Olga Frazão

Costumer centricity is not enough, we must go to people centricity

CAMINHO vs DESTINO
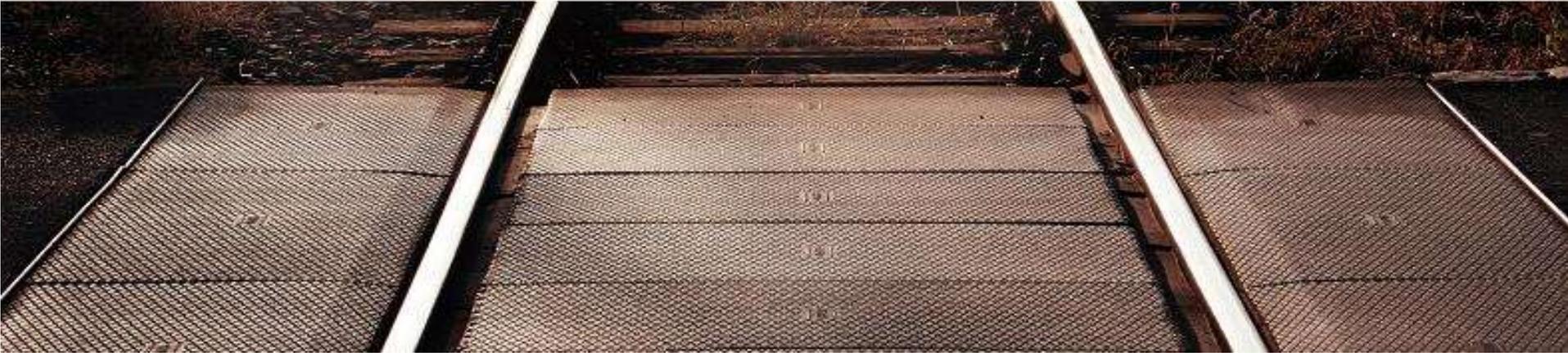
VUCA vs maturidade do E-Commerce

Volatility, Uncertainty, Complexity and Ambiguity

Evoluir de **omnichannel para unified** commerce

Propósito

Experiência do Consumidor

Fix the Basics

Experiência de Compra
Buyer Experience

Jornada do Cliente
Customer Journey

MKT Lifecycle
O "funil está morto"
consumidores têm
jornadas não lineares

Caminho

Deeper analysis into the customer needs both online and in person (offline) collating over 76,000 data-points

3,300
Customers surveyed

55
Customer experience research interviews

3
Customer Journeys

17
Personas

27
Customer problems & insights

8
Prototypes Tested & representing 40% of customer problems

Digital audit report
4 IPSOS Research & Surveys
16 SMB panel interviews
Marketing material (personas & customer journey maps)
Customer Support Data
Omniture and Google Analytics Data
Etc.

Customers
Buyers
Call Center Staff
Customer Support
Sales Staff
Key Stakeholders
Marketing
Subsidiaries

United Kingdom
Sweden
France

3 SOHO
3 SMB
3 ENT

6 Staples Staff Profiles

2 Client Industry Focus

Areas include:
Wrong items appear in search
Modifying orders
Can't specify delivery times
Website hard to navigate
Invoice arriving 24hr after item.
No other services like where's my nearest printers

Relevância & Transparência

1 **Customer Experience**: understand the customer's pain points and needs during the different stages of their journey with Staples

2 **Digital Marketing**: understand the current digital technology enablers and marketing mix and how may we address the customer's awareness of Staples during the different stages of the buyer and customer journey

3 **Marketing Automation**: understand the requirements of a marketing automation platform and how it can help the customer engage with Staples in an seamless manner and deliver leads to sales.

4 **Data:** how to leverage best practices of customer data management

5 **Brand**: understand the customers perception of Staples and how may we shift the perception from office supplies products to solutions

Tecnologia, Experiência de Compra e Jornada do Cliente

BUYER JOURNEY					CUSTOMER JOURNEY			
AWARENESS	INTEREST	CONSIDERATION	INTENT	EVALUATION	PURCHASE	EXECUTION	SERVICE	LOYALTY

INTERACTION POINTS

DIGITAL EXPERIENCE

USER INTERFACE & EXPERIENCE FRAMEWORK

DIGITAL EXPERIENCE PLATFORM (Content Management System)

MARKETING AUTOMATION SYSTEM

ON-SITE SEARCH

COMMERCE PLATFORM

MICROSERVICES PLATFORM

DATA ANALYTICS
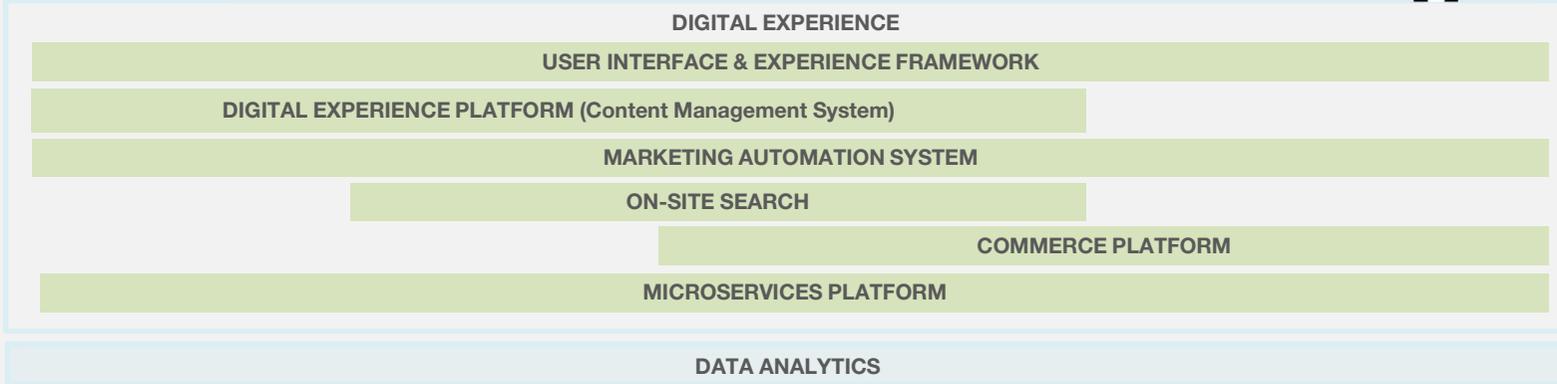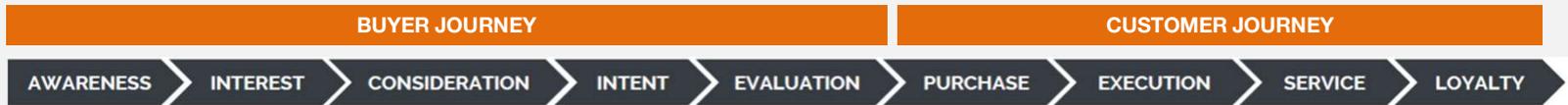
Customer Problems & Insights

Delighters

Needs of customers

Performance Features

Basic Needs

Not implemented

Implemented

Delighters

Performance Features

Basic Needs

Competitor Benchmark

Transform the customer experience by closing the gap in what our customers expect, while establishing some delighters to move past our competition

Competitor: Solution Maturity (vertical axis, low to high)

Staples: Solution Maturity (horizontal axis, low to high)

Delighters

Close the gap
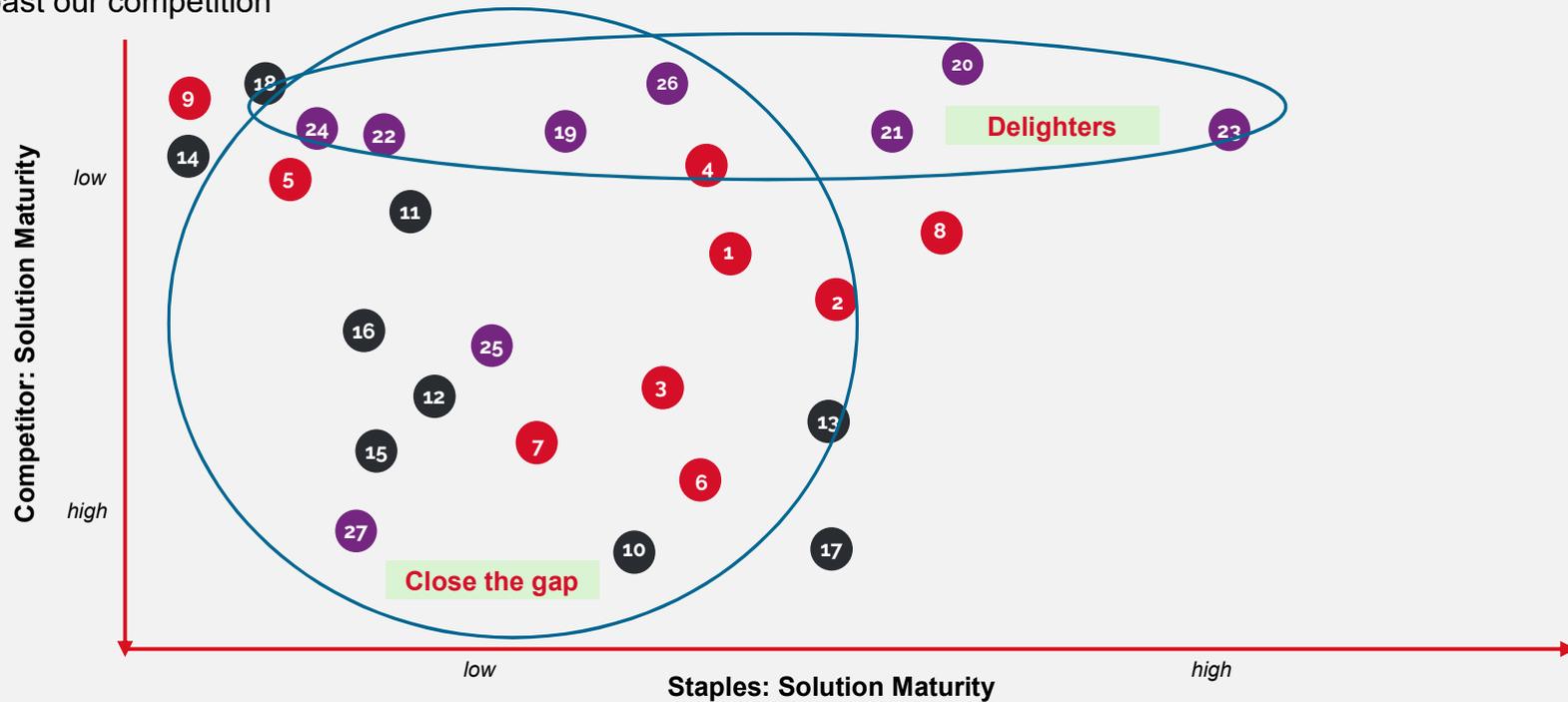
Depois do Fix the Basics?

- Melhorar experiência **mobile**

- Produzir e divulgar **conteúdo** & **insights** em tempo útil

- IA & **personalização**

- Apostar forte nas **imagens**

- Foco na **unificação**