

Delivering transformation. Together.



The challenges of the new customer experience

Delivering Transformation. Together.

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CONSULTING



Sopra Steria Consulting is the Consulting activity of Sopra Steria group. Present in over 20 countries, the Group has 40,000 employees and achieved pro forma revenue of €3.7 billion in 2016.

Our aim is to accelerate the development and competitiveness of large companies and public bodies by supporting them through their digital transformation.

1 100 consultants in France

+45 years of expérience

Why reinvent the customer experience?



In this age of digital revolution, never before have customer relations undergone such a drastic change:

- consumers « taking power »,
- the emergence of new ways of consuming,
- the impact of technology and new digital uses.

All these factors are leading companies to put **customers at the heart of their strategic approaches**, with the emphasis on influence, recommendation and loyalty-building.

Common to all these initiatives is the desire for excellence in the **customer experience**, which we see as «the sum of the impressions and emotions that the individual and cumulative effects of a customer's interaction with a brand and its products or services create in a customer».

The best customer experience is one that satisfies to the point where the brand becomes a preference and a long-term commitment is obtained from the customer who then recommends the brand to friends and family.

A successful customer experience is dependent on the ability of companies to rise to the four challenges of interpersonal excellence, knowledge and exploitation of customer assets, marketing intelligence and lastly commercial performance.

Sopra Steria Consulting helps leading companies and organisations to look at the customer experience in a new light.

SUCCESS STORY Sopra Steria supports **Allianz** in the digital transformation of the customer experience. We have been involved in a project to simplify the customer experience of filing insurance claims. Developing and implementing a process for filing insurance claims through video conferencing has allowed Allianz to reduce the processing time as well as customer anxiety, and to optimise refund and compensation schemes.

SUCCESS STORY Sopra Steria Consulting is assisting a **leading mutual and cooperative banking group** in an effort to comply with the General Data Protection Regulation (GDPR), whose implementation is scheduled for 25 May 2018. We are working on all projects within this major cross-functional, corporate programme (communication, organisation, process, IS, legal, compliance) in order to establish a common doctrine, to size and prioritise the project plan, and to thus secure the milestones imposed by European regulation.



The interpersonal excellence challenge

There are two main issues involved with interpersonal excellence :

- ensure a presence adapted to the customer's situation,
- ensure that use continues through a close relationship and loyalty-building.

A successful customer experience relies on simple journeys whatever the channel.

From an operational point of view for the company, this means :

- making sure that the customers can be contacted wherever they are, whatever device they are using,
- understanding the customer's explicit or implicit requirements,
- providing an effective, consistent and personalised approach in all channels.

SUCCESS STORY Sopra Steria Consulting is assisting a **large Telecom operator** internationally in its goal to deliver a unique customer service experience. Sopra Steria Consulting is involved in updating and implementing a comprehensive, omni-channel customer view, allowing for personalised support for all customer relationships, as well as an increase in operational and commercial efficiency. This helps improve customer satisfaction.

99 % of conversations will begin online in 2020

35 % of users utilise more than 4 channels to contact customer services

51 % of customers prefer voice contact to resolve complex requests

36 % of consumers leave a brand when they think that the contact person lacks sufficient information to respond to their request

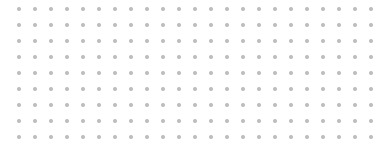
Source : 2016 figures, RelationClientMag.fr



Innovations that improve interpersonal excellence

- **The fields of artificial intelligence** (chatbots, natural language, semantic and predictive analysis, facial recognition, etc.) and the Internet of Things have revolutionised the customer experience: the ability to anticipate needs, to create highly personalised relationships, and to facilitate journeys.
- **The internet of things** as a 24/7 tool for self-diagnosis and trouble-shooting, as a way to facilitate journeys, and as a companion in our daily lives.

The customer asset knowledge and exploitation challenge



There are two main issues associated with leveraging of client data, or more specifically the data of people who may have several roles for the brand (customer, prospect, opinion leader, manager, payer, supplier, etc.) :

- collect and govern data to create and share customer knowledge within the company,
- give a professional meaning to the data and put a value on the needs in terms of action.

In-depth knowledge of individuals and their uses, preferences and environment (group, household, company) must feed into the whole customer journey and company processes. It must allow offers and services, as well as interactions, to be customised (personalised proposals, personalised customer service) in the form of consultancy rather than selling.

From an operational point of view for the company, this means:

- identifying the individual/ customer and exploiting their usage data,
- assessing the potential of information and the relevance of the data,
- adapting the company's strategy to changes in the environment and the customers.

SUCCESS STORY In the world of telecommunications, the customer experience is a strong strategic priority. Sopra Steria is assisting a **large operator** in developing and implementing customer-oriented management systems to better understand customer experiences during contacts with the brand. These new output models make it possible to visualise the entire customer experience and help the process evolve—a process which, historically, was divided by business or by channel.



Innovations that facilitate knowledge and exploitation of customer assets

- non-structured data, in particular analyses linked to the customer's voice
- voice, optical or digital biometrics to safeguard access to data

Six stages for tapping into the potential of client data

Tap into the potential of data, internally or through commercial relationships or partnerships

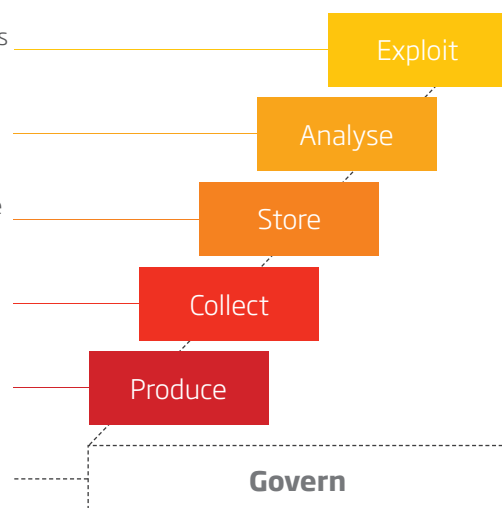
Conduct in-depth studies to find out which data has a value internally and externally

Store a continuously growing volume of data, trying to order and streamline this stock in order to facilitate subsequent exploitation of the data

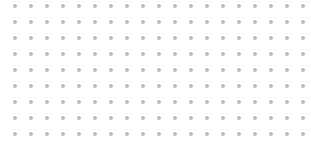
Collect available data, in a structured or unstructured form, without necessarily knowing how it will be used in the future

Define and deploy the processes, services and equipment that generate data and thus fit in with the company's programmes

Define the rules, processes and the organisation that will ensure data asset management in accordance with the company's strategy and obligations



The marketing intelligence challenge



The main issues associated with marketing intelligence are:

- propose a personalised, usage-focused offer with long-term prospects,
- design strategies to win customers and encourage loyalty in response to market needs.

This is why this challenge goes hand in hand with the customer asset knowledge and exploitation challenge.

From an operational point of view for the company, this means:

- understanding the market right down to the individual,
- proposing an offer or service in tune with each customer,
- encouraging the customer's long-term commitment.

These issues cannot be addressed without taking social media and their indisputable influence into account.

To properly understand consumer expectations and behaviour, brands must define a social media presence and use strategy (e-reputation, a channel that complements customer relations). The social media model relies not only on content but also on ongoing communication, scores, likes, recommendations and comments. Consumers are taking on a more active role and the company has to take on board these changes. It must ask itself what it wants from its social strategy.

The more a company becomes a mediator and creates connections between consumers, the more it becomes essential.



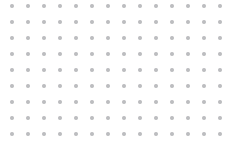
Innovations that help reinvent products and services, and engage the customer:

- **Customer involvement** in the upstream stages of the creation of new products and services to accelerate their time to market, to ensure their success and their adoption
- **Gamification** to better understand products and services in order to meet customer needs that are increasingly diverse and multi-generational

SUCCESS STORY Sopra Steria Consulting is assisting a **large banking group** in designing a solution which optimises the advice directly given to customers (to develop value and customer satisfaction), and which presents relevant proposals to customer advisors in order to optimise their interactions.

This innovative solution—built with agile and collaborative working methods—aggregates value-added information thanks to Big Data technologies

The sales performance challenge



The quality of relations between a company and its customers is connected to the quality of relations between this company and its employees. So the transformation needed to reinvent the customer experience also involves a managerial transformation, which fixes the company in a service culture in the long term.

As a result, the main issues associated with the sales performance are:

- drive the skills and motivation of sales people,
- adapt sales and distribution models to new purchasing contexts.

For the company, this means:

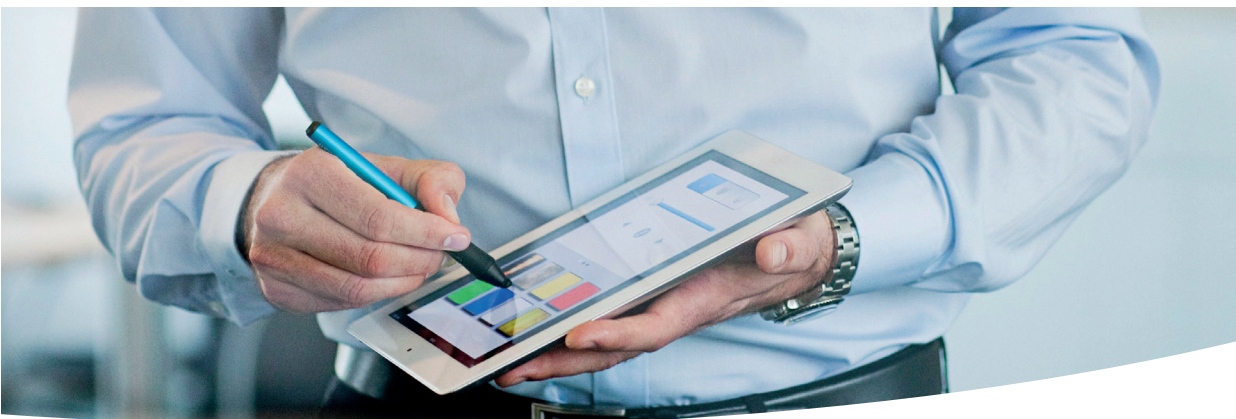
- understanding customer needs and purchasing motivations and making the purchasing experience consistent and smooth,
- adapting and motivating customer relations people in the new distribution contexts,
- defining the right distribution model and the most effective purchasing journeys.



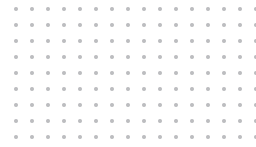
Digital innovations involved in the new customer and employee experience

- the ultra-connected, physical point of sale of the future, the Phygital
- digital terminals
- portable tools with applications for employees in the store or branch, and for the customer at the point of sale or at home
- indoor geolocation
- augmented reality

SUCCESS STORY Sopra Steria Consulting supports the digital transformation and business development of a **European leading company in rail transport**. With the help of Sopra Steria, the sales department, in charge of promoting regional transport offers, redesigned the online customer journeys and set up a new mobile first oriented website allowing the sale of offers specific to each region..

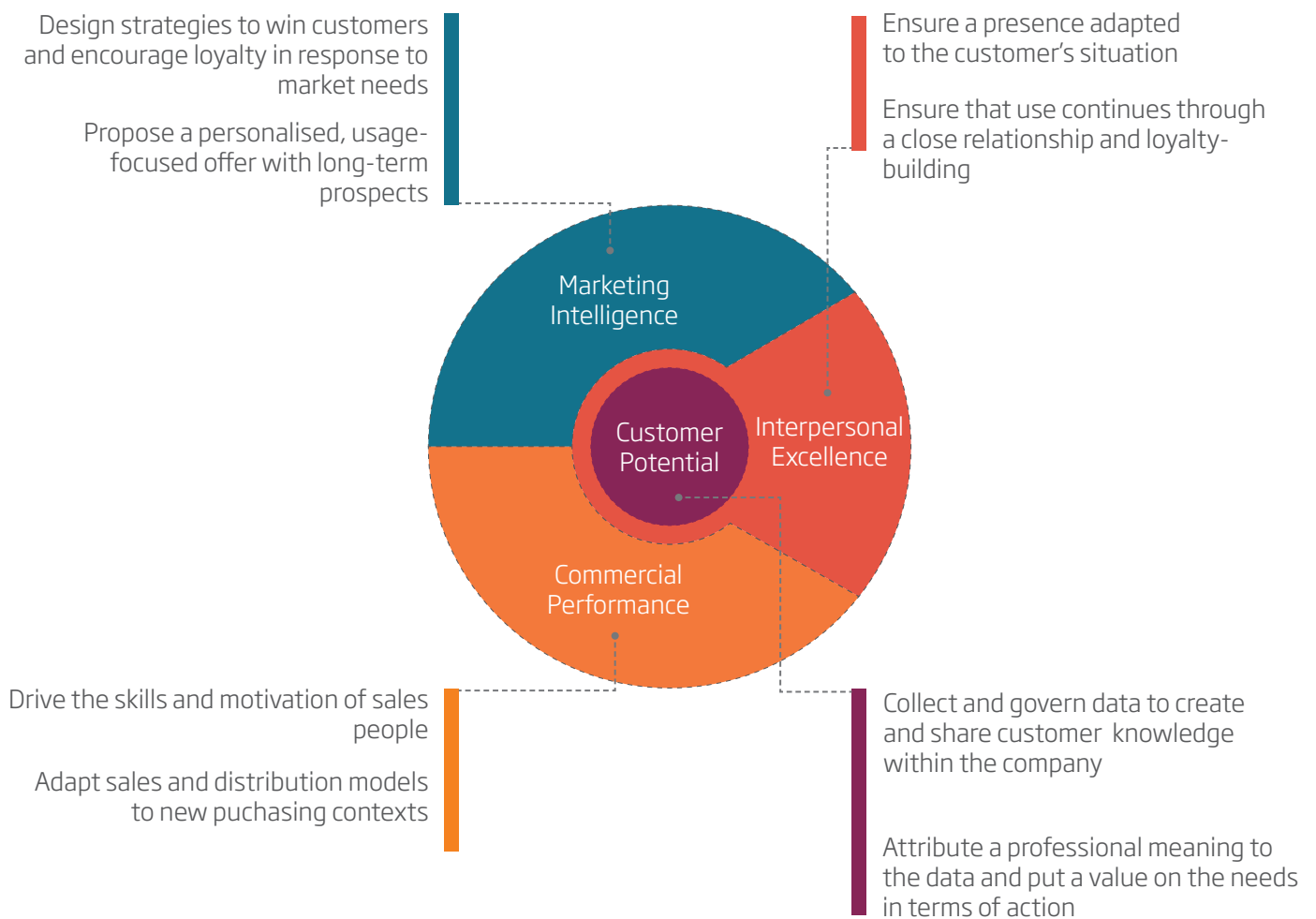


Successfully rising to the challenges of the new customer experience?



Sopra Steria Consulting is helping leading private and public organisations from start to finish in their customer relations transformation programmes, to provide consumers with the best possible customer experience, one that satisfies to the point of the brand becoming a preference and a long-term commitment being obtained from the customer who then recommends the brand to friends and family.

Our expertise lies in the four challenges of the customer experience





Sopra Steria's DigiLab presents all of the innovations associated with the four challenges of the customer experience, and many more. It is a place for communication and sharing to create and co-construct the solutions of the future with our customers.

DigiLab's work in the field of customer excellence includes:

- Digital services and self-care
- Mobile, touch-screen CRM prototype
- Connected objects for a personalised offer according to customer use
- Big Data POC
- Augmented reality to help customer relations
- Virtual reality to offer customers a unique experience
- Mobile banking
- Artificial intelligence, RPA, Chatbots
- Virtual advisor, augmented reality advisor
- Mobile transport, payment and access control services
- Smart Watch prototype
- CX & UX

The importance of the evidence of the promise to engage customer in long term

Malika Kaoua, Partner in charge of Customer Excellence practice

“ Consumer behaviour is constantly changing, mainly as a result of the rapid development of digital uses. Customers are now better informed, busier and more demanding, in terms of both response times and quality, and the price of product or service. Although they want more simplicity, they expect more personalisation. They expect to be advised and want to be able to benefit from all uses, independently and at any time. They want their world (same information and logic) to be in all channels.

Companies must now see the customer experience as a way to stand out by making new promises and keeping them. They have no choice but to pleasantly surprise their customers to encourage their long-term loyalty, in use of products and services, in their relationship with their customers and in the attention and recognition they give them.

The customer experience has to be reinvented while paying special attention to:

- putting the customer at the center of the company's concerns,
- incorporating the customer's voice into improvement strategies,
- changing the stance of customer relations people and incorporating the consultancy aspect into interactions,
- working together to exploit the customer data and knowledge to provide a better service and ensure the pro-activeness that will make all the difference. ”

Sopra Steria Consulting, through its Customer Excellence practice, can help you to look at the customer experience in a new light, from your strategy to the organisation of transformation programmes.

As the partner in charge of the Sopra Steria Consulting Customer Excellence practice, Malika Kaoua has more than 20 years' consultancy experience in the Marketing, Customer Relations, Sales, and Digital departments.

She is involved in defining customer experience strategies, as well as in supporting and managing the customer experience transformation programmes in a digital environment. This includes coming up with new products and services, reinventing omni-channel customer experiences, retaining customers, anticipating customer needs/interactions/irritants, enhancing customer knowledge, and managing the customer experience.



THE STRENGTHS OF SOPRA STERIA CONSULTING

- + A thorough knowledge of the marketing profession, of customer experience, of trade—notably in telecommunications and media—and of the banking, insurance, social protection, transport, energy, distribution and public sectors.
- + Mastery of digital technologies: Big Data, Cloud, Mobility, CyberSecurity, Connected objects, Social CRM, Artificial Intelligence.
- + Partnerships with leaders in technologies associated with the customer experience and the digital world.
- + Strong ability to innovate, driven by the Group and demonstrated in our DigiLab.
- + A comprehensive offer from the Group: from consulting to Systems Integration, including Software Development.
- + An ability to coordinate complex programmes from start to finish, combining in-depth professional knowledge, information system architecture and design expertise and a mastery of new technologies and solutions.
- + A unique national coverage and a strong presence in Europe.

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