

THE CUSTOMER EXPERIENCE MAGAZINE

SUMMER 2021

OneShot

Technology



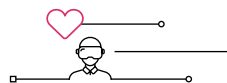
Webhelp

Think Human



The wellness experience







Olivier Duha
Co-Founder Webhelp



Let's talk about the well-being Of your customers and employees. Because well-being has become a central challenge for brands. At Webhelp, we believe digital technology must be oriented around this axis. Technology can really make life easier, to the benefit of both women and men. As you will discover in these pages, today there is a lot of evidence of its effectiveness - and not only in the context of the «maintaining of bonds» that we are going through. There are also new avenues that deserve to be actively explored, And this is what we are doing, with and for you, as part of numerous experiments. What is the goal of our Technology department? To make technology an ally, entirely to benefit the well-being of your customers and employees. An exciting project!

OneShot by Webhelp

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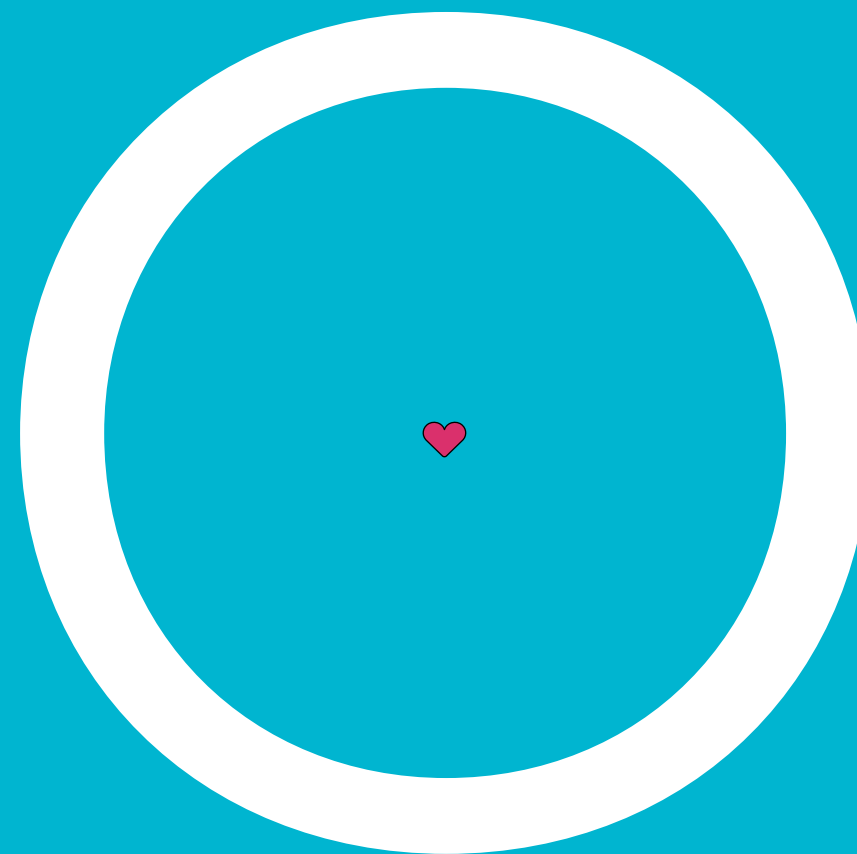


A WORD



After ten years, the term SXO has stood the test of time, it stands for Search eXperience Optimization. In short, this approach combines SEO (search engine optimization) and UXO (user experience optimization). Basically, a brand's website must win over Google AND convince internet and mobile users. Hence the familiar recommendations that are often complex to implement; make browsing intuitive; boost page loading, especially on mobile devices; make good use of detailed tracking tools for an in-depth understanding of the visitor; put together a premium editorial team, enrich the iconography, etc. In short, SXO boosts editorial quality on all levels!

A FIGURE



Zero For many internet and mobile users, the customer journey starts on Google, with a Zero-Click Search (i.e. without clicking on the links provided on the results page). The search stops with the search engine. The numbers are clear: over 90% of web pages* receive no traffic from Google, and 5% of pages receive 10 visits per month or fewer. In this context, it becomes very hit and miss for brands to carry out SEO and rely on organic traffic. So, are ads the answer? Without a doubt, but bear in mind that less than 1.6% of results pages generate a click on an advertising link. Google is no longer a search engine, it's an answer engine. In terms of customer experience, will SEO technology yield to advertising talent?

*study by website Ahrefs (see abundance.com)

THREE OPINIONS →

TECHNOLOGY THAT HUMANISES CUSTOMER EXPERIENCE

A more human customer experience? It's possible, thanks to new technology. How can we best explain it, though? Rather than making a general - and somewhat intangible - point about technology and its experiential impact, we thought an honest approach would be to tell you about Webhelp's technological approaches and choices. To be transparent with you, Without going into too much detail, as these topics are so rich and complex, but giving you some of our guidelines. You will also find inspiring testimonials from our customers Massimo Dutti and Vattenfall, with whom we are proud to be technology partners. What do you expect from technology and how would you like to utilise it to help your customers and advisers?

Contributor
Yan Noblot, CTO Webhelp Group



Make life easier! This is what technology should do, rather than complicating it, as it sometimes does. As the Webhelp Group is not a technology provider, its teams are free to explore the most promising technologies. This responsibility falls to our Technology department, which explores several fundamental trends: new customer usages, which materialize through mobility, omni-channelity and selfcare; an acceleration of the migration of large companies to cloud technologies, to support their digital transformation; and increasingly pressing economic constraints. This general context explains the need for companies to turn to partners capable of industrializing key processes, in order to reduce costs and improve the customer experience. With this in mind, the Webhelp group has 3 strategic priorities: data enhancement, via a global data platform; IT security and its certification; and reorganization around remote working, on a global level. Our mission? To make life easier!

(1) Know Your Customer.

Security & the Cloud.

Every day, as cyber attacks and incidents come and go, large companies heighten their security demands. In practice, they require international certifications as well as more elaborate controls and processes. Security is no longer an optional addition; it's the foundation of any technological solution. For example, at Webhelp, in the context of remote working, secure payment solutions have been deployed to serve end customers. A specialist in payments (ACPR licenced), debt recovery and KYC⁽¹⁾, Webhelp also has a cybercrime committee. Moreover, on the infrastructure side, Webhelp made a pioneering choice in 2016: full-IP. This solution is based on a hybrid private cloud (Infrastructure as a Service), with 3 advantages: optimal security and performance; the capacity to accommodate all specialist technologies; and openness to all digital channels. This infrastructure can then be effectively used for the benefit of customers - by managing and protecting their data and communications - with certified and constantly improving levels of security.

Usages.

In order not to lose ones bearings and positively impact the customer experience, it is highly recommended to focus on usages: it is the customer experience that should be our compass. Because the needs of your customers and their consumption patterns determine the activity - and growth - of your brand. Example of managing an irritating customer: IVR⁽¹⁾. Why not replace this with speech-analytics technology that will understand the customer's oral request and then direct them to the appropriate agent? (see Telecats, page 20).

Data.

Back to basics: the data reveals actual customer usage, and it is often surprising. Its analysis allows us to build a business model, to adapt to new needs, and to manage the customer experience. Hence the value of a large-scale project: a global data platform. The idea is to take advantage of the huge data pools that our teams collect during the thousands of omni-channel customer interactions we manage every day in the 90 markets we serve. This data will be used to benefit our customers, in order to give them a better understanding of their profession and a more acute perception of their brand. In addition, a specialised consulting entity, Gobeyond Partners, channels our data analysis expertise, through one-off audits or longer-term support, with a data-driven approach.

Automatisation.

RPA (Robotic Process Automation) should be considered for mechanical, repetitive, or low value-added tasks. For the end customer, the advantages are clear: more autonomy and efficiency, 24/7. And in the field of consultancy, automation allows you to focus on the customer relationship, with more listening and empathy. 2 areas appear to be priorities: supporting the agent and improving the customer experience. The goal is to evaluate and implement all the solutions to allow the satisfaction and efficiency of the advisors to be increased. With significant gains for customer experience, and therefore for the brand. For example, Polyglot performs automatic translations to facilitate the work of agents (email or chat).

Remote working.

Let's not go backwards, it would be a real shame; in the customer relationship business, the crisis has swept away many doubts around remote working. The figures prove this and new avenues for improvement continue to emerge. Often, it's a question of balancing on-site work with remote work. Among outsourcers, reorganizations are taking place around this approach - hybrid or 100% remote working. This has given rise to Webhelp Anywhere; A vast field of possibilities that provides flexibility and a quality of experience and security that we can attest to after over 18 months of deployment. Let's keep up the hard work; it is the short and long-term interest of brands that is at stake - and not just in terms of CSR.

Incubator.

In order to explore technology, an R&D department would appear to be essential. We could go further and say that the creation of a technological incubator in June 2019 now allows us to make the link between our customers' technological problems and innovative tools and processes. The starting point is therefore the analysis of the client's expression of technological needs. This can lead to the organisation of a POC (proof of concept) or a particular experiment. In this context, as Webhelp is not a technology provider, technology partners - or even start-ups - may be involved. The end goal of the incubator is to stack the customer's technological blocks in a coherent and secure way.

(1) Interactive Voice Response

YAN

NOBLOT

CTO Webhelp Group

Happy agents make for happy customers! This simple philosophy is consistent with Webhelp's core value: Thinking Human. It's the reason Webhelp's technology choices are organized around the agents. We focus on 3 areas: the automation of low-added-value tasks to relieve agents and help them focus on interaction with the customer; the deployment of solutions that are implemented between the customer and the advisor, such as machine translation* for example; and the collection and use of the data produced or managed by the advisors. Ultimately, these technological directions enrich the relationship between the brand and its customers. At Webhelp, technology is used to help humans; the agent and the customer should gain a significant benefit from it.

Cloud

Security

Mute Stop Video Security Participants Share Screen Chat

Gloria

Clapès Teruel

Customer Service Manager
Massimo Dutti

To improve the quality of Massimo Dutti's relationship with customers, we decided, on the advice of Webhelp, to add a WhatsApp chatbot to our website and app. We opted for a cloud solution developed by Spanish start-up Hubtype, an official partner of WhatsApp. The excellent results we quickly saw in Spain led us to deploy the solution in our priority markets. After ten years of partnership, Webhelp is now supporting us in our digital transformation, particularly in the context of taking advantage of the data from our reports, and in updating the content of our chatbots. For us, technology must align perfectly with brand strategy, with the ultimate goal of satisfying our customers' growing appetite for all things digital.



Arnaud

Bailly

**Deputy Director-General
Vattenfall**

We began our partnership with Webhelp in 2018, with the outsourcing of our B2C Service. From the outset, in the spirit of «symmetry of care», we wanted to automate certain repetitive and time-consuming tasks - many in our energy supply business. Hence our desire to gradually automate 3 key processes and around thirty sub-processes. After 3 months of POC with Webhelp, the deployment of the first RPA tool took place at the end of 2020 - in the customer activation process. This task, which represented 10% of the global activity entrusted to Webhelp, was thus made more reliable and its processing time was halved. Our next goal: to implement 100%-automated flows and robot-human hybrid flows. Automation is beneficial to both the advisor and the customer, and above all it gives us more reliable procedures, 24/7, more flexibility and shorter lead times.



SOME INFO

How does Toyota take advantage of predictive personalisation?

How do you know what a website visitor really wants? It is possible to predict this, with a fairly high chance of success, thanks to an AI technique called 'predictive customization'. Take Toyota, for example.



Predictive personalisation is the ability to predict the actions of the consumer based on their past behaviour, and that of the family they belong to. Based on AI technology, this approach, which is very relevant to e-commerce, has several advantages:

- as the visits progress, the pathways offered to the customer will become increasingly relevant (guiding them towards the right pages, the right products, etc.)
- for their part, the customer has a personalized experience (they feel understood and well guided by the brand)
- the AI is able to produce relevant marketing segmentations (to improve the understanding of different visitor families and monitor their evolution)
- the analysis of the user's navigation can be supplemented by an emotional analysis (study of voice modulations, facial expressions during a video call, etc.).

At Toyota France, these tools have been used for several years to better understand the behaviours of the 1.4 million visitors that the site receives each month. The idea is not to sell directly online, but to direct targets towards dealerships, in order to test a suitable vehicle. Previously, to identify these potential buyers, the brand had developed a «manual» scoring strategy: an invitation pop-up was displayed on the screen but, once in a dealership, the appointments were only very rarely converted into a purchase.

It is thanks to the company Kameleoon's predictive algorithms that Toyota has seen its sales grow



Car sales should benefit from predictive personalisation

"The performance of e-sales is already reaching record levels, while the transformation of the automotive sector is in full swing. A strong conviction is emerging from the sector; the primary need to have a better mastery of data related to knowledge of the customer in order to push personalized offers over a digital channel.

Predictive personalisation will massively transform lead quality and customer satisfaction in the vehicle shopping experience."

Carole Rousseau,
Business Unit Director – Auto, Mobility, Travel & Leisure @ Webhelp



significantly. When a target is identified, a custom pop-up is displayed, along with a photo of the vehicle to be tested in the specified dealership. This identification is based on an AI (machine learning) analysis that has examined the past behaviours of thousands of site visitors and calculates in real time the probability of conversion of each visitor.

It's a very positive outcome for Toyota and its customers

At Toyota, teams are making a doubly positive observation; the number of qualified leads sent to dealerships - which have led to a sale - has doubled; marketing teams are free from the constraints of developing and analysing «manual» scoring strategies, which are very time-consuming. The customer experience also benefits from two advantages; customers with a low probability of purchase are not bothered by a pop-up; and customers with a high probability of purchase benefit from a relevant referral. All in all, thanks to predictive personalisation technologies, the brand has strengthened its customer knowledge and improved its performance. It's a method that is not only limited to the sale of cars!



A DEMO

HOME: LIVING SPACE, SELLING SPACE

“Distance makes everything infinitely more precious,” Arthur C. Clarke, the visionary author of 2001 Space Odyssey, said poetically. In other words, distance is a relationship crash test! For brands, lockdown has made it possible to see beyond shops and retail outlets; the home has become the new frontier of retail. Yes, but how do you get there? Virtual fittings in Augmented or Virtual Reality, video calls, co-browsing, connected objects, video tutorials, dedicated apps, etc. High-tech or low-tech, technology is knocking on the door, 24/7. But courteously and even with a touch of class!



What is it?

“Imagine a nearly invisible home gym that transforms less than two feet of wall space into a cardio class, a yoga studio, a boxing ring, and so much more.”; this concept is called Mirror, the connected wall mirror from Lululemon, a Canadian sportswear brand. The built-in app, or a live coach, guides the person's movements as they monitor themselves visually. The idea is to create a direct and powerful link with the brand, by opening a privileged interaction space with its customer.

Recipes for success

How to apply summer make-up. On 25 May 2021, this was the subject of a live video on the Nocibé website. This is a real-time way to offer the kind of relationship that has already shown its worth to their 15 million in-store customers. The video is available 24/7 to watch online. So there's no need to embark on a big, innovative high-tech project; video is enough, and all it requires is talent. Other brands, in other sectors, offer other ideas - such as video selling in the automotive sector, for example. Simple technology that should be integrated urgently.

Why does this work?

With your smartphone, first you measure the width of your wrist, then photograph it from various angles. Then, in the photos, you can admire the watch on your wrist in virtual reality. This is what the American group Fossil is offering for 1,800 models of watch. It's also a good formula that's easy to implement; a fun, attractive product presentation on smartphone... and the customer already has their payment device in their hands.

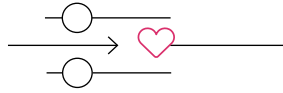
How can it be made into a performance lever?

It was during CES 2021 that L'Oréal launched “YSL Rouge Sur Mesure” by Perso - the connected device that creates personalized lipsticks at home in seconds. For example, the app allows you to match a red with your outfit or an accessory with a simple photo. For trying out make-up with your own clothes and with friends, what could be better than staying at home? All the brand has to do is promote sharing on social media, maybe even through a few carefully-selected influencers.



At home,
digital technology opens
a wonderful window of
connection opportunities.

A B-CASE



Samsung Electronics France came to Webhelp with a need to improve the comfort and effectiveness of its advisors. An automated solution called EmailTree was tested in March 2020 on the email channel. The experience was very convincing and 60% of the hundred or so advisors deployed by Webhelp for Samsung France now use the tool. And we will soon be targeting 100% on all digital channels, as explained by Abira Siran, CX Manager at Samsung Electronics France, and Valentin Tudose, Business Transformation & Technology Lead at Webhelp France.

How Webhelp conceived and deployed an intelligent tool...

The challenge



► A B2C relationship.

Samsung Electronics France sells a wide range of products, from smartphones, home appliances, and certain computer products, to TV, video and audio. These products are available for purchase on the brand's website and in multi-store. «In the context of the B2C customer relationship, I am responsible for the customer experience across all the communication channels we have opened for our customers (voice, email, chat, social networks, Samsung Members community),» explains Abira Siran, CX Manager at Samsung Electronics France.

► A partnership with Webhelp dating back to 2015. All these digital channels are run on a Webhelp production site, including requests for support via the Samsung Members app. «Our internal support teams work on level 2 for the most complex contacts. Handling customer complaints and content is also Webhelp's responsibility», says Abira Siran.

► The health crisis has increased the demand for support. With lockdown, and due to a more intensive use of their electronic devices, requests for support from Samsung France customers rocketed: a 20-30% increase was seen in March-April 2020, but it has decreased since May 2021. «Usually, the voice-digital ratio was rather 60-40 and it was inverted at that time. This sudden increase was well absorbed by Webhelp, notably through automation», adds Abira Siran.

The key points



of the Webhelp-Samsung partnership

...to make Samsung France advisors' jobs easier

Webhelp's response



“When we proposed an automation solution for email, tested in March 2020, our goal was to help advisors provide the best answers,” explains Valentin Tudose, Business Transformation & Technology Lead at Webhelp France. To do this, the advisor chooses the most relevant standard response, then customizes it before sending it. The productivity of the advisers (+25%), and the Satisfaction Rate (+13%) were significantly improved. The solution was also effective in absorbing a spike in demand in March 2021 during the crash of Android apps, attributable to Google. “Our solution is based on AI software that offers several responses to the advisor, ranked according to their relevance. The advisor selects the one to send to the customer, after personalising the message”, concludes Valentin Tudose.

Also... With its AI tool for helping advisors, Webhelp allows each agent to focus on their relational expertise, under more comfortable production conditions:

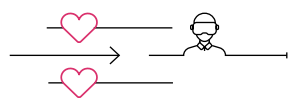
- Thanks to the expertise of the teams and machine learning, the tool adapts to new products and processes.
- 60% of employees are already using it, with a high level of satisfaction. The goal is to provide it to all of them.
- 2 CSAT points for the affected customer population
- Next step: the tool will be deployed on the chat and social media profiles (synchronous mode).

“Since 2015, Webhelp has been providing us with its innovative and anticipatory capabilities in the management of our digital channels. Its advisor support tool combines the benefits of AI with the expertise of each agent. Improving employee satisfaction is a priority for Samsung France.”

Abira Siran,
CX Manager at
Samsung Electronics France



(1) Customer Satisfaction.



A HASHTAG

#VideoChat



Video calls are no flash in the pan:

40% of European consumers expect to use them just as much after the pandemic, and 14% plan to use them even more*. Before taking advantage of this strong trend, brands should ask themselves 3 questions, as explained by Anthony Rochand, CEO of Les Experts du Web.

1. What characterises a video-call relationship?

A video call puts everything in the spotlight; the expression on the advisor's face, their posture, their clothes, their work environment, etc. So unlike a phone call, a cheerful voice is not enough to create the foundations of a good relationship. Consequently, each of the elements mentioned becomes a challenge for the brand, since each of them conveys an image. It is relatively easy and economical to be well equipped - camera, microphone, lighting, suitable clothing, logo display, background behind the advisor - all these elements must be chosen in consultation with the communications department. As for the agents, they need training in this communication process, which is very new and intimidating for many of them. Among the points to be worked on: setting the camera angle, the voice, maintaining a posture that demonstrates attention and openness, mastering body language, listening to the customer's verbal and non-verbal messages, etc. To do so, a specific training programme should be meticulously developed.

2. What opportunities does video chat offer?

Video chat requires greater confidence... because it shows everything, just as it is. It is therefore possible to make it a powerful conversion lever or reinsurance lever. It is effective for cross-selling and up-selling, and also, quite simply, for a product demo or live fittings - if the product permits. This recommendation also applies to expensive products, such as

Video calling has conquered America

- ▶ 25% of Americans aged 18 to 34 use live video calls every day.
- ▶ 33% of Americans use live video calls with companies, brands, or service providers.
- ▶ 20% of all respondents have a live video call with a company at least once a week.

Source : www.calltheone.com/fr/theone/appele-video-en-direct



Salesforce : "Virtual selling has gone into hyperdrive"

2021 numbers show virtual selling has gone into hyperdrive. It's no longer just a trend; it's now the way we work. With advancements in technology and the rise of artificial intelligence (AI), salespeople now have the tools they need to find leads and close sales quickly — without leaving home. In fact, sales reps are increasingly likely to chat with a customer or prospect through a video chat rather than meet them in a conference room.

www.salesforce.com/blog/virtual-sales-research-blog/

cars or real estate, or those that involve an aspect of trust, such as insurance or financial products. Video chats can be utilised as an escalation, following a traditional chat or a web call. It also makes it possible to take a guided tour of a brand's website or catalogue, and to make the form completion and payment phases more fluid. Live shopping manages the visit and the purchases at a point of sale, through a personal shopper. It's an option that can be complemented by live streaming marketing actions, to promote a product, a service, or a point of sale. Live shopping and live streaming are enjoying tremendous success in China, especially among the more connected generations.

3. How to increase the impact of video chat

A video chat should be designed as part of an overall strategy, in support of a product or well-defined customer segments. To enhance its impact, because the video channel is open, the advisor can rely on ready-to-broadcast video content, including product demos or tutorials. This content can be produced by the brand, by trusted organisations, or even by influencers - vloggers or YouTubers. In many cases, the brand will have to manage this communication footage via its customer's mobile phone, and try to reap the benefits.

 **@AnthonyRochand**
CEO of Les Experts du Web

(1) <https://webhelp.com/news/video-chat-for-customer-service-sees-70-growth-in-europe/>

AN OFFER

TELECATS, the voice of the customer as a course of action

Acquired by the Webhelp group in 2017, Telecats is a Dutch-born publisher, founded in 1997. From its beginnings as a voice-servers business, the company has made remarkable progress towards AI* by including machine learning in its own real-time speech processing technology. Through Telecats, Webhelp already uses the voice of the customer to automatically trigger certain actions. Voicebots make it possible to understand a customer request, classify it, and provide a solution. Another option is to transcribe the full conversation and analyse it to help identify areas for improvement, or to speed up the advisor's work by entering data in the CRM for them. With this technology, the voice of the customer becomes not only a vector of automation, but also a source of multiple improvements, for the benefit of the advisor, the brand and, therefore, the end customer.

Contributor: Mathieu Jougla,
Managing Director of Telecats

*Telecats named as an Exceptional AI Solutions Provider by Frost & Sullivan

1. Understanding words

After the tone, please tell us the reason for your call in one sentence. «Hello, I have a problem with my bill from March». This call is automatically routed to the appropriate advisor, Who sees the initial request and the associated business process on their screen before taking the call, as well as the customer file and the March invoice. Simple and effective! This solution, smart IVR, makes it possible to replace IVRs, which are very irritating for customers. At Dutch telecom operator KPN, the solution has been in place for several years and more than 150 types of customer questions are included. Smart IVR is also deployed by MSD France, where the names of drugs, among other things, are recognized, saving time in every interaction!

Also... Specific words or product names are interpreted and processed automatically.

2. Responding automatically

When the caller's oral request is fairly basic, an automatic response can be provided via a voicebot. For example: «Is Aérius available to order for pharmacies right now?», will trigger an answer like «yes, Aérius is available». Or, for example: «no, it will be available from 15 September». This solution, in operation at MSD France, is directly connected to the product availability database.

Also... Even if the brand has high standards for quality of response, automation can be useful, for example to better manage seasonality or call spikes.

3. Transcribing calls

The technology can also operate during the call between the customer and their advisor; their conversation is automatically transcribed with Telecats' Speech-to-Text technology. Instead of an audio recording, a text file is created. The technology adapts to the specific characteristics of the applicant (language, keywords, profession, product catalogue, etc.). These transcripts can then be analysed from several perspectives; statistical operations to analyse trends, detection of irritants, training needs or more analysis of compliance.

Also... An immense amount of relevant information becomes available to brands for thorough statistical operations and fast, targeted, and factual decision-making.

4. Summarising calls

This Speech-to-Text technology makes it possible to automatically record a written summary of the call in the CRM without asking the advisor to make the effort to write it down. In addition, Telecats' Spoken Summary solution will detect when the advisor summarizes the important points of their conversation to the customer, categorize it, and automatically inject them into the CRM. In short, well-written and actionable conversation verbatims allow for improvements in decision-making and significant savings in time!

Also... The agent is relieved of the repetitive and time-consuming task of producing a call summary and completing the associated fields in the CRM and can focus on the conversation with their customer.



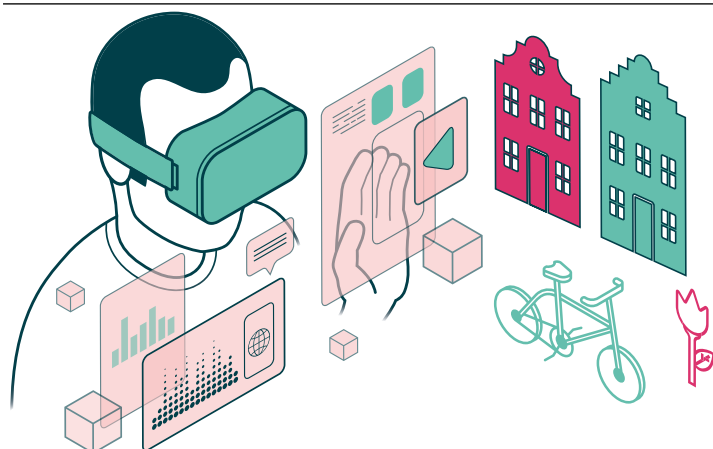
Mathieu Jougla
Managing Director of Telecats

“With the automatic analysis of the human voice, the contact centre becomes a real contributor of data that's rich and easily analysed”

The democratisation of Speech-to-Text and human-language comprehension technologies will continue to open up many possibilities. To unlock competitiveness levers, brands initially leapt – rightly – at the opportunity for automation that these solutions offer, but their potential does not end there. Customer experience managers have long been frustrated with having to base their decisions on partial data due to the material and financial impossibility of asking each advisor to complete the CRM according to their needs.

The Voice of the Customer, a subject so expensive in our industry, thus becomes factual and affordable. The contact centre is finally becoming a crucial source of usable data for brand decision making... which opens new avenues! We will soon be able to cross-reference the data in the call transcript – “what is said” - with the signals in the recording of the call (who speaks quickly, who speaks loudly or quietly, who changes during the call) in short, “how it is said”, and it is by combining the two that we can finally truly understand what they mean to us.

A RENDEZ-VOUS



The World's Leading AI "Super Summit"

13th - 14th October 2021

In Amsterdam and online

WHAT?

The World Summit AI has chosen to make its big comeback in Amsterdam on 13 and 14 October 2021. It will also be live streamed online! This is significant as the number of tickets has been voluntarily limited to 1,000. The WSAI is celebrating its 5th year under the theme «AI with impact», and its first day will be dedicated to Intelligent Health. This «Super Summit» includes 2 other events. TMinus30, dedicated to the climate and the future of agriculture and food, and the World AI Awards, focused on innovations with impact. Registration link: <https://worldsummit.ai>.

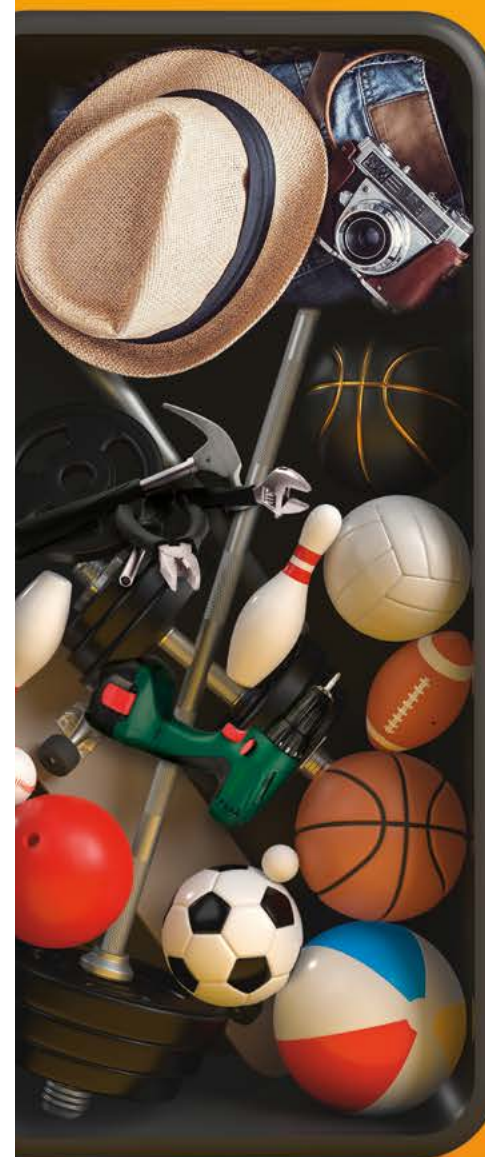
WHY?

Above all, the WSAI will offer the opportunity to listen to the world's best AI specialists, with a strong focus on «large companies»: CTOs and other research directors from Alibaba, Amazon, Apple, Baidu, Facebook, Google, IBM Watson, Intel, LinkedIn, Microsoft, NASA, Tencent, Uber, Volkswagen and more, will share their experience of deep learning, data science, predictive analysis and RPA, among other high-stakes topics. More than 120 meetings are planned, as well as private Masterclass meetings that will allow discussions with key figures such as Yann Le Cunn, Director of AI Research at Facebook.

WHO FOR?

"The brains are coming"; who could resist such an invitation? It comes from the 200,000 members of the InspiredMinds community, from 167 countries, who organized the event. Researchers, investors, start-ups, and large companies are included in the line-up. At this 5th WSAI, customer relations and customer experience directors will certainly find sources of inspiration and innovation that are genuinely unique.

A CONVERSATION



Technology, a weapon of mass seduction to reignite urban trade?

WITH JIMMY BARENS, International VP Sales Engineering at Yext, Epita engineer, former pre-sales manager at Adobe Systems Europe. Yext, an American company, was founded in 2006 around the 'drive to store' concept. Since 2011, it has positioned itself as a force that accompanies brands in the expansion of their digital visibility. During this period of health restrictions, Retail is looking for solutions to bring customers back to their points of sale. It is a context in which technology can play a facilitating role, making it possible to help the consumer prepare their visit. Because all visits now begin on digital channels...



During these periods of health restrictions, how can we revive urban trade?

Jimmy Barens : We go to the store in search of something we can't find online; A welcome and advice, direct contact with a product, a certain visual and sonic atmosphere, an uplifting context for the products as well as for the visitors, a particular event, etc. It's all these things that prompt you to leave your home instead of making a leisurely online order. However, with the health crisis, 80% of buyers have increased the proportion of e-commerce in their purchases; there has been an acceleration effect, which has also affected populations that are less receptive to digital technology. Therefore, in order to bring back the shop, the experience must be worth the trip. Hence the importance of brands having a clear picture of the visitor's motivational obstacles, and a strategy to improve the customer's in-store journey.

What factors does this return to store depend on?

J.B.: We often forget all the reasons behind our trips to the shops! However, certain upstream factors come into play; the dates and nature of an event, the guarantee of seeing certain products, customer ratings and reviews, etc. The visitor will first go to search for this information on digital channels, that is to say on the brand's website, its app, social networks and of course search engines. More often than not, this visitor will formulate questions on Google - which has become, remember*, an answer engine rather than a simple search engine. In this new context, traditional SEO technologies are both necessary and insufficient.

What are the new strategies for bringing digital consumers to the point of sale?

J.B.: Before looking at these new approaches, we should share an observation: all too often, brands are happy to put their public data online -schedules, product sheets, customer reviews, events, etc. - in a «passive» way. It's online, so it's visible. In fact, more often than not, this visibility is weak and misleading: 40% of online store data is incorrect, according to Accenture. Sometimes, there is also a lack of information to encourage the visitor to travel. Brands must therefore make an effort to maximise their online visibility, very early on, at all contact points, based on proven methodologies and tools. To take the

example of Yext, we collaborate with thousands of brands around the world, and more than a hundred in France, employing this approach with measurable effects. These companies have become aware of the critical issue of visibility at all stages of the customer's digital journey - including search engines, social networks, navigation apps and local directories - far beyond the traditional SEO.

In practice, how can a brand improve the visibility of its public data?

J.B.: For example, if we go back to recent lockdowns, many of us have experienced frustration with opening hours not being up to date. In this regard, in the context of 'drive to store', it is essential to correctly represent physical points of sale in the digital environment. Thus, the user will obtain, via Google Maps, a small geolocation map of the nearest establishment, with photos and additional information. The brand must ensure the completeness, attractiveness and visibility of this data and that it is up to date, all of which are crucial to encourage the visit. More generally, prior to any visit, the consumer will be influenced by all public data related to the brand, and in particular by customer reviews. Hence the challenges of optimising the 'drive to store' approach, customer reviews, store locators, and answers to the basic questions that the consumer will ask the brand on all digital channels.

Can customer advisors contribute to this return to points of sale?

J.B.: A brand's customer advisors do have an active role to play. As long as they have the means to inform the consumer in a quick and reliable manner. Here too, one thing is clear; all too often, we see that agents do not have all the data that may be useful to the consumer at their disposal. However, certain solutions now make advisors a decisive factor in ensuring that consumers are well oriented, from pre-sale to post-sale, With a positive impact on the customer relationship and brand experience!

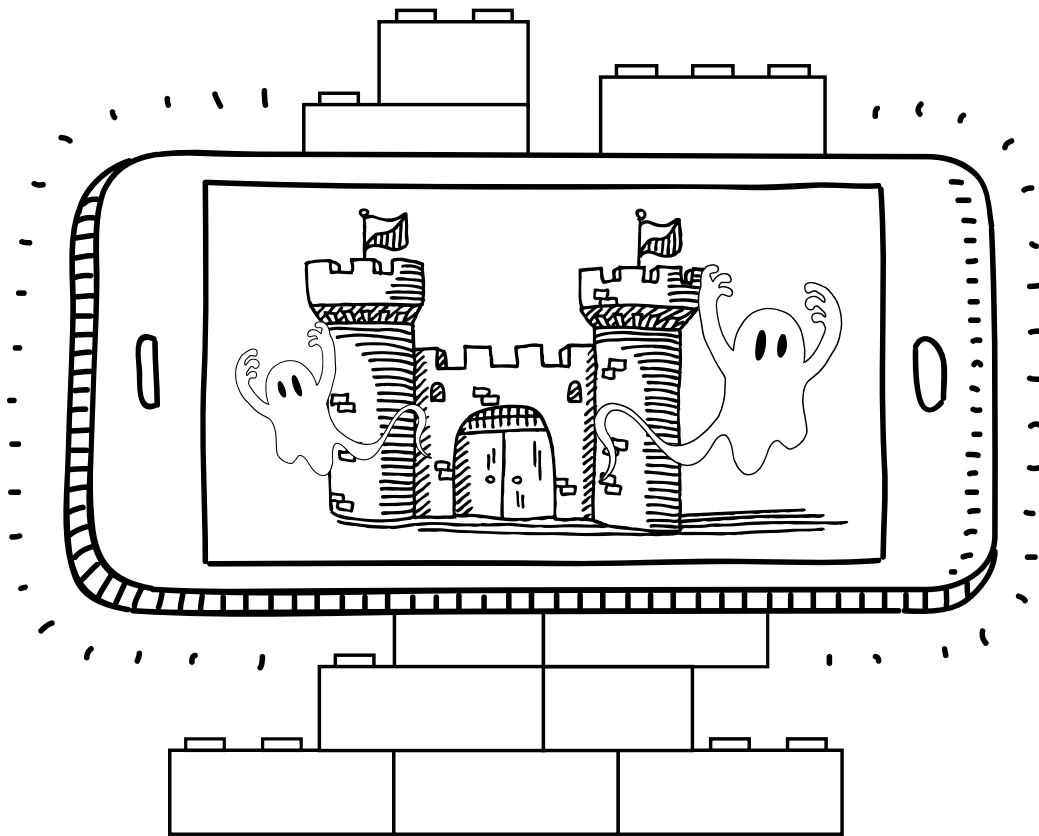
*see SXO, page 4



“In retail, the visibility of the data that determines the visit must be increased.”

Jimmy Barens
International VP Sales Engineering at Yext

A STORY



What world are you playing in?

1) Build a small Lego castle. 2) Watch it through your smartphone. 3) Catch the ghosts that appear and tackle paranormal phenomena! This Augmented Reality experience has been available from Lego since 2019 through its Hidden Side concept and app. With continued success and a phased strategy: it is the physical universe of the game that influences the world in Augmented Reality, not the other way around. A mind-blowing and constructive brand experience.

A PROSPECT

For efficient, compassionate technologies?

It's reconciliation time. For all too long, digital technologies have been pitted against humans, with the belief that the former would replace the latter. Today, we know that this fear is unfounded. In reality, what we are seeing is that technology improves the comfort, efficiency, and productivity of advisors, on the one hand, and it improves the Customer Experience directly or indirectly, on the other. Besides this objective performance assessment, let's take a look at the possibility of a compassionate approach to technology. Who wants to live in a surveillance society* or to profit from it? Let's consider people's fear; that technologies - ubiquitous and supra-intelligent - will allow brands to impose their will on us. Here too, in terms of data and AI, reconciliation with the consumer's need for trust will soon be necessary. We should search together for an optimistic, compassionate and challenging way to drive progress.

Webhelp

*The Age of Surveillance Capitalism, Shoshana Zuboff, pub. Profile Books.



Game-changing customer journeys

We are your global partner
that designs, delivers, and optimizes
unforgettable human experiences
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Think Human