CMG Digital Experience Management

Michael Taylor Systems Engineer

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Priorities: customer experience

Top strategies for digital success next 18 mos.

- Improve customer experience quality and performance:
  - Improve customer experience quality and performance: 23% 15% 16%
  - Expand digital assets (e.g. mobile): 12% 15% 19%
  - More external digital services: 16% 13% 12%

Hire a C-level executive who is focused on... 5% 3% 6%
Invest in more outsourced resources to... 16% 12% 19%
Improve usability... 10% 11% 8%
Reduce IT costs... 11% 7% 12%
Increase proportionate investment in digital... 9% 14% 10%
Develop or acquire new skills in IT... 14% 15% 16%
Expand digital assets (e.g. mobile)... 16% 12% 19%
Improve customer experience quality and performance... 23% 15% 16%

Digital decision-making is shared or distributed

Who decides investments to improve customer experience quality and performance?

- IT Operations: 63%
- A C-level executive who is focused on digital: 41%
- Line of business (marketing, product): 29%
- Application development: 27%

39% of respondents selected more than one answer.
IT’s ability to support digital: Disconnect with the business

Rate your IT team’s support for digital

- Excellent
  - IT: 38%
  - LOB: 49%
- Good
  - IT: 48%
  - LOB: 51%
- Neutral
  - IT: 2%
  - LOB: 8%
- Poor
  - IT: 1%
  - LOB: 1%
- Very poor
  - IT: 0%
  - LOB: 1%
The new digital customer

**Multi-device**
- 95% digital shoppers who started on a smartphone continued on a PC
  - (Forrester, Q4 2014)

**Demanding**
- 60% rate performance/response time as #1 mobile app expectation ahead of features and functionality
  - (Forrester, Nov 2014)

**Empowered**
- 2+ BILLION People have some form of a social media account.
  - 44% will air their frustration on social media when poor experience
  - (Dynatrace Survey, Noram, Dec 2014)
New reality, new questions

- Why is my conversion rate low with this customer segment?
- What is driving abandonment?
- Which mobile platform should I prioritize for my user base?
- Why is my app getting 2 stars ratings? How do I make sure problems are fixed?
- How does my digital presence compare to competitors’?
- How can I get real time information about conversion and the experience delivered to my digital users?
What’s preventing better user experience insights?

• Siloed analytics

• Rising complexity
  – 50 external services behind a site on average
  – Device proliferation – 600+ devices = 80% of the market

• Lack of benchmarks

+ Why is my conversion rate low with this customer segment?
+ Which mobile platform should I prioritize for my user base?
+ Why is my app getting 2 stars ratings?
+ How is conversion affected by the digital user experience delivered?
+ What is driving abandonment at a given stage?
+ How does my digital presence compare to competitors’?
What is the impact

1 sec avg delay in response time

= 7% reduction in conversions

If an e-commerce site is making $100,000 per day, a 1 second page delay could potentially cost you $2.5 million in lost sales every year.
Unified Visibility from Conversion to Code

- Visits Discovery
- Individual user path
- Key User Demographics (Browsers, Geos, Devices, …)
- Perceived performance
- Bounce Rates
- Conversion Rates
- Real Time Revenue Impact
- Landing/Exit Page Analysis for SEM Optimization
- Competitive Performance Benchmark
- Functional Validation (JavaScript issues, …)
- Third-Party Service Contribution
- Innovation Acceleration
- Operational Excellence

THE EXPERIENCE VALUE CHAIN

Users and Devices

Internet

CDNs

Web APIs

Applications & Code

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