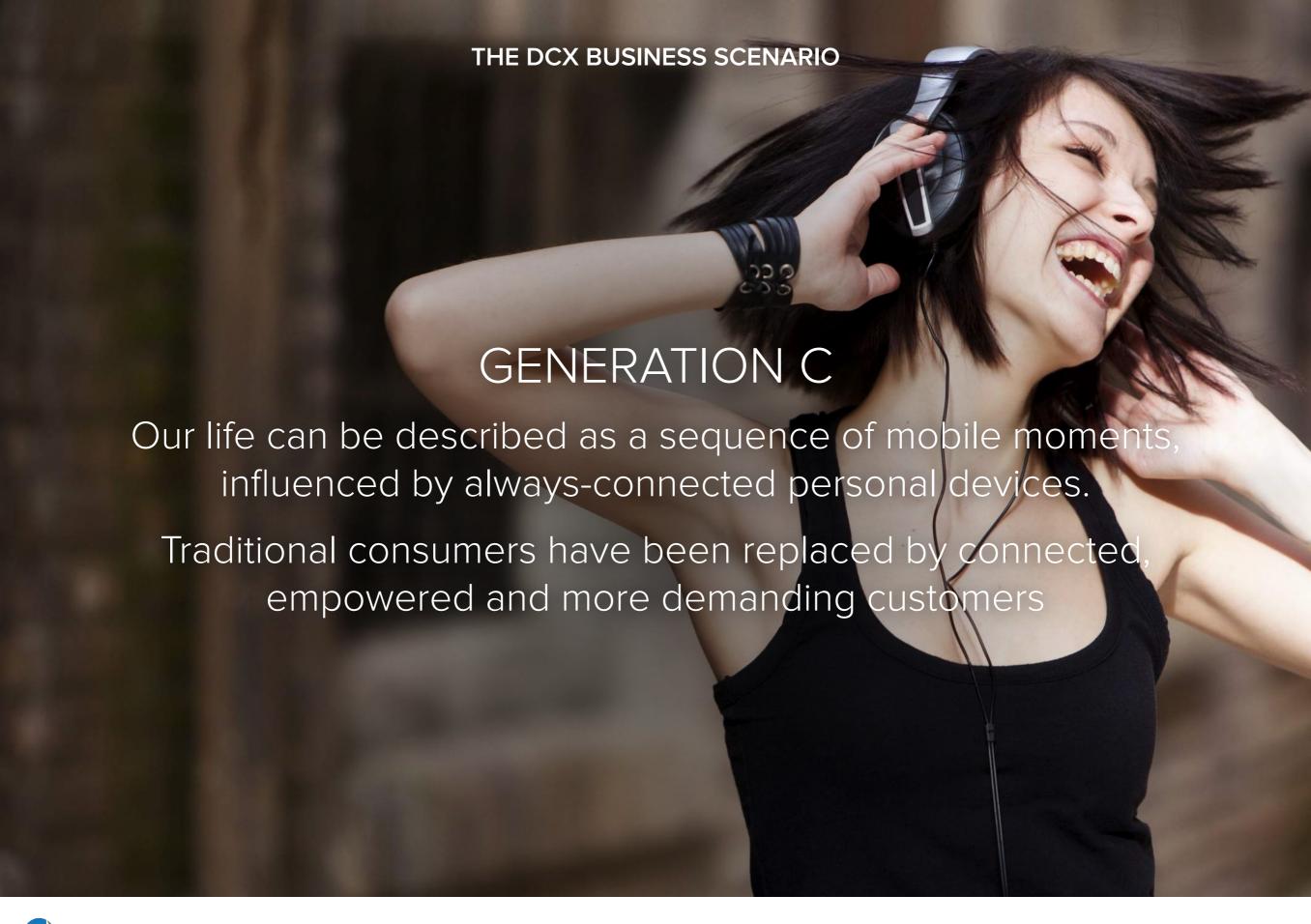


The way we do business has deeply changed.

- Customers have become digital (Connected Generation)
- Your company must evolve to engage customers in a whole new way and meet their expectations by delivering them heightened digital experiences anytime, anywhere, personal, and simple.

We are all facing a DIGITAL TRANSFORMATION







MOBILE-FIRST

You need to realign investments in technology and business models if you want to effectively engage empowered digital customers at every touchpoint.

You need to shape an amazing DIGITAL CUSTOMER EXPERIENCE (DCX).



WHAT IS DCX?

- Flawless multichannel customer lifecycle
- Right-time personalized information
- Content customized with context
- Compelling experiences (i.e. Gamification)
- Personalized engagement: anywhere, anytime



In the Age of the Customer

You can only win if you connect with your clients.

Put the customer at the core of your marketing strategy.



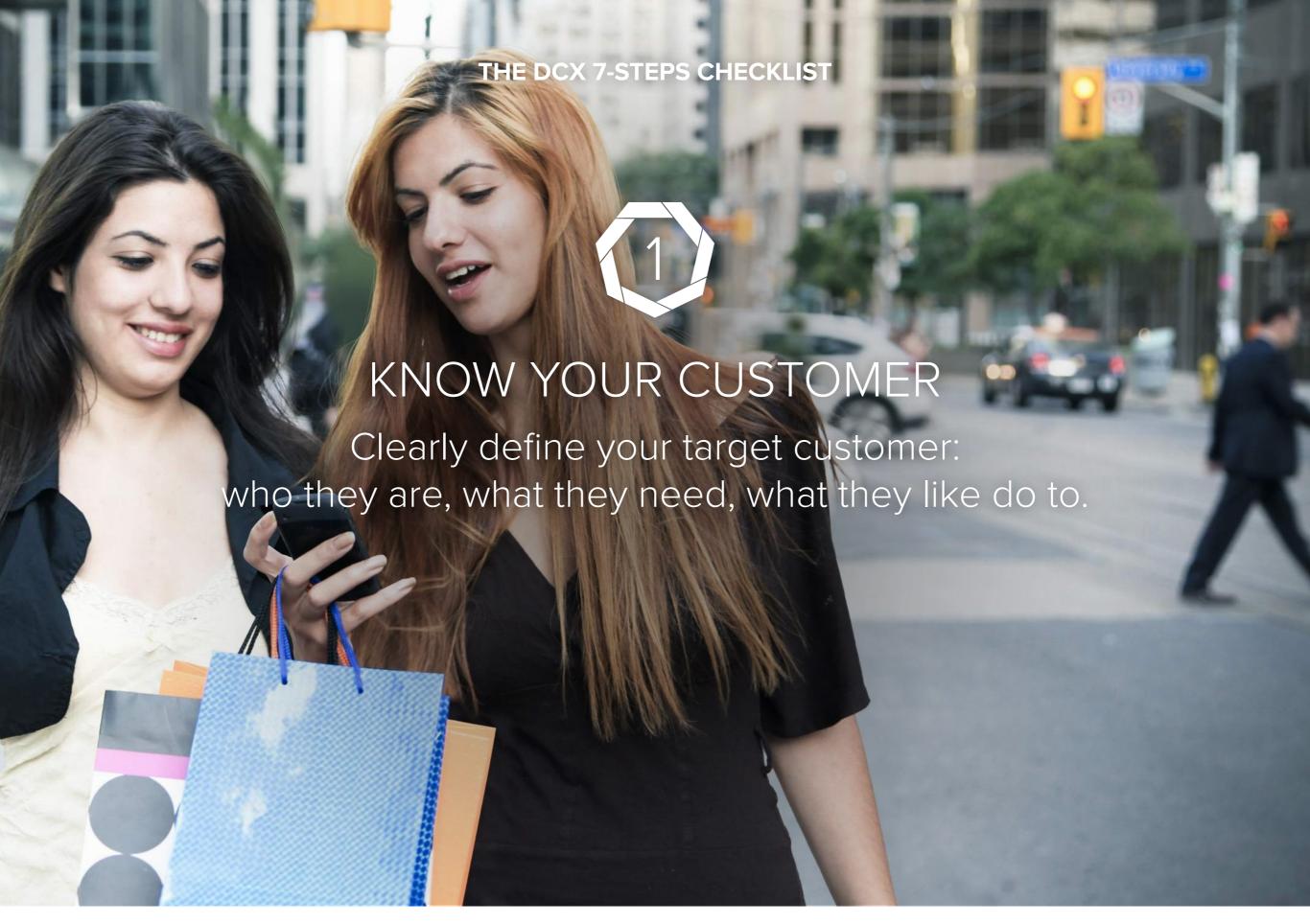
Using THE DCX 7-STEPS CHECKLIST



What will you find in THE DCX 7-STEPS CHECKLIST?

Requirements for all projects that touch or impact organizations involved in the creation of customer-facing apps and the realignment of their digital marketing strategies.









Shape your BUYER PERSONAS

A semi-fictional representations of your ideal customers.

Who are you talking to?

Who should buy your product or service?





Build your STORYTELLING

Your brand is valued by not only for what it gives (products, services) but also for what it is.

Embed storytelling in your digital customer experience.



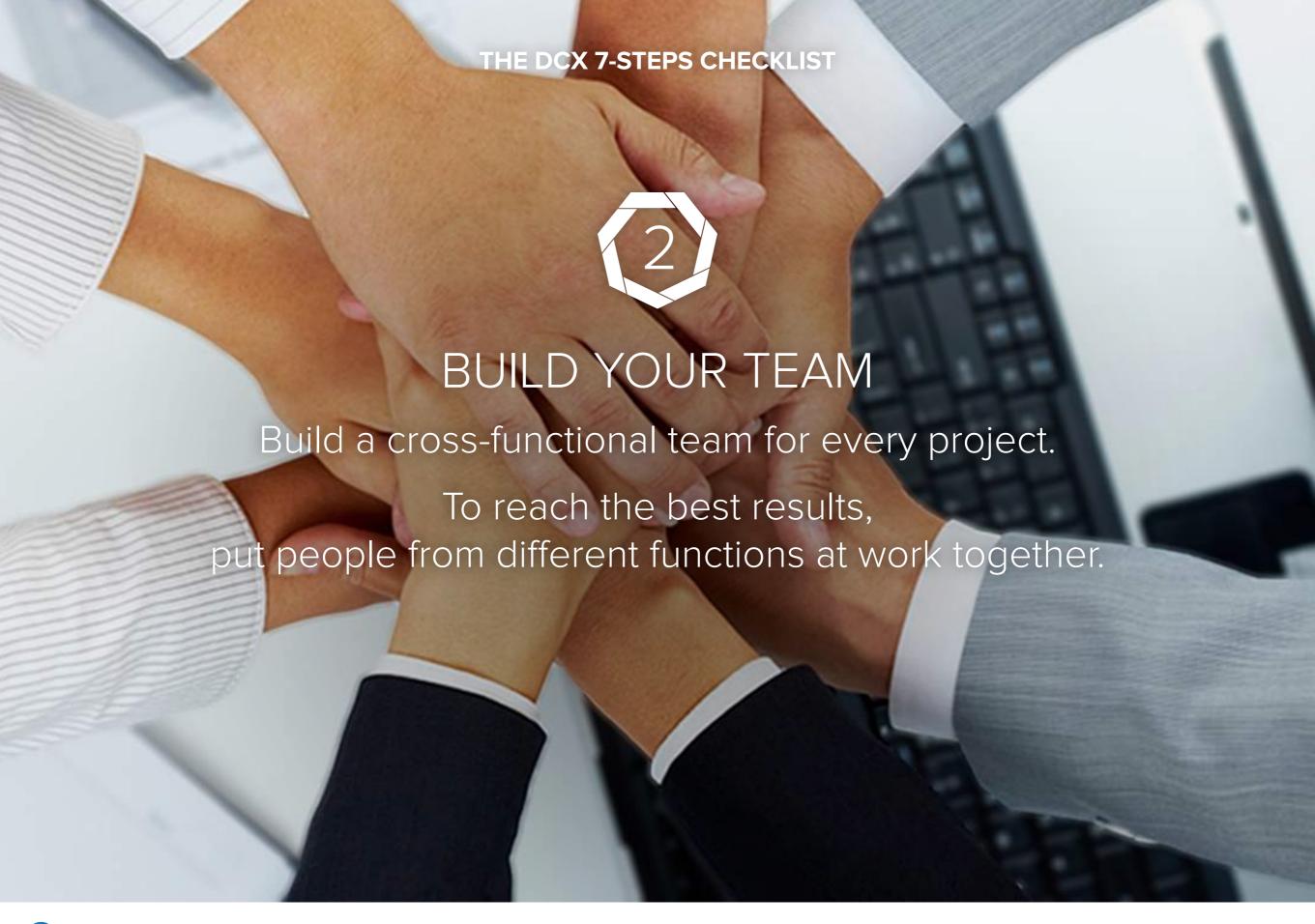


Link CONTENT MARKETING to DCX

The new "engagement" model replaces the "transaction" model.

Return On Engagement (ROE) has displaced Return On Investment (ROI) as the value driver.





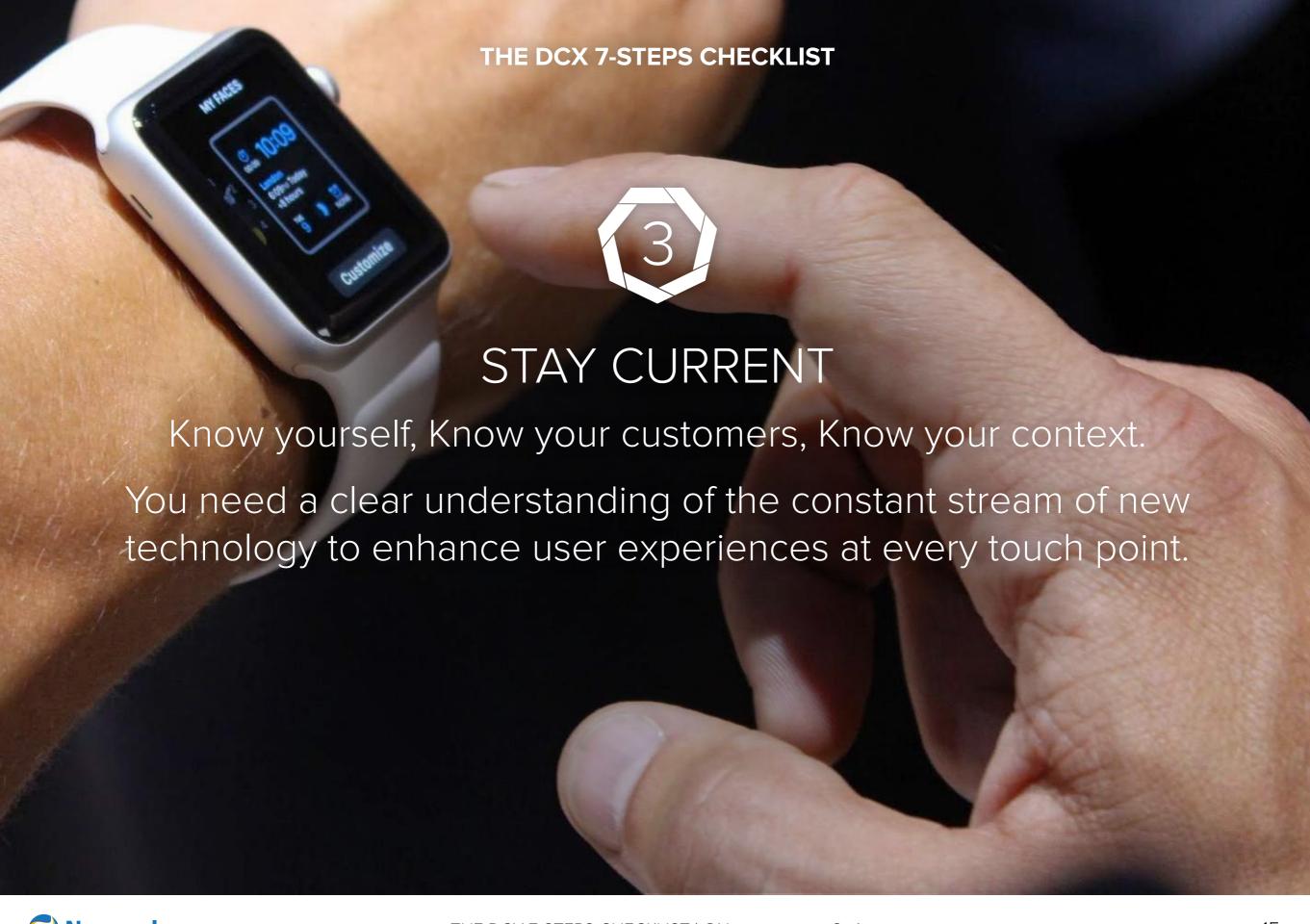




Your Storytelling requires three main elements:

- Your brand
- Your customers
- Your employees





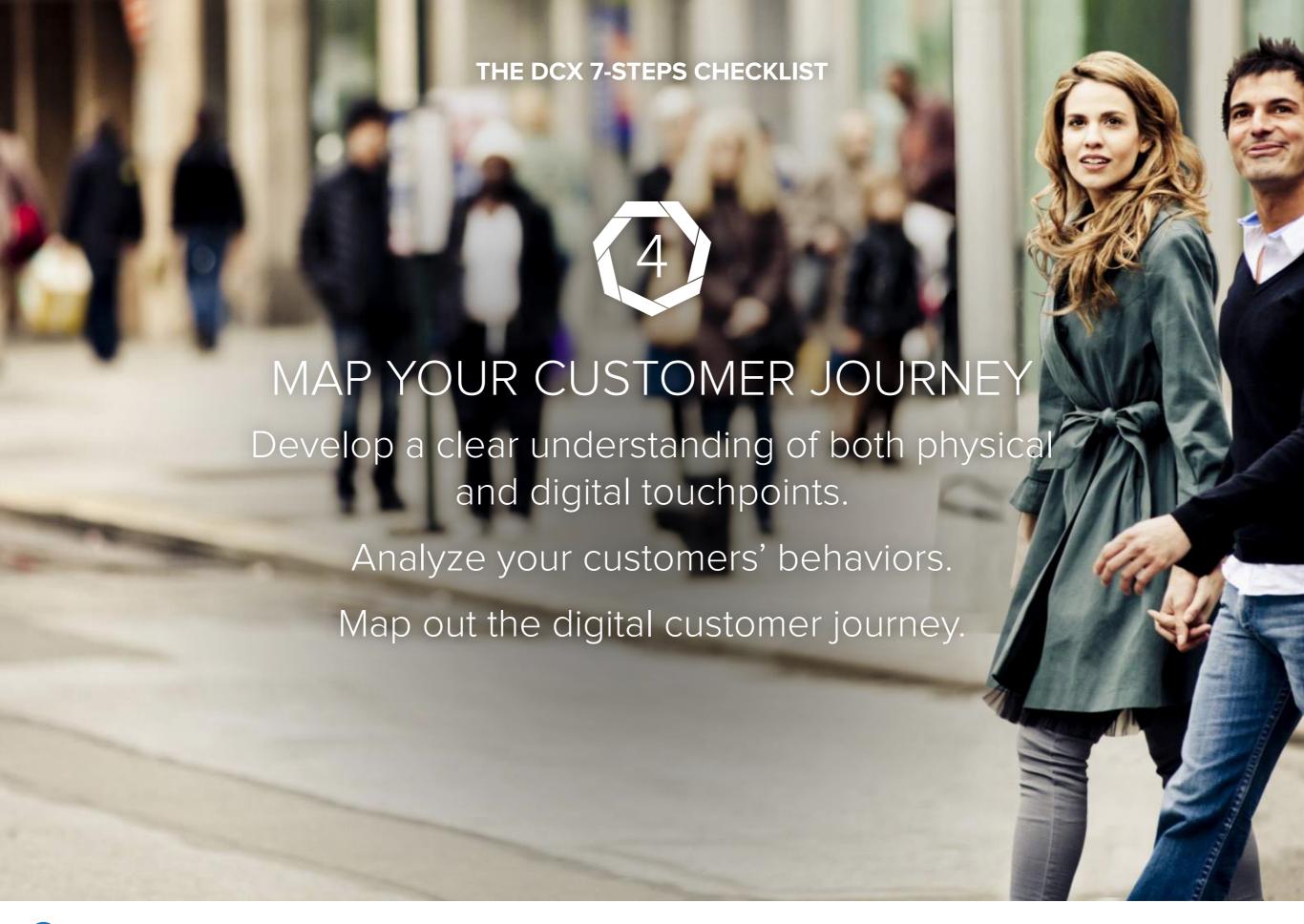




Connected customers love new technology: wearables, smartphones, Internet-of-Things, mobile payments, Smart Bluetooth devices.

Ask yourself how could this technology enhance your customer experience.





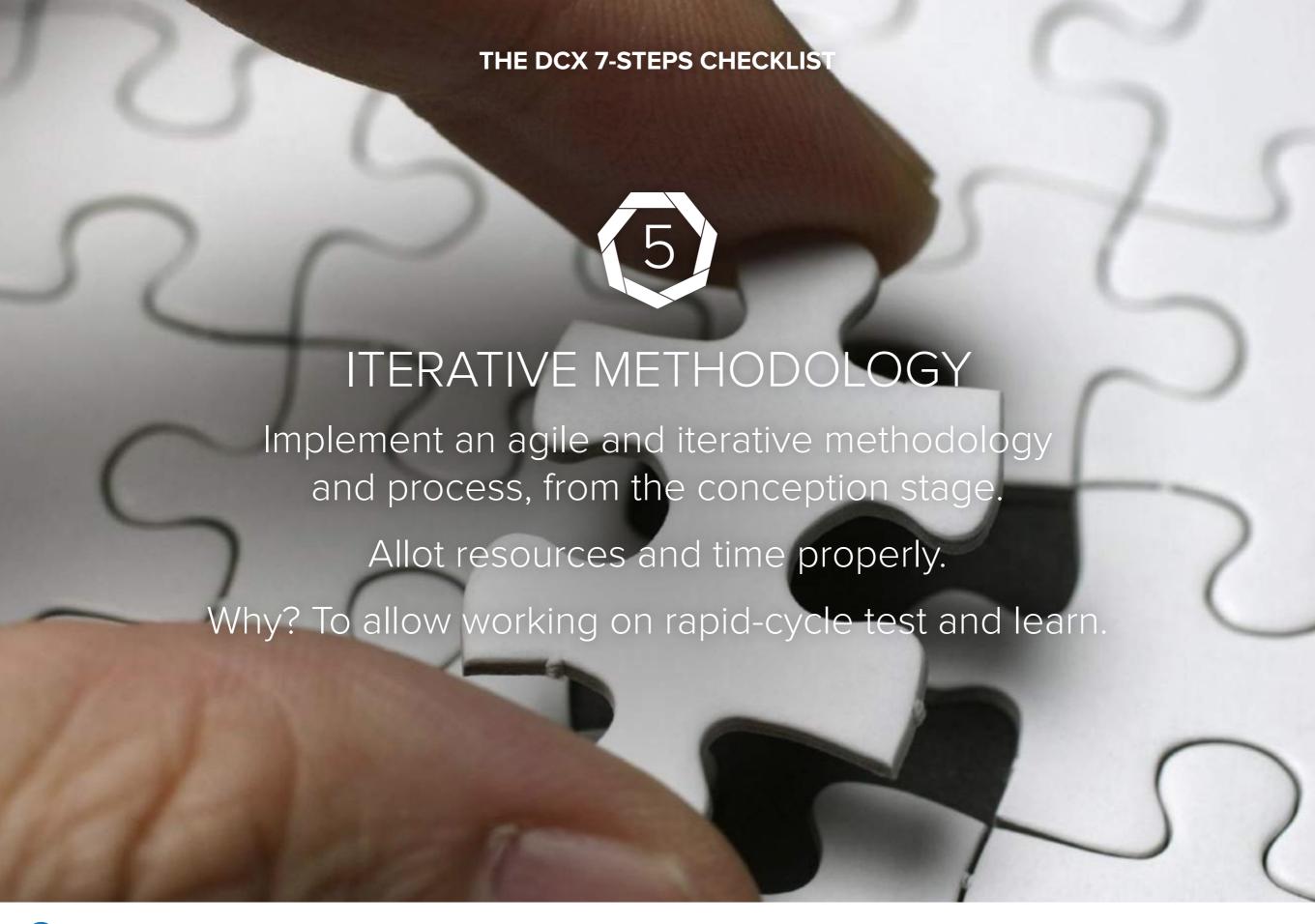




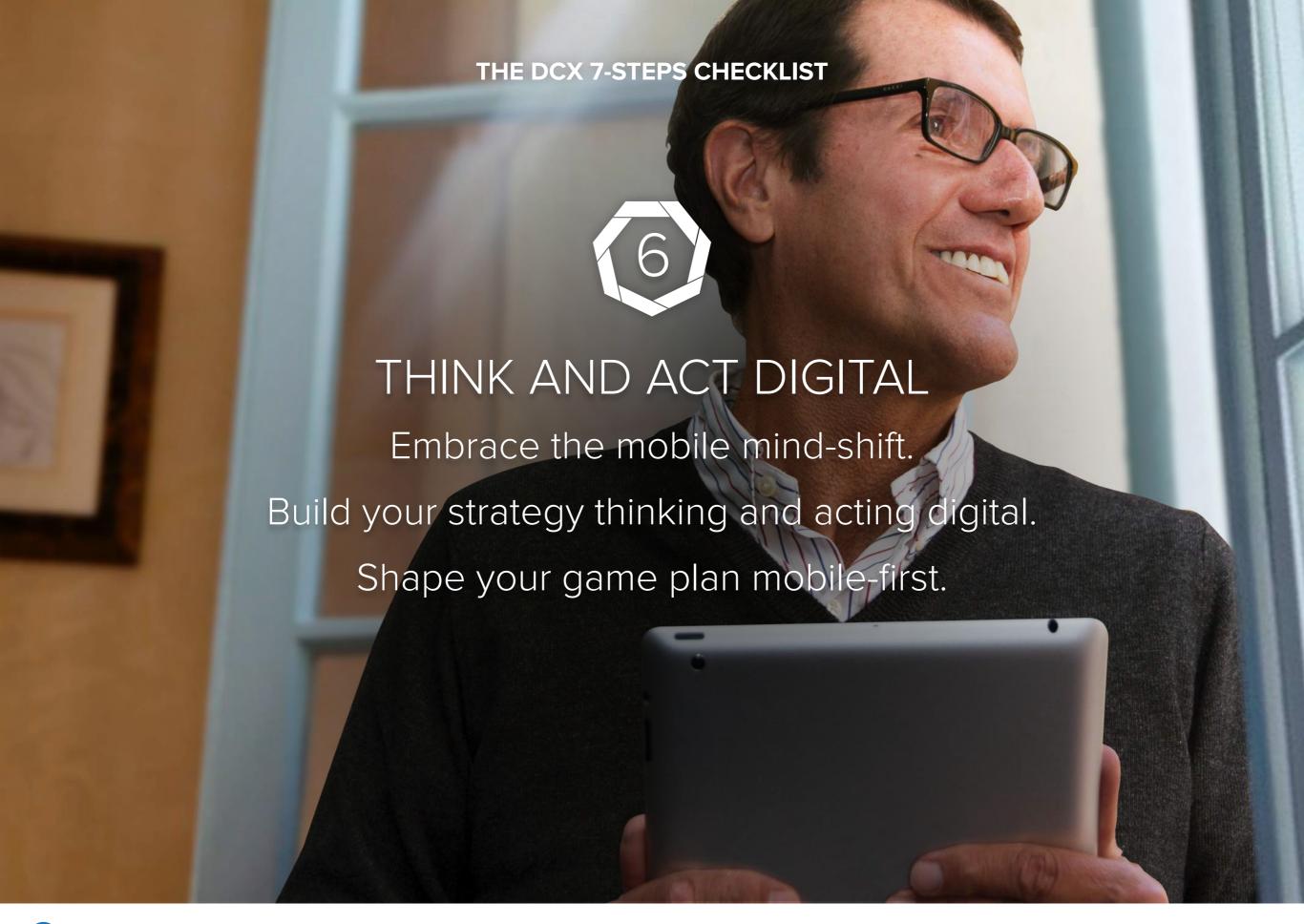
The Customer Journey Map allows you to:

- Understand how prospects and customers are interacting with you now.
- Identify areas for improvement moving forward.
- Choose the appropriate technology and business models to effectively engage people at every touchpoint.









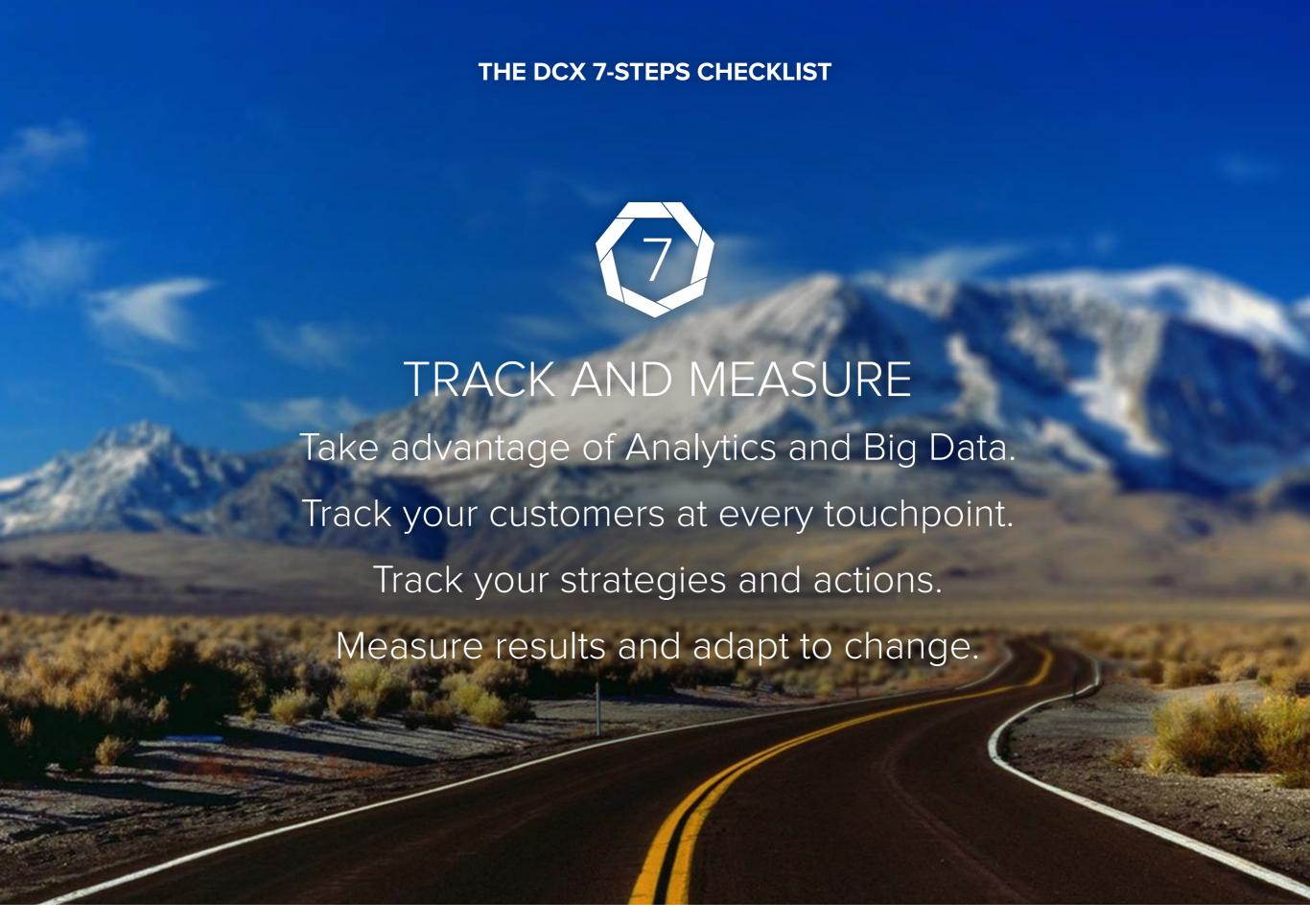




You need to connect with empowered customers across all devices.

Create a digital customer experience for every stage of the customer journey: from initial roll-out to ongoing support.









To create a successful DCX you need to define:

- Clear objectives for your projects
- Associated metrics and technology
- A measurement system (i.e. analytics dashboard)

You have to be able to base your strategy on reliable numbers.



- NOW YOUR CUSTOMER
- BUILD YOUR TEAM
- STAY CURRENT
- MAP YOUR CUSTOMER JOURNEY
- USE A ITERATIVE METHODOLOGY
- THINK AND ACT DIGITAL
- TRACK AND MEASURE

The DCX 7-Steps Checklist is not a 'one-fits-all' solution.

Just ticking boxes is not the ultimate recipe.

Choose the right technology platform and partner, and embrace a culture of teamwork and discipline.





DISCOVER THE DIGITAL CUSTOMER EXPERIENCE











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