

HOW TECHNOLOGY CAN DRAMATICALLY SCALE YOUR ADVOCATES AND INFLUENCERS

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The views contained in this presentation are my own and do not represent those of Cognizant Technology Solutions.

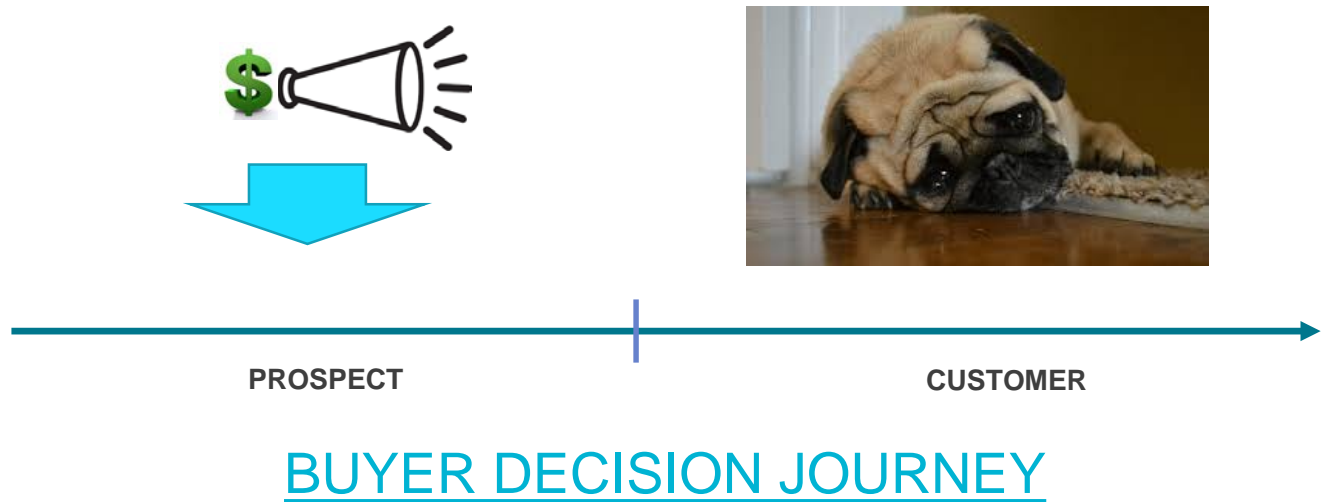
WELCOME!



THE AGENDA OF THE SUMMIT



MARKET DEVELOPMENT



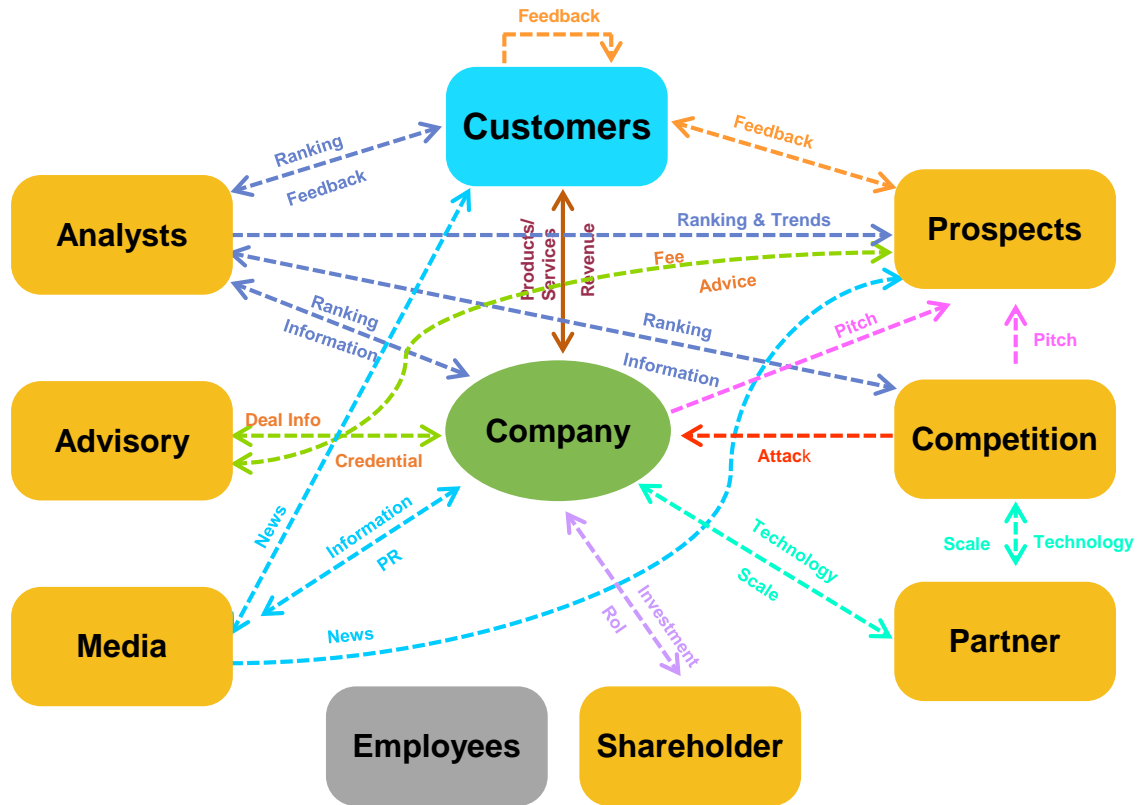
CHANGE IS IN THE AIR

- 1 MARKET SIZE
- 2 MARKET MATURITY
- 3 CUSTOMER CHURN



CXM or CEM Market: \$10B/2020 *<http://www.prnewswire.com/news-releases/customer-experience-management-market-cem-growth-forecast-at-199-cagr-to-2020-562806141.html>

CUSTOMER DECISION JOURNEY



THE SOLUTION



PEOPLE

+



PROCESS

+



TECHNOLOGY



THE SOLUTION





REPRESENTATIVE LIST

MARKETING EXPERIENCES Mobile Marketing ZAND, HITCHCOCK, FLUOR, TUNE, SHUANT, SKYWOOD, VISION, FARGO, CHARLEK... Display & Native Ads ROLA, CENTRIC, RUBICON, ADWORK, ADVERT, ADVERT, ADVERT, ADVERT... Video Marketing & Ads VIMSEO, WISTIA, VIDEOPOL, VIDEOPOL, VIDEOPOL, VIDEOPOL... Search & Social Ads PERFECT AUDIENCE, ADSPERT, ADSPERT, ADSPERT... Communities & Reviews JIVE DISCUSS, GRADEUP, GRADEUP, GRADEUP...		EMAIL MARKETING SENDGRID, MAILCHIMP, MAILCHIMP, MAILCHIMP... SEO CONDUCTOR, MOZ, MOZ, MOZ... Customer Experience/VoC INMOMENT, MEDALLIA, MEDALLIA... Influencer Marketing INFLUENCER, INFLUENCER, INFLUENCER... Social Media Marketing SOCIAL, SOCIAL, SOCIAL...		INTERACTIVE CONTENT OFFERPOP, OFFERPOP, OFFERPOP... Audience & Market Data DATA, DATA, DATA... Channel/Local Mktg CHANNEL, CHANNEL, CHANNEL...		MARKETING OPERATIONS Performance & Attribution OPTIMIZELY, OPTIMIZELY, OPTIMIZELY... Dashboards/Visualization DASH, DASH, DASH... Web & Mobile Analytics GOOGLE, GOOGLE, GOOGLE... Apps/Management APPS, APPS, APPS... Project Mgmt PROJECT, PROJECT, PROJECT...	
MIDDLEWARE Data Management Platforms/ Customer Data Platforms UPDATE, LOTAME, DATA, KRUX, NEUSAR, FABRIC, TURN, AGILE, ONE, ROCKETCH, OPTIMIZE, TAYASE, JENTO, AUDIENCE, SCIENCE, REDPOINT, REACHFORCE, JAMBOON, ZEPPEL, PARTNER, LUMINA, WOPRO, UBI, EVERSTRONG, ANALYTICS, RICE, INVISION...		PREACT TOTANGO		BI, CI & Data Science VERO, PENALTY, PROGNOSIS, GIG, GIG... DATA/ANALYSIS GARTNER, GARTNER, GARTNER... Integration/ESBs SCRIBES, SCRIBES, SCRIBES...			
BACKEND PLATFORMS Platform/Suite AEM, HUBSPOT, SAS, SAS, SAS... CRM NETSUITE, NETSUITE, NETSUITE...		INFRASTRUCTURE Databases & Big Data FOUNDATION, FOUNDATION, FOUNDATION... Cloud/IaaS/PaaS AMAZON, GOOGLE, GOOGLE, GOOGLE... Mobile App Dev & Marketing GOOGLE, GOOGLE, GOOGLE... Web Dev GITHUB, GITHUB, GITHUB...		MANAGEMENT E-commerce SHOPIFY, SHOPIFY, SHOPIFY... MARKETING ENVIRONMENT GOOGLE, MICROSOFT, MICROSOFT, MICROSOFT...			

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PLATFORM INGREDIENTS

Channels (web, mobile, email...)

Personalization

Management (Content, Digital Assets)

Analytics (predictive, real time, decision, ML, automation)

Database (structured, unstructured)

Integration Layer (CRM, ERP...)



CASE STUDY

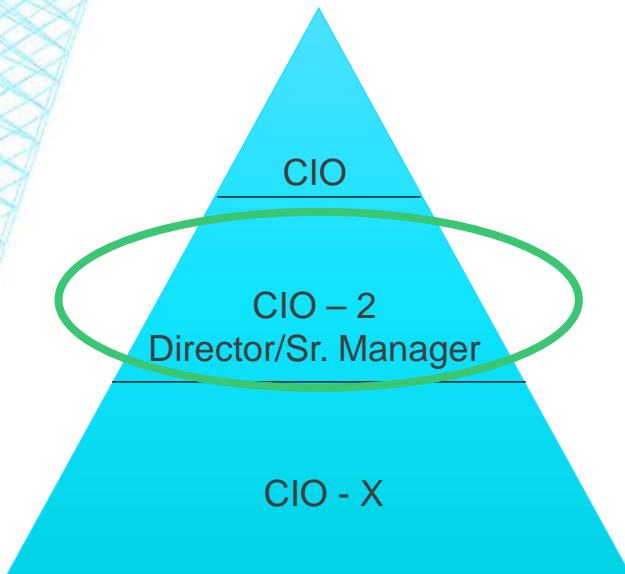
Company: Global 2000 Company with \$6Bn in Revenues

BUSINESS CONTEXT



- IT Services Company
- Tremendous few years of new customer growth
- Need to engage existing customers

THE CORE TARGET GROUP



THE RESULTANT PROGRAM



Customer
KNOWLEDGE FORUM

Offered in partnership with

Aradhy Institute of Executive Education

LEARN

SHARE

NETWORK

GROW

**Business
Leadership**

**Technology
Leadership**

**Personal
Leadership**

MEASURING SUCCESS



1. # of Customers Retained
2. CSAT
3. % Growth of Account Revenue
4. Mindshare Participation – Thought Leadership, References etc.

CUSTOMER DATA



3 KEY TAKEAWAYS

1. Map your **Customer Decision Journey**
2. Draw your **own Blueprint**: People/Process/Technology (including Platform)
3. Own the **“KYC (Know Your Customer)”** mandate

THANK YOU

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