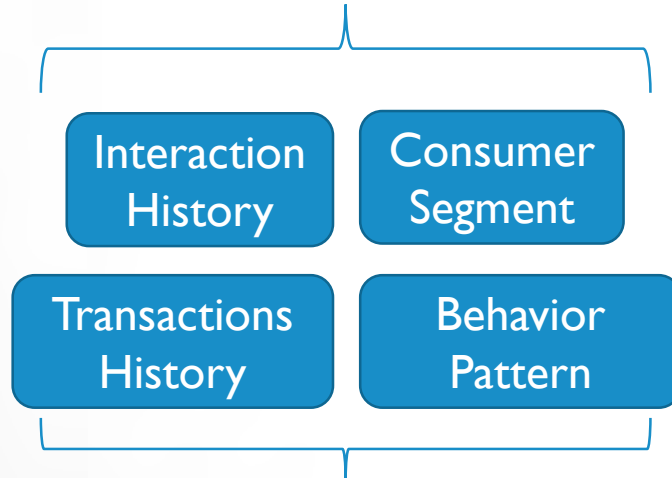
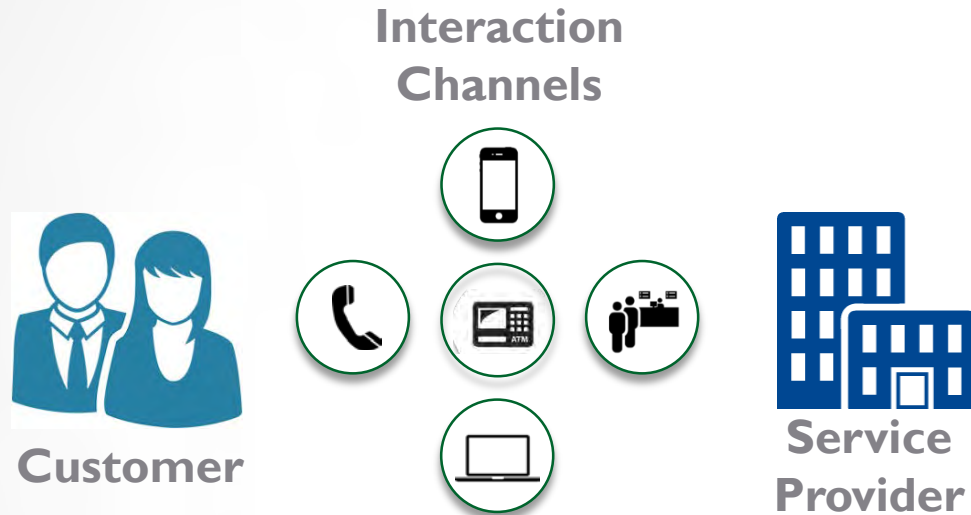


A photograph of four business professionals in a modern office setting. Three people are seated around a small table, and one person is standing, leaning over the table. They appear to be in a meeting. The background features large windows with a view of a sunset or sunrise, creating a warm, golden glow. The scene is silhouetted against the bright light from the window.

Moving towards Omni Channel

What was not done ?

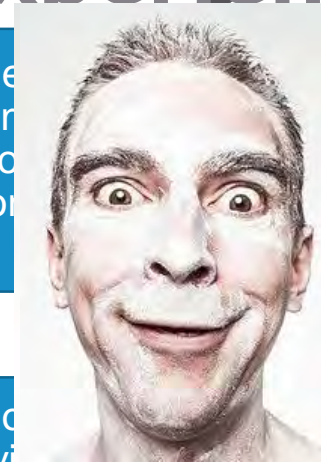


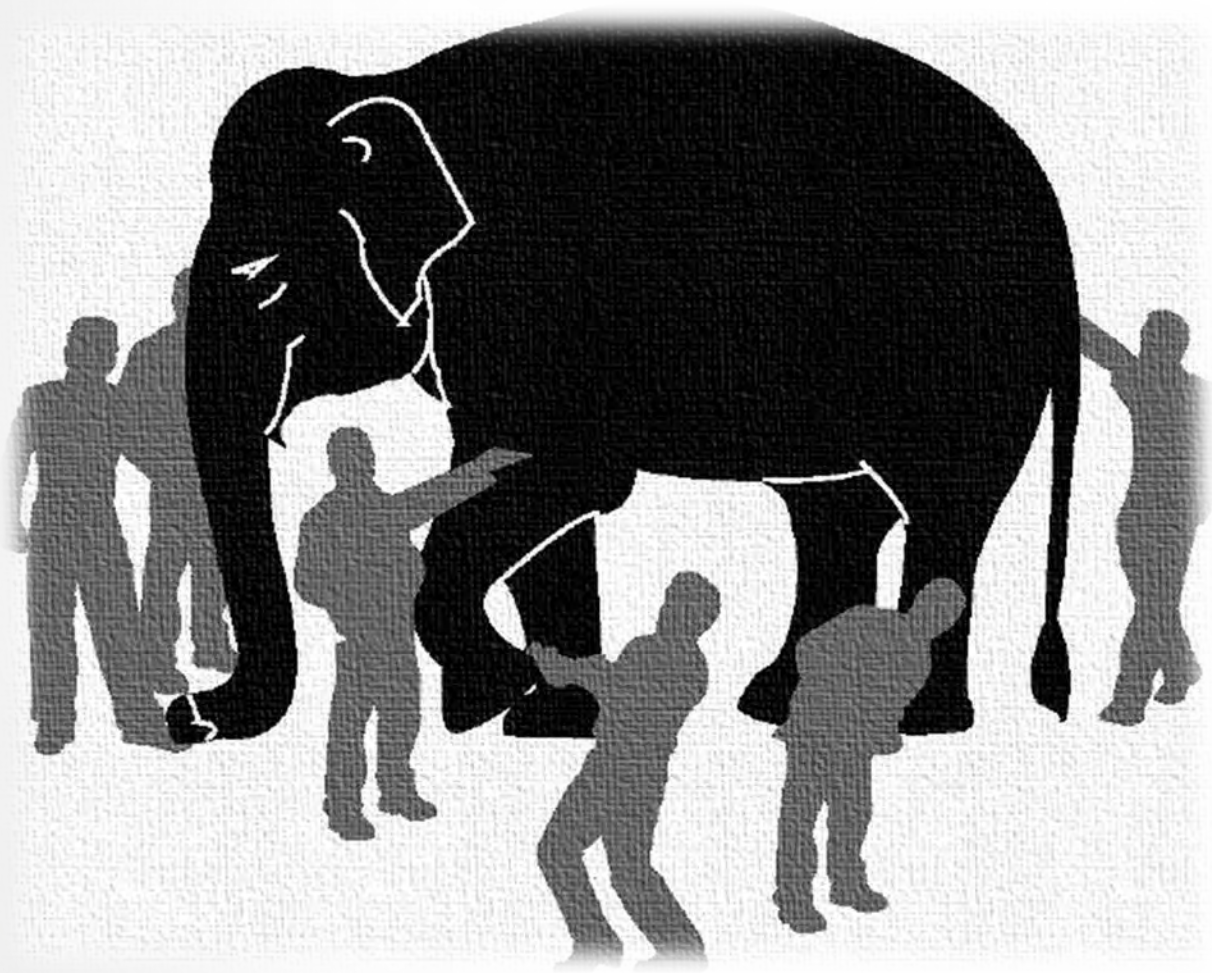
What if we incorporate them during every interaction?

Superior Customer Experience
Businesses ask impatient customers for information that is, quite often, available across different interaction channels.

Businesses do not comprehend the information customers wait, or the interaction to be

More of interaction and service do not match customer needs and expectations.





**Marketer
Technologist
Service Agents
OEM Vendor
System Integrator
CRM Application**

The Customer Experience Problem is.....

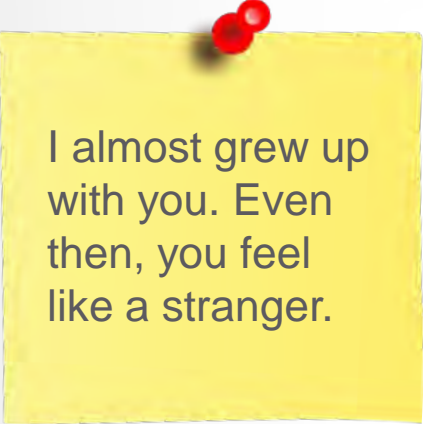
About the emotional distance between the brand and its clients...

Beyond just the number of channels available.....

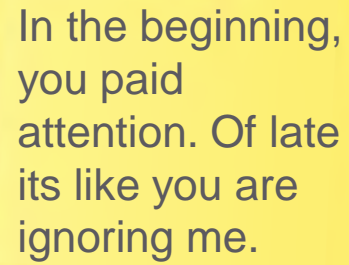
More than just providing resolution....

It is embedded in the feelings of the end customer.

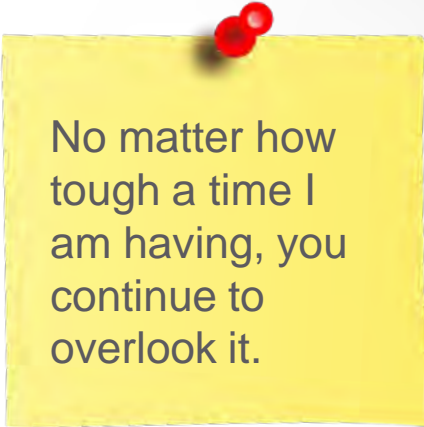
So let us see what the consumer has to say...



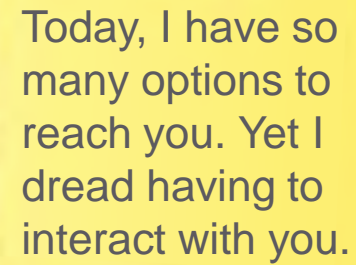
I almost grew up with you. Even then, you feel like a stranger.



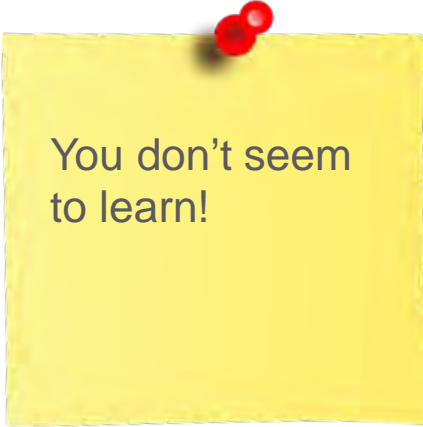
In the beginning, you paid attention. Of late its like you are ignoring me.



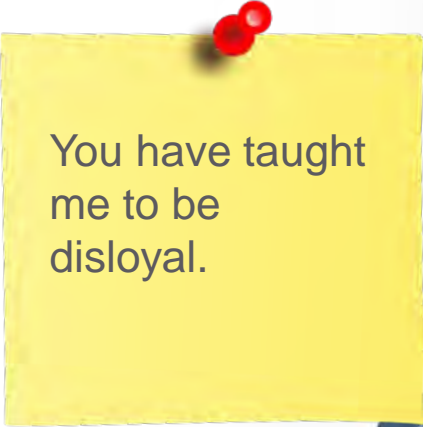
No matter how tough a time I am having, you continue to overlook it.



Today, I have so many options to reach you. Yet I dread having to interact with you.



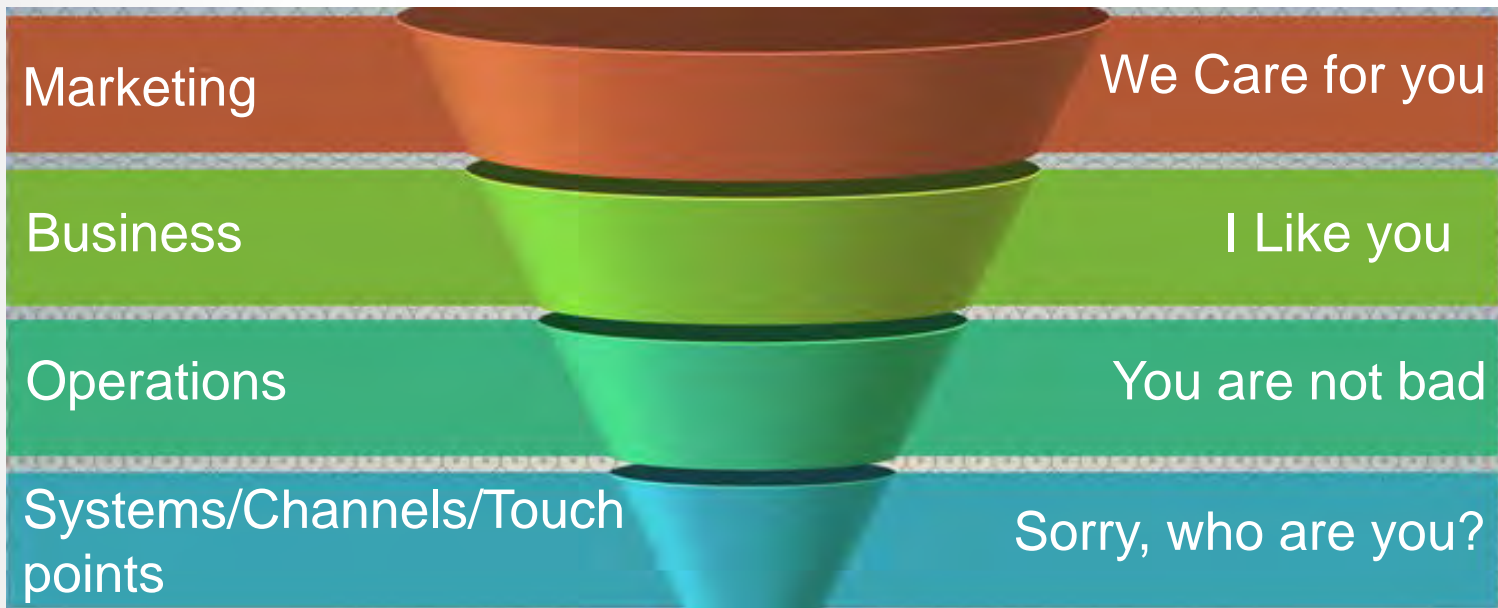
You don't seem to learn!



You have taught me to be disloyal.

Customer Experience – Brand Promise GAP

Brand Promise Conceptualized “We Care for you”



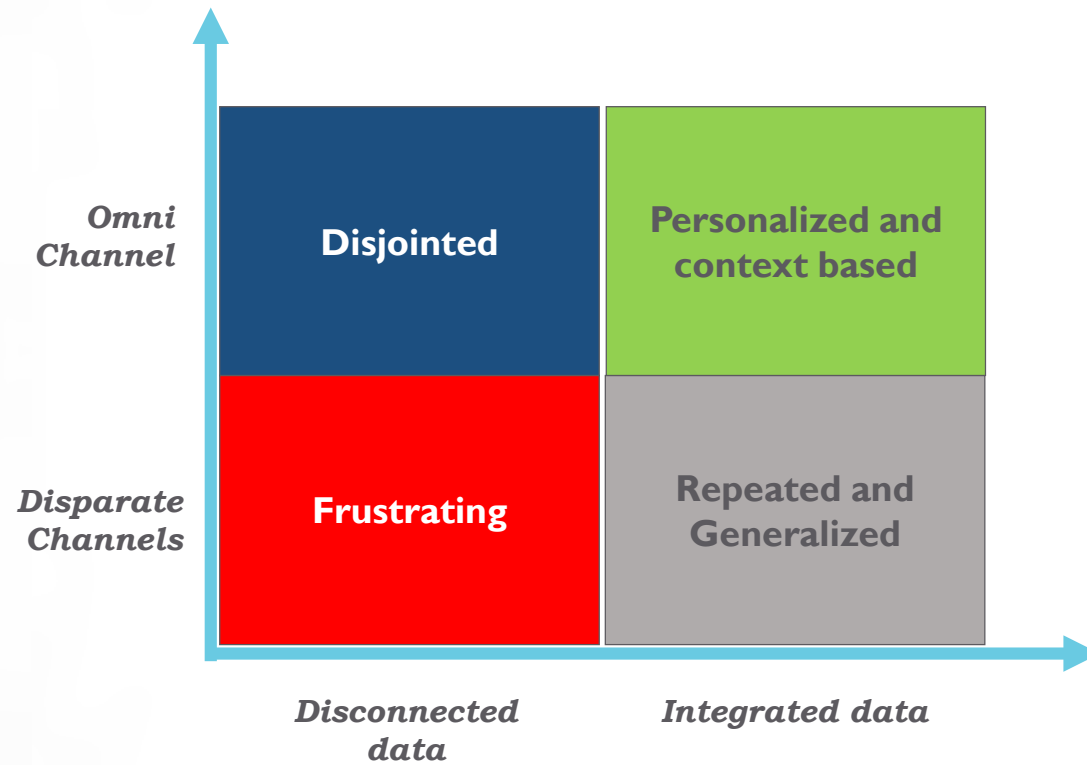
So how do we fix this Problem?

Brand Promise Delivered

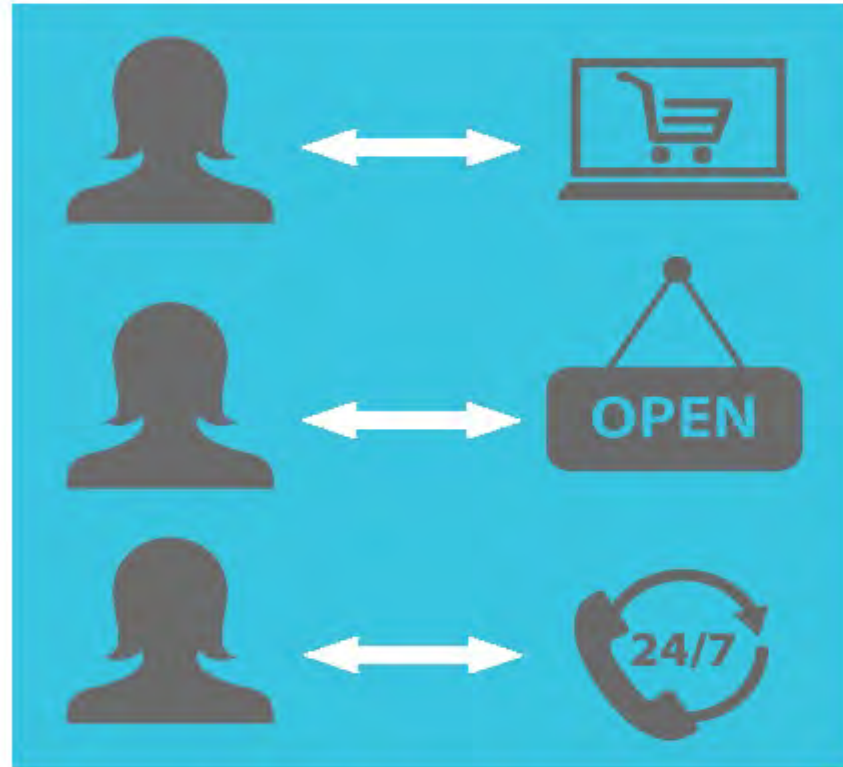


Brand Promise Delivered “We couldn’t care less”

Impact on customer experience



Multi-Channel → Omni-Channel



MULTI-CHANNEL

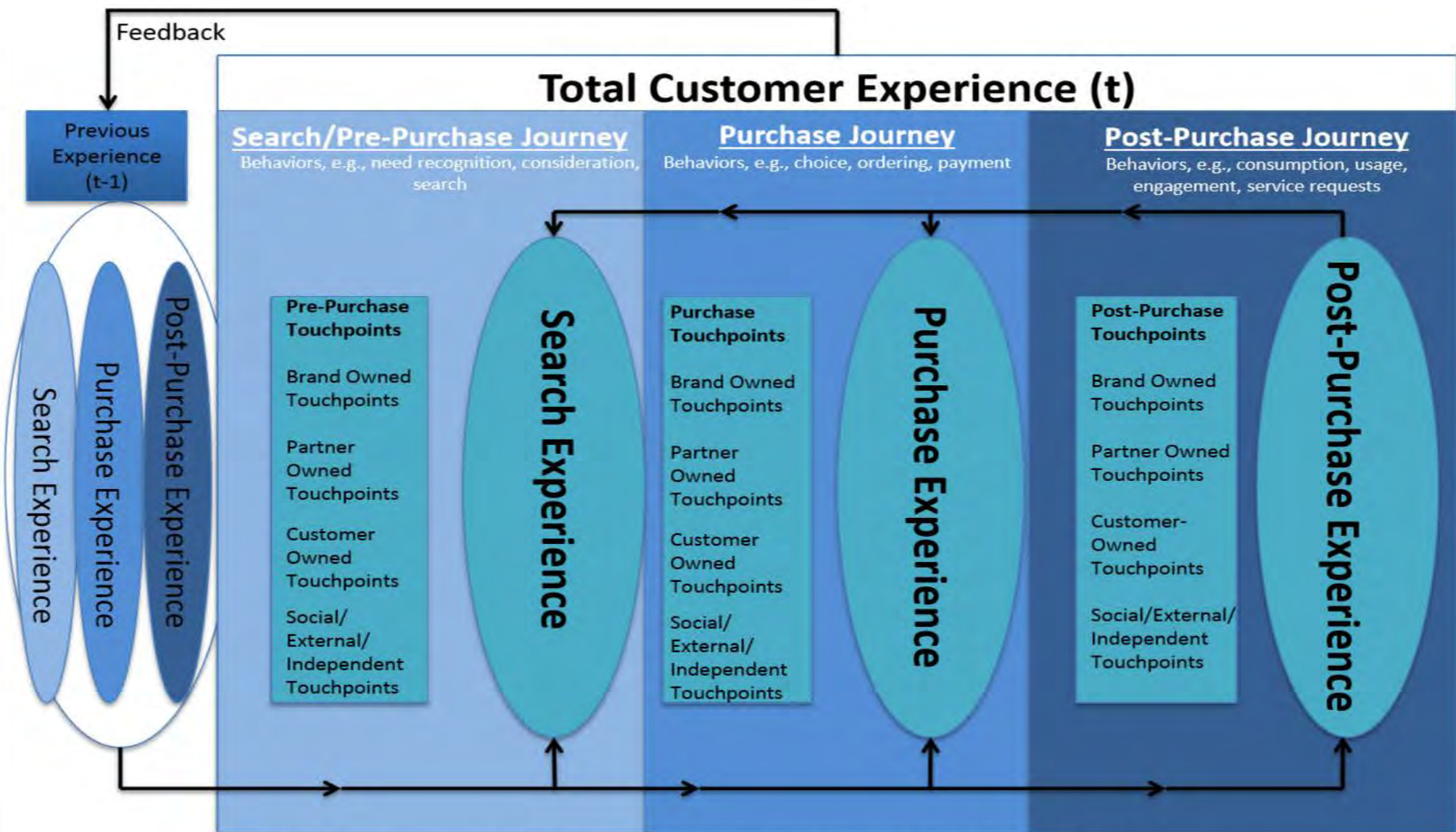


OMNI-CHANNEL

Technology disruptions

in the CX
Journey




















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Increasingly fragmented and siloed

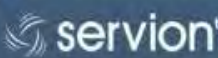


Source: Gartner

Identify the Single Owner

Email, Web, Mobile Campaign Management	Web Content Management	Social Engagement Applications	Customer Engagement Center	Digital Commerce Platform	Business Process Management	Contact Center Infrastructure	Voice of Customer Solutions
							
Web Analytics	Customer Interaction Analytics	Journey Analytics	CEC Workforce Optimization	Web Customer Self Service	Real Time Decisioning	Customer Comms. Management	Other Point Solutions
							

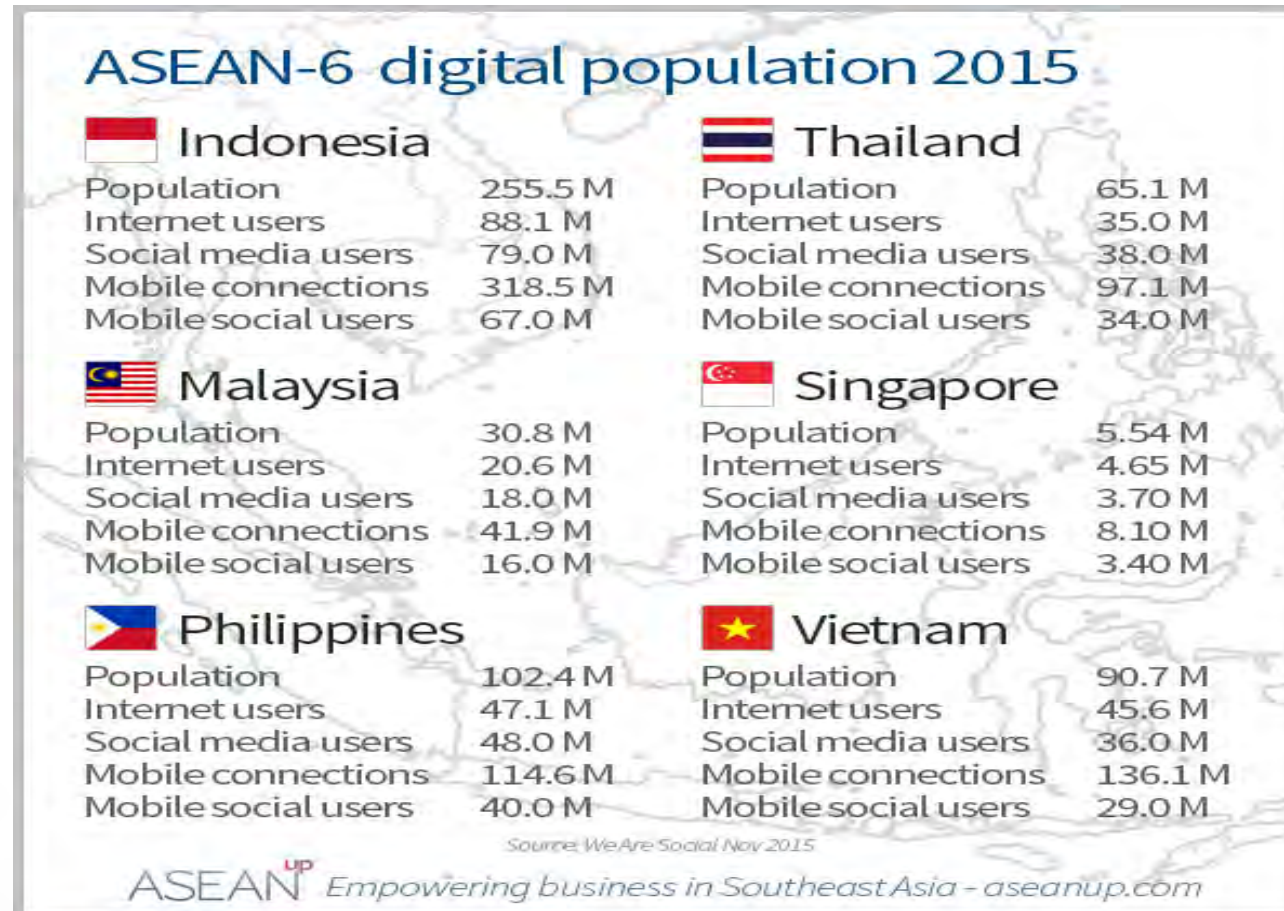
Source: Gartner



Some stats that Omnichannel will Change CX.

- 96% of unhappy customers don't complain, however 91% of those will simply leave and never come back – *1Financial Training services*.
- A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people. – *White House Office of Consumer Affairs*.
- Happy customers who get their issue resolved tell about 4-6 people about their experience. – *White House Office of Consumer Affairs*.
- 70% of buying experiences are based on how the customer feels they are being treated – *McKinsey*.
- It takes 12 positive experiences to make up for one unresolved negative experience – *“Understanding Customers” by Ruby Newell-Legner*.

Digital Population in Indonesia and ASEAN



A digital-ready Indonesia

