	Batch
Inbound	Response across inbound channels **Real-time decisioning**	Pre-qualified offers **Pre-planned decisions**
Outbound	Response across outbound channels **Triggered message**	Planned communication **Campaign management**

Our key components

Uses **business-user guided rules,** assisted by **data driven** techniques

Embedded analytics

Customer–level decisioning

Rules-based decisioning

Customer Decisioning Platform

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Our key components

Uses business **goals / constraints** to determine the best decision for each individual and the business overall
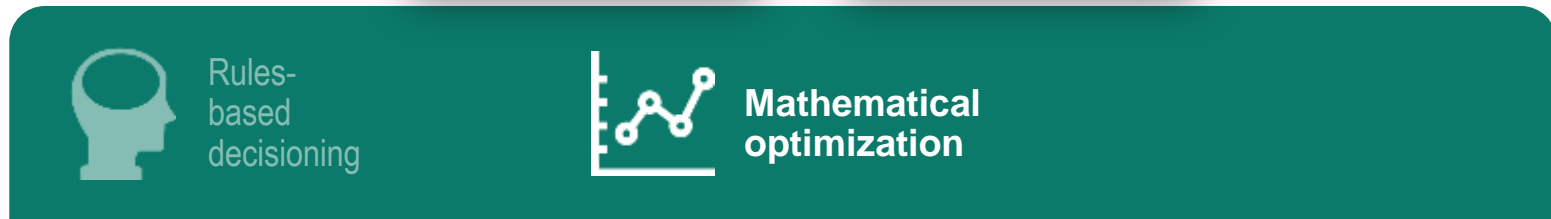

1100 1010 0101
Large set of data

High precision

Rules-based decisioning

Mathematical optimization

Customer Decisioning Platform

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Our key components

Analyses **events from all channels,** detect multi-channel event sequence and identify the events that require actions

Data streaming

Real-time processing

Rules-based decisioning

Mathematical optimization

Complex event processing

Customer Decisioning Platform

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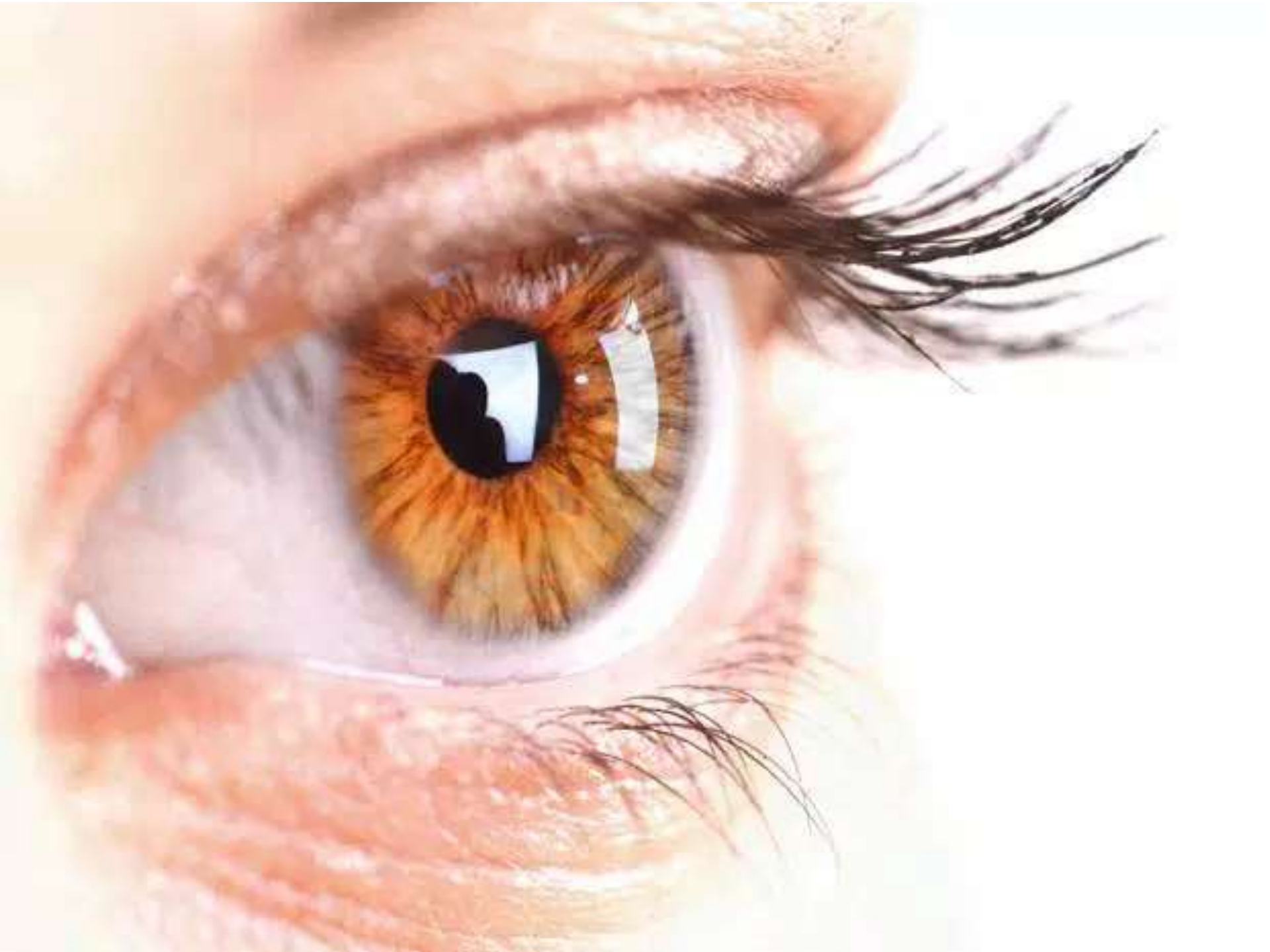
Our key components

Data to and from channels

Additional data

Interactions with channels

Data as needed

Modeling techniques

Rules-based decisioning

Mathematical optimization

Complex event processing
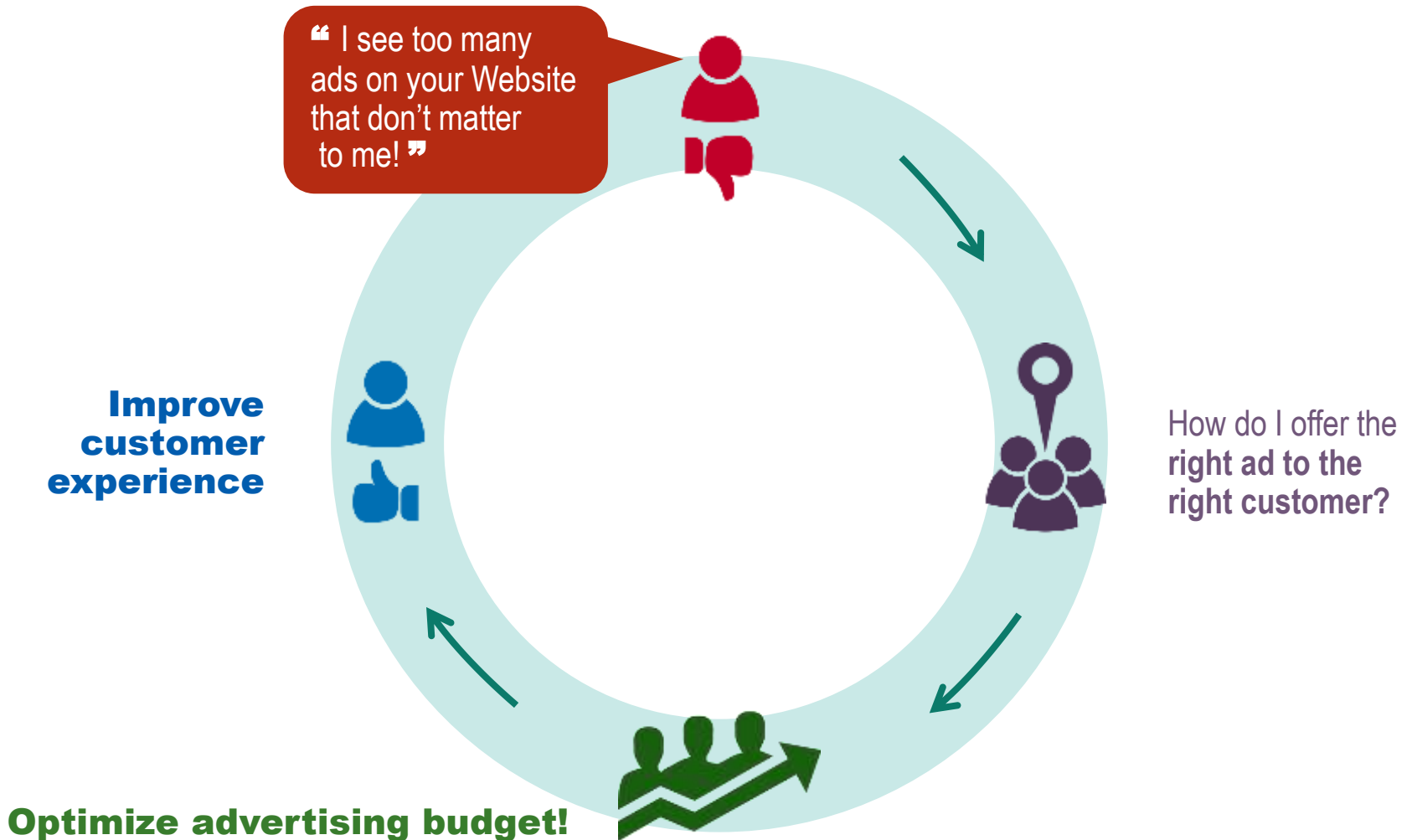
Customer Decisioning Platform

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Typical customer needs vs. business goals

Typical customer needs vs. business goals

"Clicking on the ads take me to other sites that have nothing to do with the ad I clicked on"

Improve customer experience

How do I personalize my **Website to unknown users?**

Acquiring new customers!

Typical customer needs vs. business goals

" I've been your customer for awhile, & yet I keep seeing messages that have nothing to do with me! "

" When I use your call center, it seems like the call center and your web site belong to two different companies! "

...

How do I personalize my **Website to previous visitors?**

How do I **join up** my online and off line customer journey?

....

Improve customer experience

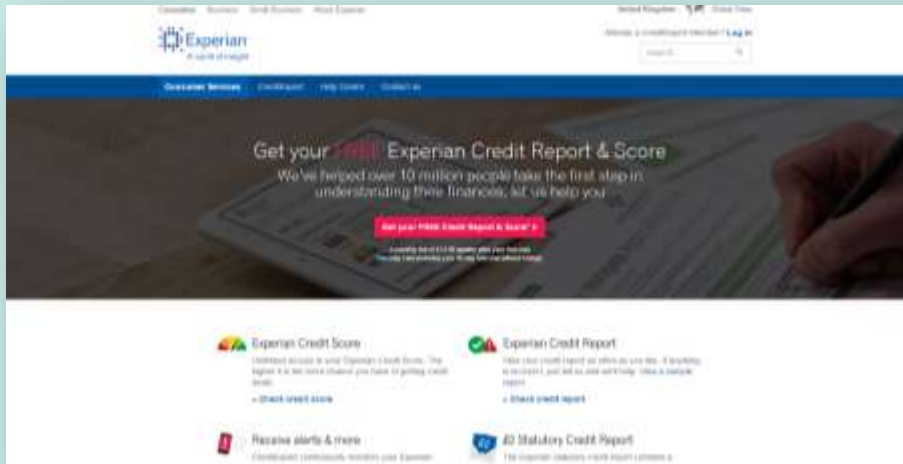**Retain existing customers!**

Reduce operational cost!

...

Real-life implementation

Experian Consumer Services UK&I

Separate business unit in Experian

Provides credit reports, credit scores

One million+ customers

Why we chose them as a Beta partner…

- **Perfect size** – small enough to make fast decisions / big enough to provide a good representation of real case environment + brand awareness

- **Previous collaborations** – strong relationship

- **Technology aware** – organization is "digitally sophisticated"

- **Right location** – we are co-located in London
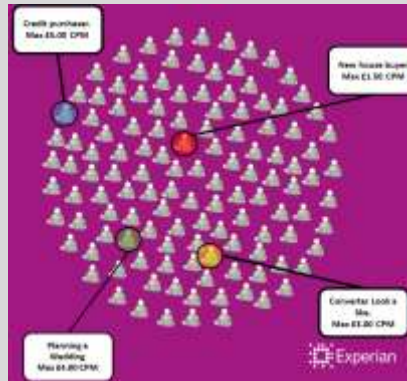
The customer landscape is changing

Market trends are changing – new channels
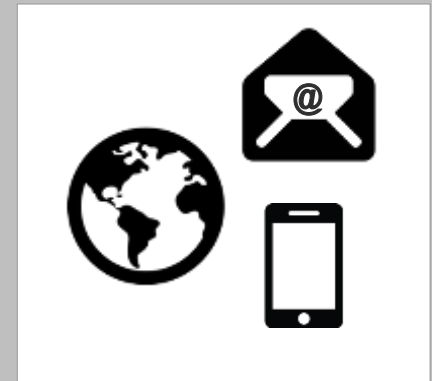
Way to interact with customers is digital
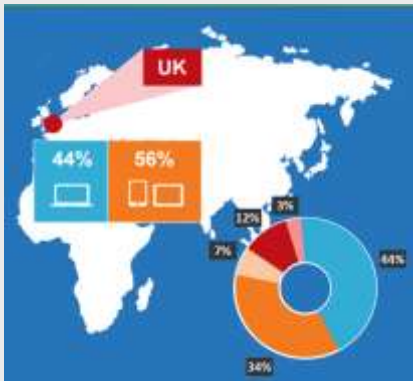
Segment of 1 is the new way forward

Automated bids / tailored messages / real-time optimization

Key competitors now **investing more than ever on online channels**

Need to rethink the approach for acquisition and retention! Focusing on the RIGHT customer!

Need to automate targeting

Centralize and use segmented approach to automate customer targeting and engagement

| Life time value and customer data | Media and channel insight | Audience data and segmentation |

Unique cookie ID

Centralize insight cross platform and device

Unique Customer ID

Acquisition

Retention

Automated targeting

| What product do we offer? | What media do we target them with? | How much are we willing to pay / bid? | What creative / message? | What onsite experience? | What retention messaging? |

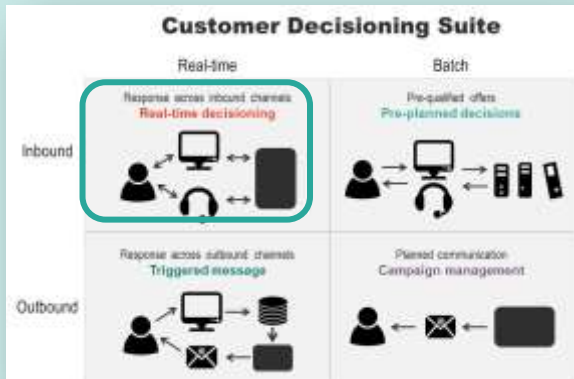— VISION 2016 —
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A phased approach

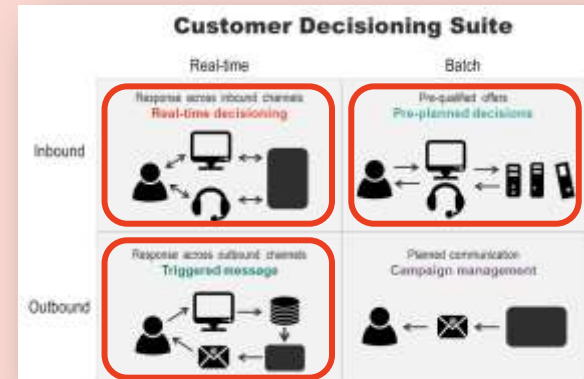## Phase A:
Acquisition of new customers

- Focus on **unknown users**

- Optimize the ad to potential customers in **real-time** based on the journey

Phase B:
Retention existing customers

- Focus on **existing customers**

- Automatically update the Website and CRM channels (email, SMS, direct mail, etc.) based on **historical and in-session data**

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Expected benefits

Phase A:
Acquisition of new customers

- Reduce **cost per account** while driving growth in new customer numbers

- Improve **conversion and click-through rates** on digital advertising through better creative decisioning

- Improve our ability to **target high quality profitable customer** via smarter use of our first party data

Phase B
Retention existing customers

- **Increase trial conversion rate** to drive more paying customers

- **Reduce churn** of existing member base to increase lifetime value

- **Drive better engagement** by creating more relevant and personalized customer experiences onsite and in-session

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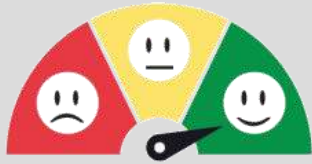#vision2016

In conclusion...

Considerations

Customer experience drives **financial performance**

Is becoming more and more a **decisioning problem**

Customer Decisioning Suite is **the solution**
to personalize customer experience
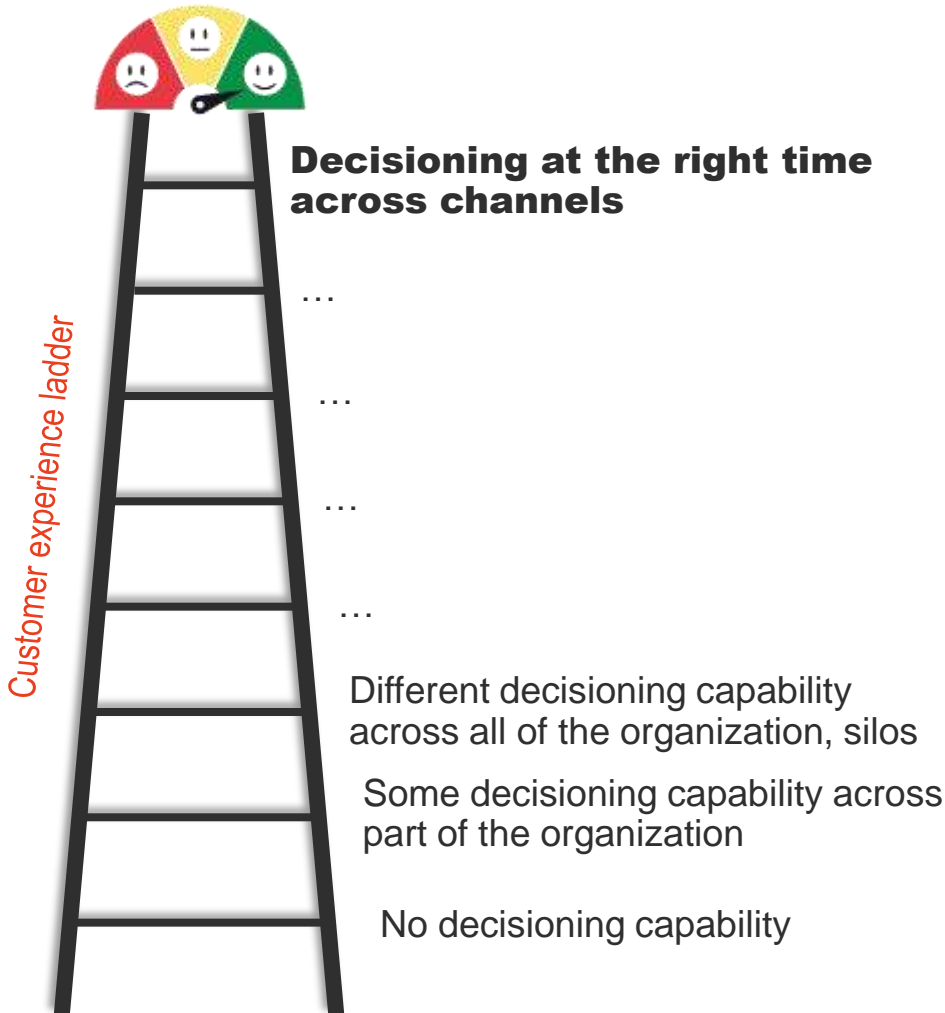
What you have to do to benefit from this

You need to have the desire to **improve customer experience** within your organization

You need to put the **customer at the center** of everything you do, breaking silos

You do **not need to be analytically and technology advanced**

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We can take you to the next level

Customer experience ladder

Decisioning at the right time across channels

…

…

…

…

Different decisioning capability across all of the organization, silos

Some decisioning capability across part of the organization

No decisioning capability

We can work together through this journey!

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Q&A

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1 Select the Survey button and complete

2 Select the breakout session you attended