



‘Experience is the Strategy’

Adobe Symposium

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Structure

India data

Cx

Expectations

Summary



India Data

	201	202
Smart Phones	7330	9500
Millions Online Citizens	400	650
millions Online Spend \$	40	100
billion Non English	50%	?
Non Tier 1 cities	67%	?
search		

India Data

	201	202
Multiplex	72300	9600
Single Screen Theatres	6800	5800
Retail outlets MIn	15	?
Car dealerships	4600	?



**Online and
offline are part
of the same
consumer
experience
now.**



How important is Cx?

- Brazil 89 %
- Mexico 88 %
- China 87%
- Colombia 84%
- Argentina 77%
- USA 75%
- UK 65%

**What makes a
great CX?**



- **Speed**
- **Convenience**
- **Consistency**
- **Empathy / Human Touch**

What makes a terrible CX?

1. Inefficiency
2. Lack of trust
3. Non availability
4. Bad attitude of employees/poor service



Some Home Truths

- Consumers have a divine dissatisfaction with Cx
- Consumers give us their hard earned money and hence want seamless, great Cx
- Technology is not the answer to everything



**Consumers want a
Hi Tech + Hi Touch
experience**



Where consumers want more digital

1. **Buying a Car 15% Gap between ideal and current**
2. **Refilling prescriptions 35% Gap**
3. **Restaurant Ordering 35%**
4. **Scheduling a Doctor appointment 40%**





360 degree Video

- **Car Buying**
- **Home buying**
- **Creche choice**
- **Hospital Choice**
- **Holiday choice**
- **Fitness routine**
- **Durables choice**

A high digital experience lowers need for offline touch points, hence reducing cost to serve

Omni Experience desired

- Problem solution products
- Complex products like financial services
- DIY products
- Confidential/ unmentionables
- Personal finance products



Gap in Cx. !



- Airlines 33%
- Healthcare 25%
- Pharmaceuticals 22%
- Retail 21%
- Banking 20%



**30% of consumers
stop interacting with
brand after one bad
experience, 45%
drop out after
several bad
experiences**



**Voice, Vernacular, Video,
and Value are the 4 Vs of a
future experience**



Future Experiences



Our Challenge

Personal data for customization

Personal data leads to privacy worries

Privacy worries leads to trust issues

Trust issues leads to business drop !!

That's a vicious cycle



Summary



- Price premium of 7 to 16% for good Cx
- Fundamentals are must Dos
- Human experience
- All generations are the same