

Welcome

Digital Transformation, Where We've Been and **Where We're Going**

An analysis of key findings from a recent
CMSWire digital customer experience survey

Agenda

5 MINS

Introductions

35 - 40 MINS

Presentation

5 MINS

Discussion + Live Q&A (you!)

Submit your questions

- > Use the Q&A module at the bottom left of the browser
- > The colorful widgets at the bottom of your browser have additional resources, including any technical support

- > Founded in 2003
- > 400+ editorial contributors
- > Key services
 - 150+ articles per month
 - Monthly editorial themes
 - Monthly tweet jams, hangouts, webinars
- > Three primary topic areas
 - Digital Customer Experience
 - The Digital Workplace
 - Information Management

Today's Sponsor



Organizations across all industries are reexamining how they interact with their customers, employees, partners and citizens to deliver on high expectations of all digital interactions and enable a consistent, personalized experience. **IBM Digital Experience** empowers business owners to deliver engaging experiences with interactive content, targeted offers and consistent branding across channels — web, mobile web and hybrid apps — without relying on IT for every change.

> www.ibm.com



Speakers

Moderator



Dom Nicastro

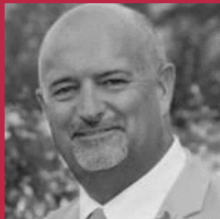
Reporter at CMSWire

Presenters



Lori Alcala

B2B Content Strategist and Writer



Brian Chaput

Director of Offering Management
at IBM Digital Experience

Questions

We want to hear from you!

- > Use the Q&A module at the bottom left of the browser at any time to submit a question
- > Tell your community what you're up to – Tweet us!

@CMSWire

@IBMDigitalExp

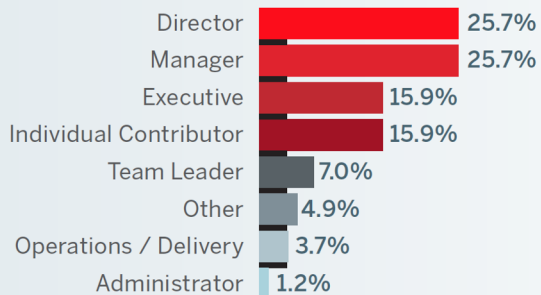


Be sure to check out the Speaker widget to the left to learn more about today's presenters and the Resources widget to the right for more info.

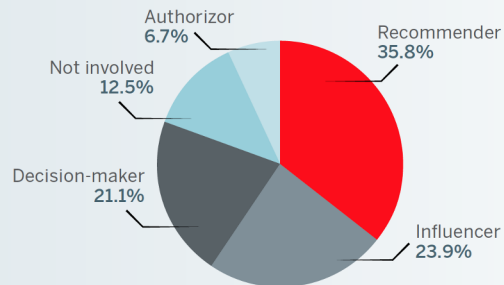
Methodology

DX Survey respondents job function

Which of the following best describes your job level?



Which best describes your role in making product/service purchase decisions?



Purchasing role

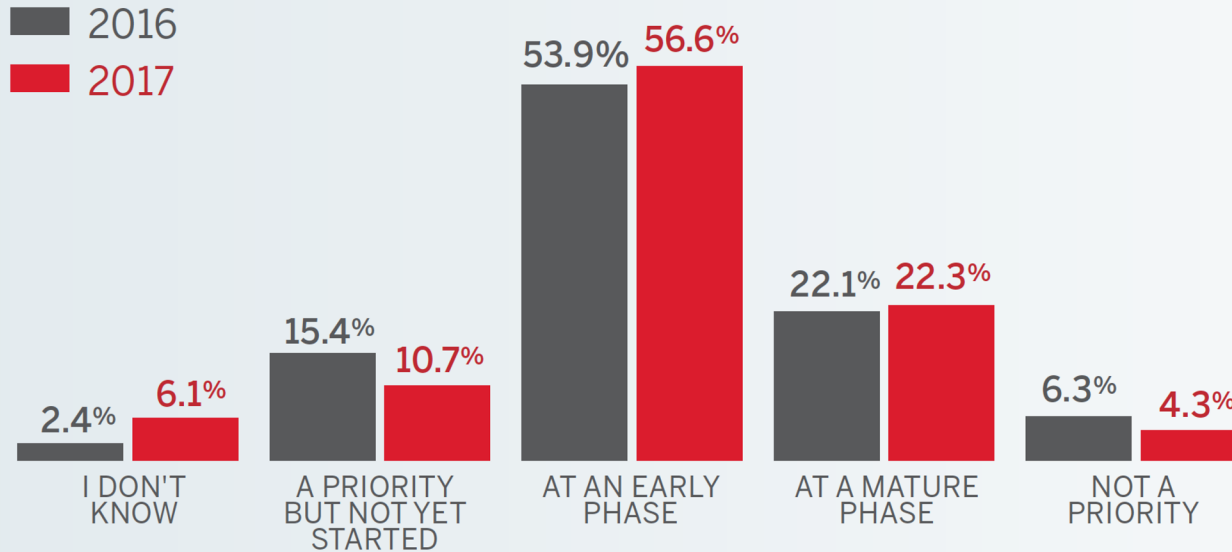
Poll

How would you rate the current state of your organization's digital transformation?

- A. A priority, but not yet started
- B. At an early stage
- C. At a mature phase
- D. Not a priority

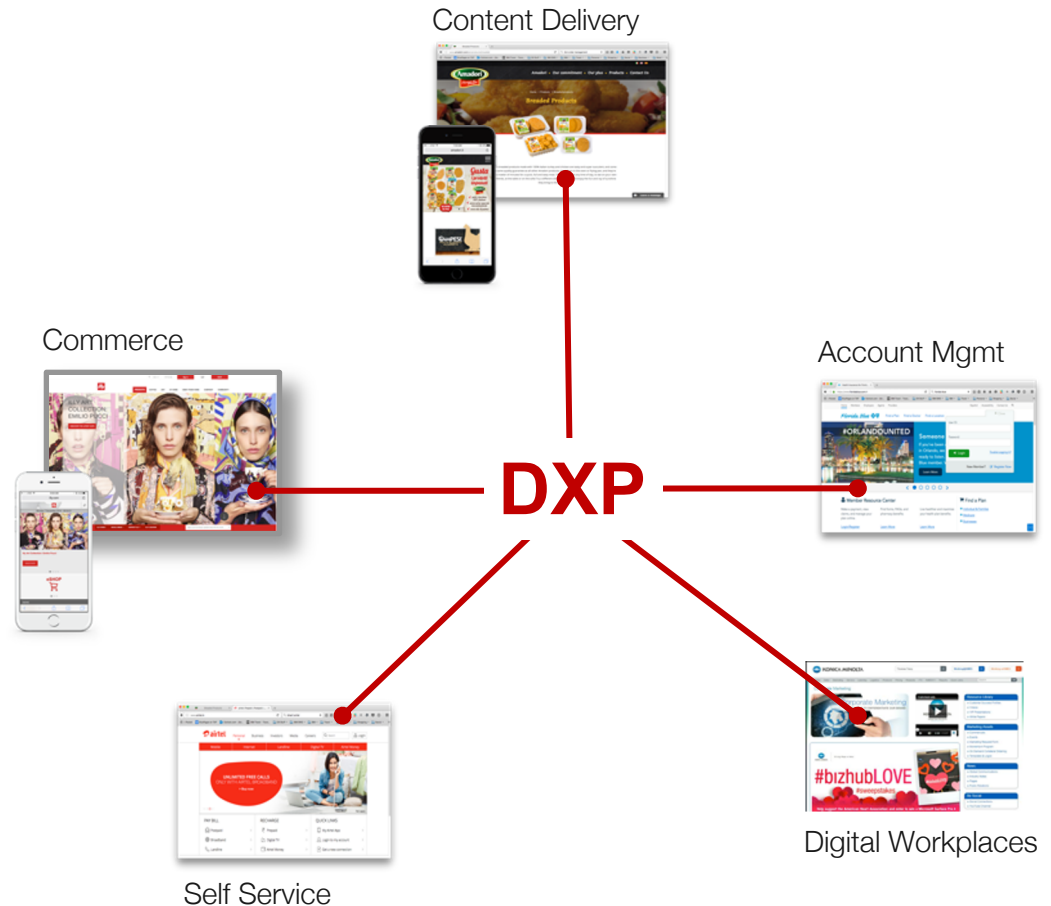
Digital Transformation

How would you rate the current state of your organization's digital transformation?



Digital Experience Platforms

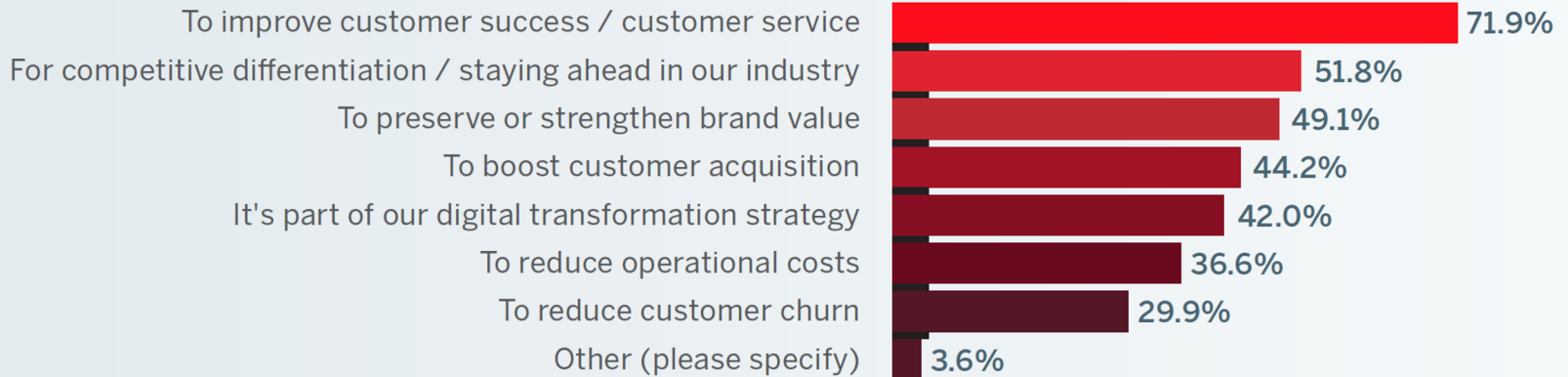
The foundation to help address digital transformation projects



Digital Customer Experience Priorities, Challenges, Measurements

DCX Priorities

Why is digital customer experience (DCX) a priority for your organization? Choose all that apply.





CR7 Chapter Five: Cut to Brilliance

product-guide on September 19, 2017

SOCCER GUIDE / GUIDE / INTERVIEW



Behind the scenes with Mallory Pugh and Sydney Leroux

INTERVIEW SEPTEMBER 15, 2017

During a recent Nike photo shoot, we caught up with Mallory Pugh

MOST HELPFUL



Tips for Buying Youth Soccer Cleats

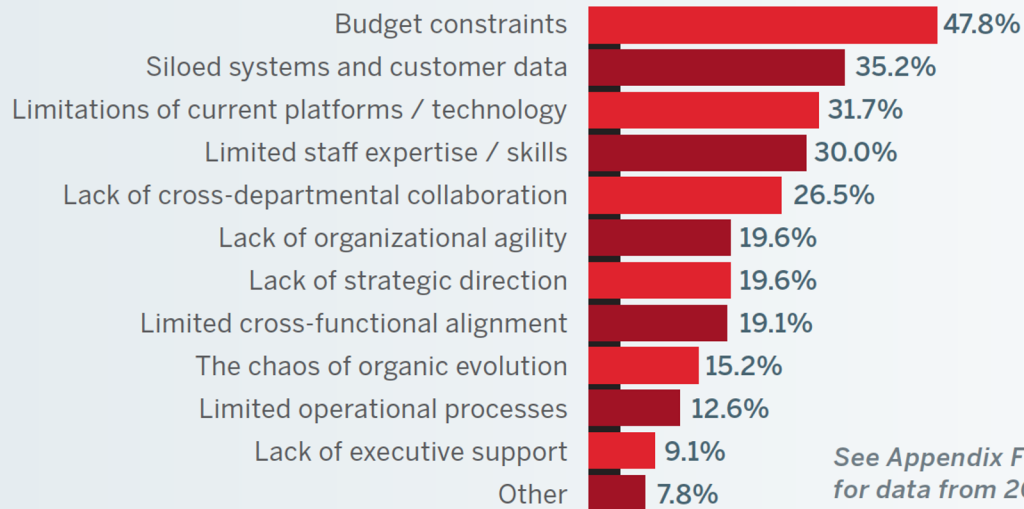
Poll

What are your organization's top three digital customer experience challenges?

- A. Budget constraints
- B. Siloed systems and customer data
- C. Limitations of current platforms/technology
- D. Limited staff expertise/skill
- E. Lack of cross-departmental collaboration
- F. Lack of organizational agility
- G. Lack of strategic direction
- H. Limited cross-functional alignment
- I. The chaos of organic evolution
- J. Limited operational processes
- K. Lack of executive support
- L. Other

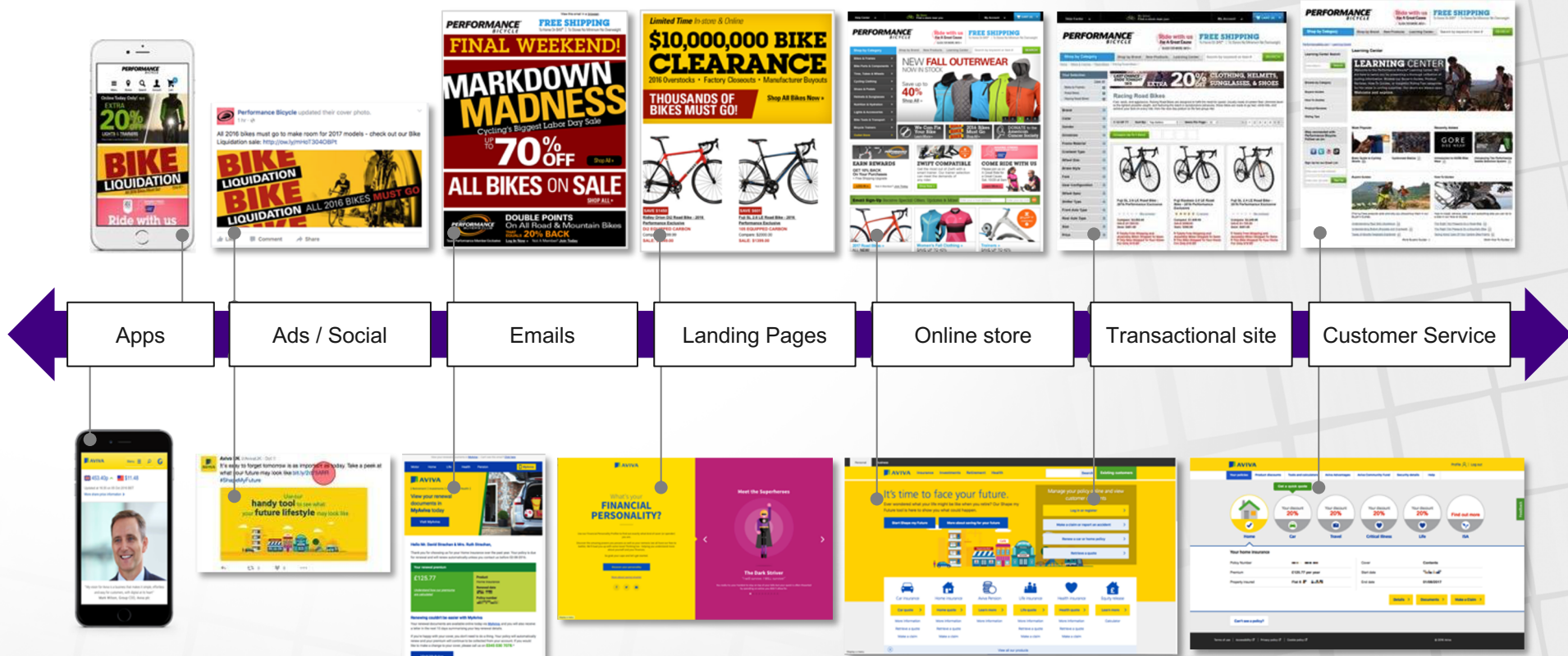
Challenges

2017 | What are your organization's top three digital customer experience (DCX) challenges?

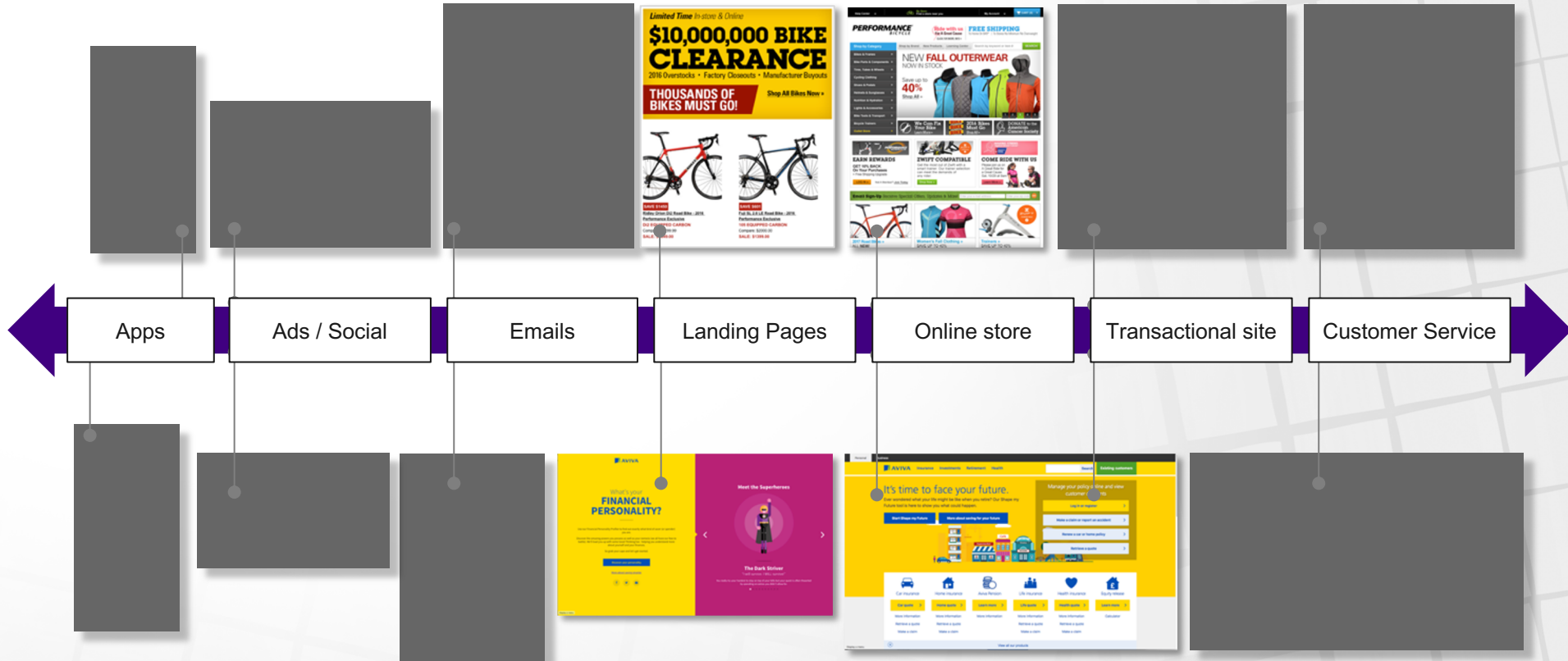


See Appendix Figure 1.5
for data from 2016.

Proliferating digital touchpoints



... yet approaches mostly focus on “web first”



**Content
illuminates the
customer
journey.**

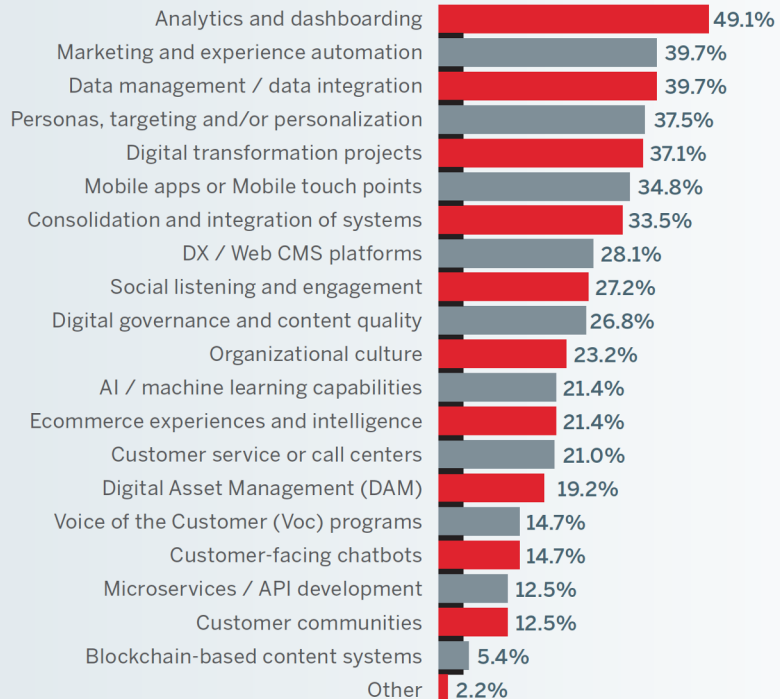
*“Your brand is
the sum of all
customer
interactions.”*



Digital Customer Experience Ecosystem

Investment

What are your organization's current digital customer experience investment priorities? Choose all that apply.



Watson Customer Engagement aligns to your digital customer experience priorities

Insights



Action

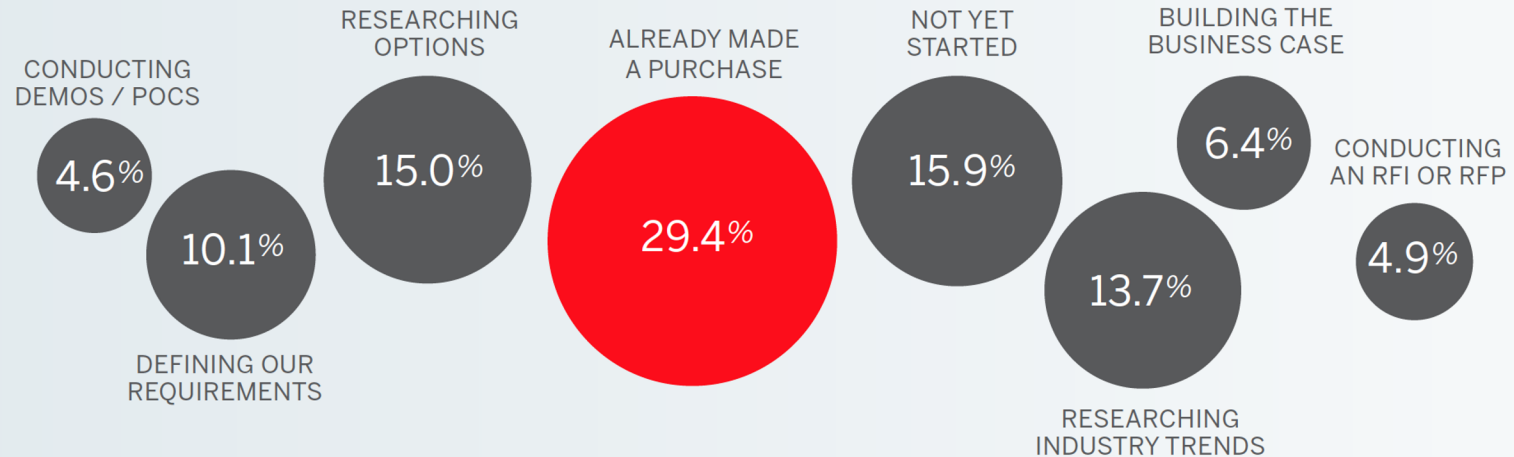


Effective
Engagement



Investment

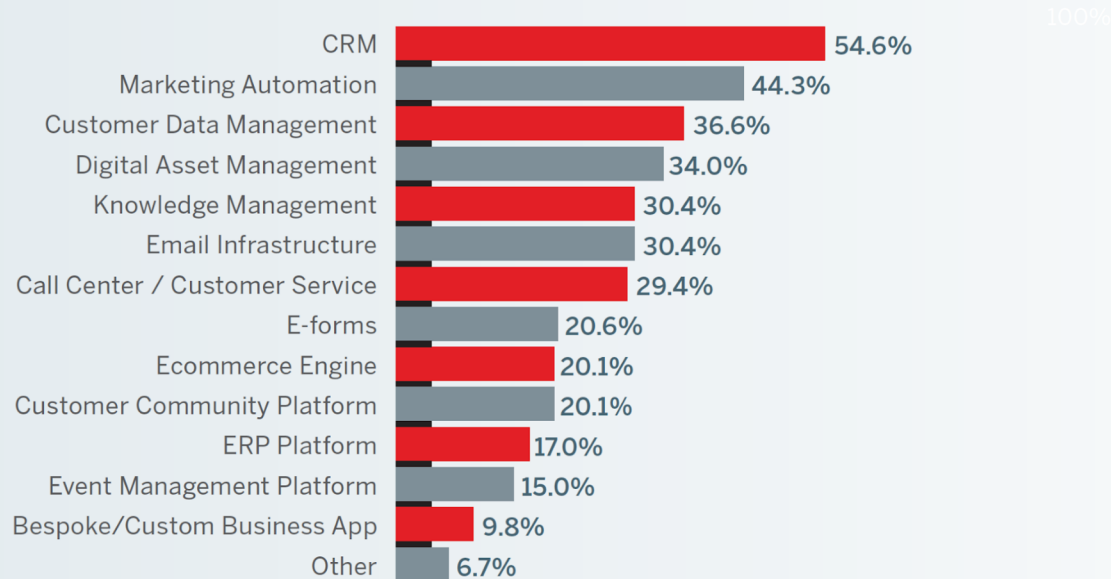
Which statement describes your place in a purchase cycle of digital customer experience technology?



Digital Customer Experience Infrastructure

Strategic Business Apps

What are the most strategic business apps your organizations needs to integrate with your Web CMS / DX platform? Choose all that apply.



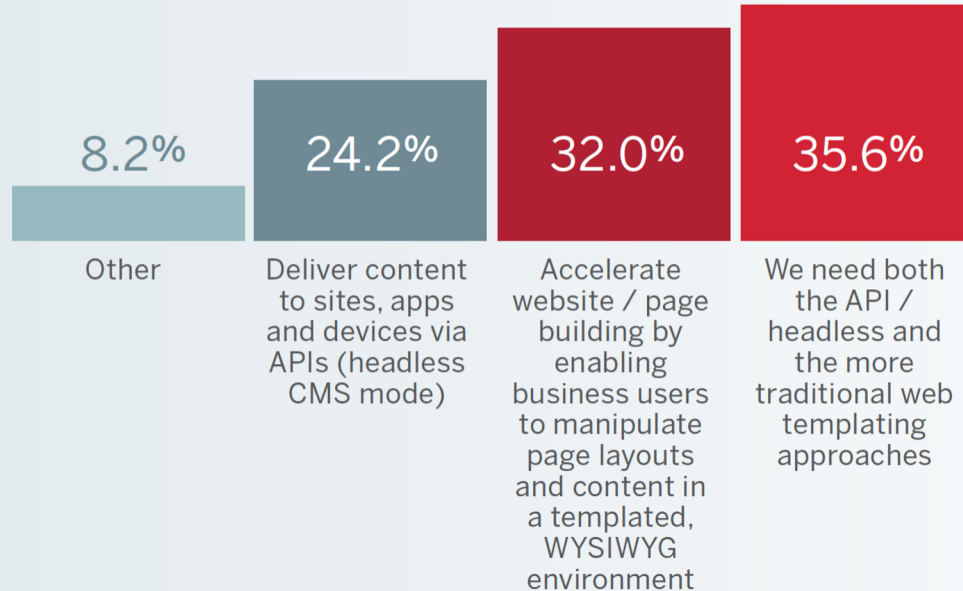
Role-based, Self-service Healthcare Extranet

- **85%** conversion rate
- **62%** don't need to call
- **14%** transactions on mobile
- Multicultural experience



Experience Delivery Model

Which content/experience delivery model does your organization prefer?



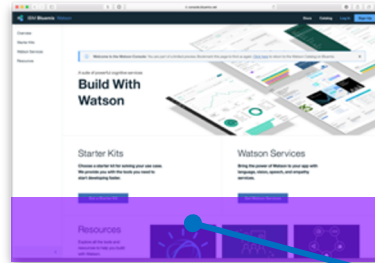
Watson Content Hub

Omni-channel
digital experience
delivery

Access content via headless CMS

Integrate content where your web CMS can't go:

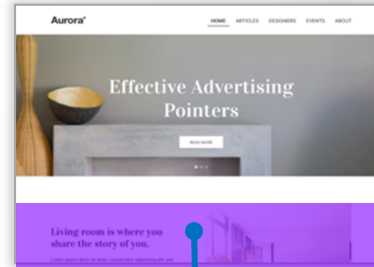
- Mobile apps
- Kiosks, cars, other devices
- Custom web applications



Rich web experiences

Business-friendly tools for managing rich web experiences:

- eCommerce sites
- Transactional sites
- Marketing sites
- Landing pages



Use content in commerce & campaigns

Integration with customer experience ecosystem:

- Product content
- Email marketing
- Social content
- Personalization



Customers are building diverse solutions



Entertainment Promoter

What

- A new mobile app to improve sales and fan satisfaction
- Watson Content Hub powers venue data for 20k+ venues

Why WCH

- Simple user interface enables venue managers to control their content without requiring app updates



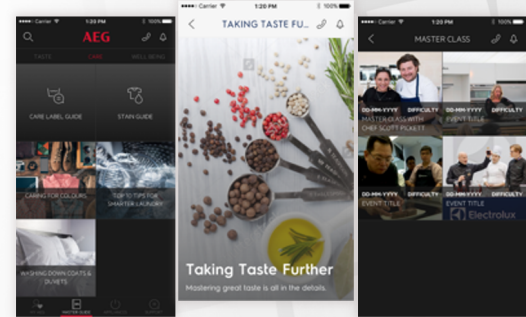
IBM Cloud Developer

What

- Developer cloud experience at <https://console.bluemix.net/developer/watson> and others
- Application blends content with developer services

Why WCH

- Get content out of code – enable offering managers to control content in rich application
- Focused offering, simple API



Home Electronics Manufacturer

What

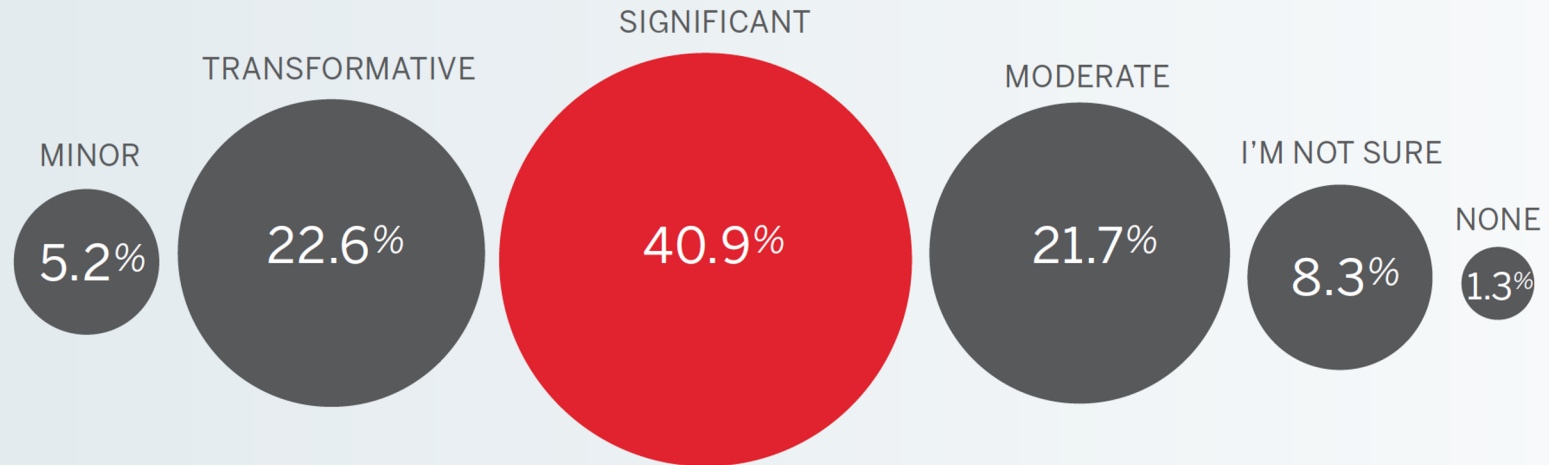
Content management system for suite of mobile apps for Electrolux customers

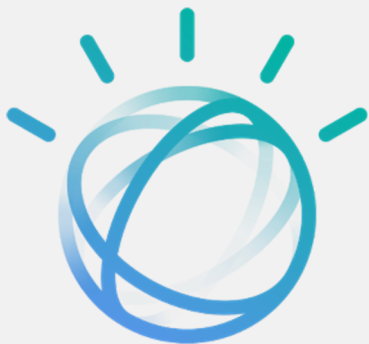
Why WCH

“It’s flexible, has a good user experience for our content team, is API driven, capabilities of creating mobile-specific content type, multiple languages, categories and tags.”

Artificial Intelligence

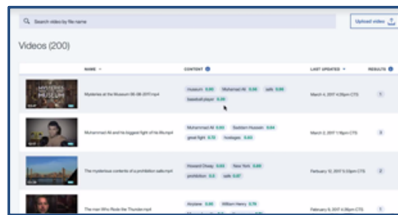
What impact do you expect artificial intelligence and machine learning to have on DCX over the next 2-5 years?





AI ... helping
practitioners
deliver more
engaging digital
experiences

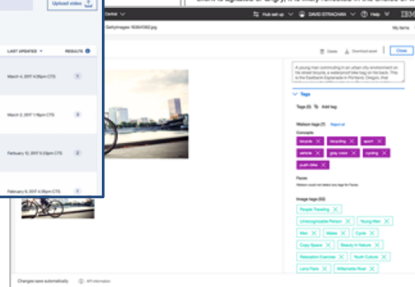
Watson Video Enrichment
for audio, text & visual data
within multimedia content



Watson Tone Analysis
to understand messaging



Watson Visual Recognition
for images & documents



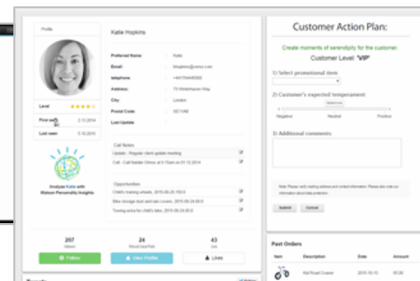
Watson Discovery
services for Cognitive
Suggestions to enhance
content



Watson Conversation
for Natural Language
Interaction



Watson Sentiment
to detect positive /
negative feedback



Watson Personality Insights
to understand your customers



Poll

Which do you think will have the biggest impact on digital customer experience in the future?

- A. Artificial Intelligence/Machine Learning
- B. Blockchain
- C. Chatbots
- D. Extended Reality (VR/AR)
- E. Data Privacy
- F. Cloud
- G. Security

Thank you!

This webinar has been recorded.
A link to the on-demand video will be emailed to you in a few business days.

Thanks to Lori Alcala and to Brian Chaput for speaking
and for IBM Digital Experience for sponsoring today's event.

If your company is interested in sponsoring a webinar,
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