Catalyst Pitchback
Predictive Customer Journey

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Companies

Champion Confirmed	Co-Champion Confirmed	Participant Confirmed	Participant Confirmed
Orange	Art Of Arc	Huawei	Comarch
		Vlocity	Salesforce
		Teavaro	Comptel

We are still looking for:

Predictive Customer Journeys

Bridging the Gap Between Digital and Physical Channels

- Objectives
  - ❑ Connecting customer journeys across digital channels and the store
  - ❑ Increased lead generation
  - ❑ Intelligence-driven personalized offers
  - ❑ Proactive customer engagement
  - ❑ Improving lead conversion rates

- UC1: <u>new</u> customer: prospect to store: identify prospects, know them, personalize offer, lead to the store, close sale plus additional offer appears later in mobile App

- UC2: <u>existing</u> customer w. Opt_in: drive to store: identify needs from web, observe behavior, actual usage, abandoned cart, personalize offer in mobile App, lead to the store(appointment), close sale

Ideas for Innovation

What new areas do you plan to explore?

- *Capture* *customer knowledge in the first journey phase*

- *Best practices to help bridging the customer cross the omnichannel*

- *APIs that let us communicate customer status elements of the sales journey*

- *New methodology enabling digital motivation* *to the customer in their sales process*

- *Extension of the frameworks* *that describe omnichannel sales*

- *Enables omnichannel sales metrics* *compared to single sale reporting*

Problem Statement (one-liners)

- As a company, we have difficulty to turn 70% of customers from their online shopping journey to retail stores to complete their purchase; the store channel miss the ability to capture the information from the customer journey before they enter the company's store

- We will identify the customer with the first research steps in their customer's journey

- So that the customer can make the bridge smooth from online channel to the physical store.

- We can now better understand how to motivate the customer to come to the store and complete the sales process, leveraging and combining unique capabilities of online and offline channels;

- To do this, we need to be present in the initial stages of the sales process, identify customers / prospects across touchpoints and demonstrate that service providers can leverage the knowledge about the customers and utilize customer-process-phase specific metadata.

- We are successful when the customer experiences a seamless, consistent and personalized sales journey across all sales channels with a higher percentage of completed sales opportunities, including in the retail store.

Why is this an important problem to solve?

- CSP's lose the omnichannel shopping customers

- Omnichannel shopping customers need support with some continuous motivation bridging the gap between online and store

- It creates a metrics for creating measured customer sales improvements, that is reused in reliable prediction for better results when new or existing customer returns to the same journey

- Manage the customer's anxiety for taking the steps cross the channels along their sales journey