

Unbreakable Community

Build your unbreakable customer community with our best-in-class Customer Data Platform (CDP).

Unbreakable Community – Vision

Combine your company’s strengths with the ability to engage customers in a whole new way through digital

Customer experience is a promise, and there’s never been more potential in digital that our society can create than today

Your customers are not just hoping for a digital experience to blow them away: they’re expecting it. They know that there is incredible power in digital to solve the problems that they face throughout their lives.

At Neosperience, we have been solving problems for our clients since the earliest days of digital. To help brands realize their own potential we apply our Service Design Thinking methodology coupling our strengths in customer experience design and management with psychology.

Solutions powered by Neosperience Cloud empower and inspire brands to push themselves beyond their own expectations, to unlock the power of digital and redefine what a differentiating customer experience is.

At the core it is our understanding of the human, that makes our technology and solutions stronger and more likely to find the exact right solution when others can’t.

For our clients, everything starts with their connection to customers. Building unbreakable relationships with customers requires not just to solve the problems that they ask to: you have to solve the problems that customers don’t even know to ask about yet.

Solving real problems for real people with that level of deep understanding delivers amazing breakthroughs. This grounded problem solving is digital’s true potential, and tools our parents never dreamed of are now surrounding us: machine learning, artificial intelligence, augmented reality, blockchain. The tools that we help you to use solve real problems and make your customer experience better: more intuitive, more straightforward, more elegant.



At Neosperience this is our goal: problem-solving is inherent in our mission: to empower our clients with technology and empathy so that they can deliver higher value and impact

Many of our clients' evolution with focused investments in digital have leapfrogged them into new spaces of epic opportunities.

One of these opportunities can be envisioned as your company scales up to the next level by building your Customer Data Platform (CDP) and membership program: a combination of your company's traditional strength with the capability of engaging the customer in a whole new way through digital. Understand, engage and grow your customer community at scale, while still serving each person individually. To this purpose, we provide to our clients an unrivalled array of technology and expertise, across all touchpoints.

In our 10+ years path with our clients, we've learned many things, and one of the most important is that too often technology is used in a way that reduces or even removes human interaction in the name of efficiency or convenience. We disagree with that: we believe that digital is more powerful not when it eliminates human interaction, but when it elevates it.



Another lesson that we learned is that digital is at its best when it's emotional. Every company is moving towards experiential services; the competitive advantage that we provide is and always will be to increase access to the emotion of brands. Not technology for technology's sake: at Neosperience we are locked-in on trying to solve the biggest problems for our clients. And when our clients start tackling the truly difficult, near impossible problems, that's when they realize their true potential.

Challenge your conventional view of ownership

Today, ownership is out. Trends show that more and more consumers want temporary access, not permanent ownership.

Within this changing landscape, membership-oriented businesses grounded on a robust CDP are king. Many companies in many sectors have understood this trend and are creating an incredible value cultivating and nourishing their customer bases, bringing them to the "membership economy."

We have identified the key strategies and tactics based on real-world examples to help you successfully building your CDP and membership organization from scratch, or transforming your existing business.

Jeremy Rifkin had predicted all this in his 2001 visionary essay: The Age of Access. It took longer than he imagined, but this time has come. Maybe not for all businesses, but certainly for the smarter ones.

The generations who've matured during the Internet age grasp the differences between "top-down, enclosed and proprietary thinking and owning" versus "lateral, transparent and open thinking and sharing."

Today's Internet-enabled Industrial Revolution is showing trends like "distributed ownership", "on-demand creation" with emerging technology like 3-D printing, and a pivotal "subscribization of everything" societal trend.



During the 20th century, the confluence of electricity, the automobile and suburban construction contributed to a Second Industrial Revolution that generated unprecedented levels of growth and wealth in much of the world. However, it also created a legacy in the shape of businesses as we know them.

The information and communication technology revolution that began in the 1990s has not reached its full potential because of this legacy. It has been necessary more than a decade so that digital connectivity, smartphones, cheap cloud storage and processing power paved the way for an evolved business model that we call the “Membership Economy.”

Many software businesses are subscription-based. Others incorporate membership options and principles into existing structures.

Membership organizations, like Netflix and Spotify, build ongoing, mutually beneficial relationships with members.

As you recognize that “software has eaten the world, and every company must become a software company”, it’s easy to understand that this model is having a profound effect on society as the first two Industrial Revolutions or the spread of the automobile.

The “Subscription Economy”

Brands like Netflix and Spotify media giants show how subscription businesses differ from membership organizations.

Their subscribers gain access to hundreds of movies, shows and songs, but a subscription means more than simple access.

Customers share personal information with companies in exchange for this connection.

They harvest the data and create personalized recommendations based on your past choices.

In other words, the recipe, simple to state and demanding to be realized, reads as follows:

any customer-centric business that develops continuing, formal relationships with customers is a membership organization.

Connecting fulfills a human need. The emerging membership economy includes YouTube, news apps and sites to shave (subscribe to the regular supply of razors), cut the grass. Existing businesses of all sizes can incorporate the principles of the membership economy.

Smartphones enable people to participate in membership companies whenever they want, and the processing costs are low. Customers react with these companies and provide real-time input, create content, and build relationships with brands and fellow users.

The “Sharing Economy”

The sharing economy is an offshoot of the membership economy. Customers capitalize on the inherent value of their assets by “sharing” them with others for a fee, like Airbnb (home sharing) and BlaBlaCar (car lift). Sharing firms use traits of the membership model to create communities and forge trust.

The traditional “ownership economy” operated on the principles of “rate, transaction size and economies of scale.”

The sharing business model works on the access end of the ownership-and-access continuum.

Humans yearn to be connected and to gain energy, knowledge and comfort from others.

Based on this assumption, grounded on million years of evolution of our species, the membership economy allows building deep and valuable relationships with customers over time. Members share personal and behavioral data to belong, and value on-demand access, micro-payment plans and relationships with the organization and its other members more than the security, privacy and control that ownership provides.

In turn, membership organizations benefit from predictable, recurring revenue and mutually beneficial relationships with their members, which strengthens the organization’s brand bottom-up and increase the margins.





Your CDP To Build Your Membership Vision, Beyond A Loyalty Program

Loyalty programs are commonplace, and many people have several cards stuffed in their wallets. While most loyalty programs give away a free product after a certain number of purchases, many companies use their programs as marketing tools and vehicles for collecting customer behavioral data. Starbucks expanded its loyalty program to resemble a membership organization. Users who register their rechargeable gift cards online gain access to discounts and customized offers, and they get to try new products first. American Express is a traditional membership organization. Its slogan from 1986 to 1991 was “Membership Has Its Privileges.” American Express offers members various services, a range of products and a tiered membership structure.

How to Build Your Unbreakable Community

Creating a deep membership organization requires inspiring everyone in your company to live and breathe the culture of membership. Customer retention is the top priority. Tailor your offerings to meet the evolving needs and expectations of your targeted customers, and track metrics for customer satisfaction. Connect all of your products, services and consumer interactions to attract new members and retain existing ones.

Then shape your membership organization’s engagement process like a funnel. At the top, you draw the awareness of your prospects, tapering through the trial and sign-up stages, to a smaller number of loyal members at the base. The funnel becomes like a chute when it maximizes the number of potential customers in each phase, identified as buyer personas and along their customer journey. Finally, focus most of your efforts at the base of the funnel to meet loyal members’ expectations and deliver the brand promise to new ones.

Evolve Relationships and Monetize

When the member-to-benefit ratio is high, people stay engaged and satisfied. Your challenge is to craft the right message and deliver it to your target audience at the right time. Test your strategies and messages with small sample groups to get your communication and timing right. Continuously leverage key capabilities like A/B Testing. Make sign-up “frictionless.” Enable people to engage immediately, welcome them and thank them for enrolling. Provide something of value right away. Continue to reward the desired behavior. Enhance members’ experiences by using data analytics to customize your products for them. Encourage a two-way process by giving and receiving feedback and asking for referrals.

Monitor the funnel, evaluate the metrics and refine the marketing. Your goal is to retain new members for at least a month, so they become accustomed to participating, and it eventually becomes a habit.

Your possible revenue models include:

- **“Subscriptions”** – Most membership organizations follow the subscription model. The frequency of payments may vary, but subscription income is recurring. The decision about how to schedule member payments – annually, monthly or more often – depends on your individual company’s research. Many firms offer tiered pricing and charge a base price with options for upgrades depending on usage and need. Subscribers assume that membership-based companies will maintain their value and update their offerings.
- **“À la carte services”** – Members purchase one-time-only or specialized services as needed. For example, a health-club member might pay for a fitness assessment.
- **“Ancillary products”** – Offer products related to your company to your members. For example, art museum gift shops offer prints or cards showing the museum’s paintings.

- **“Partnership streams”** – Cross-marketing or providing space or referrals to a business that’s a natural partner can increase your commissions and fees. For example, a hotel might allow a car-rental company to operate a desk in its lobby.
- **“Aggregated analytics”** – The value of members’ personal and behavioral data opens the door to new sources of revenue. For example, LinkedIn compiles data about the employees of a company that the firm can analyze for further insights.
- **“Advertising”** – Specific audiences may find advertisements beneficial. For example, a vacation resort may show ads for local attractions.

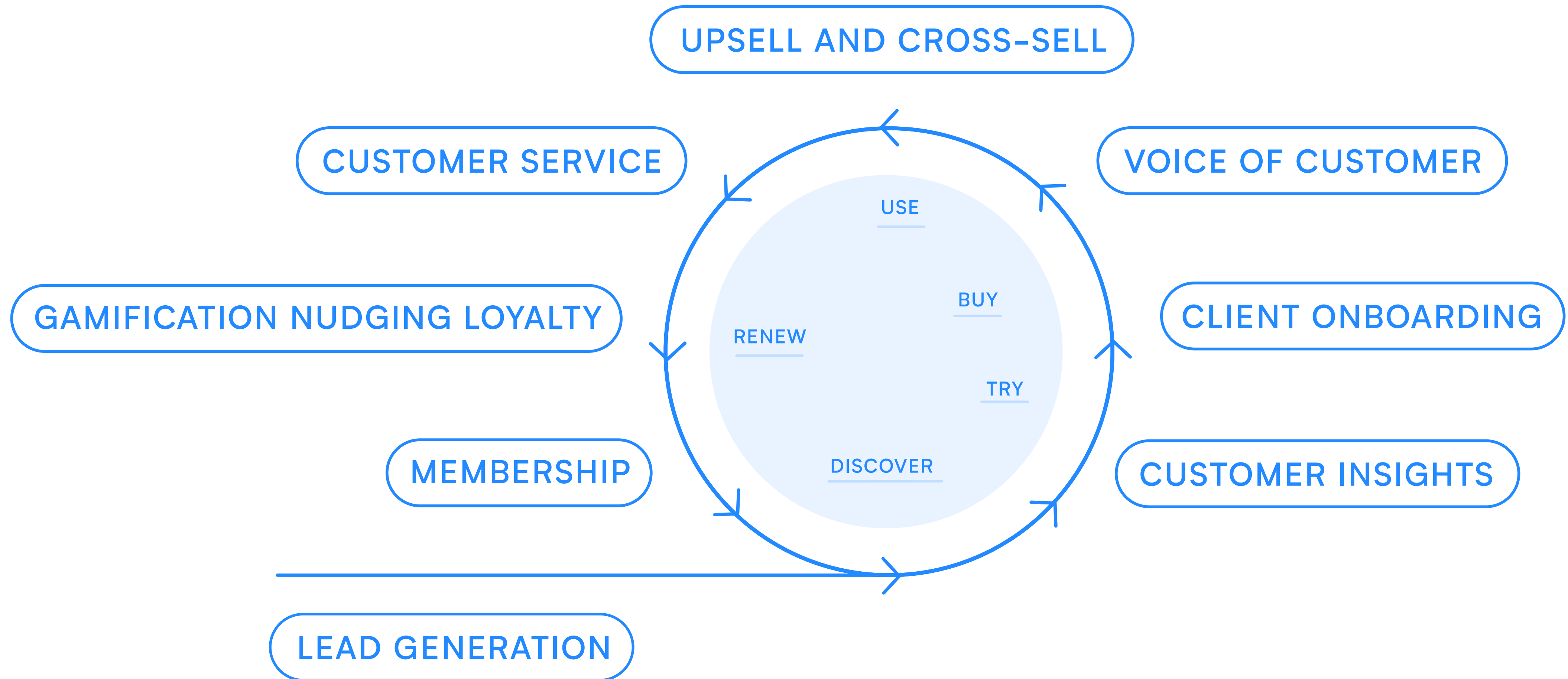
The first challenge that will face while creating your unbreakable customer community is attracting enough members to create value and offering full benefits from the first sign-up. Begin with a simple concept, test while you’re still small and capitalize on viral growth. For instance, LinkedIn kept its initial offering simple, just providing members with a place to share résumés. As membership grew, it added services and benefits.



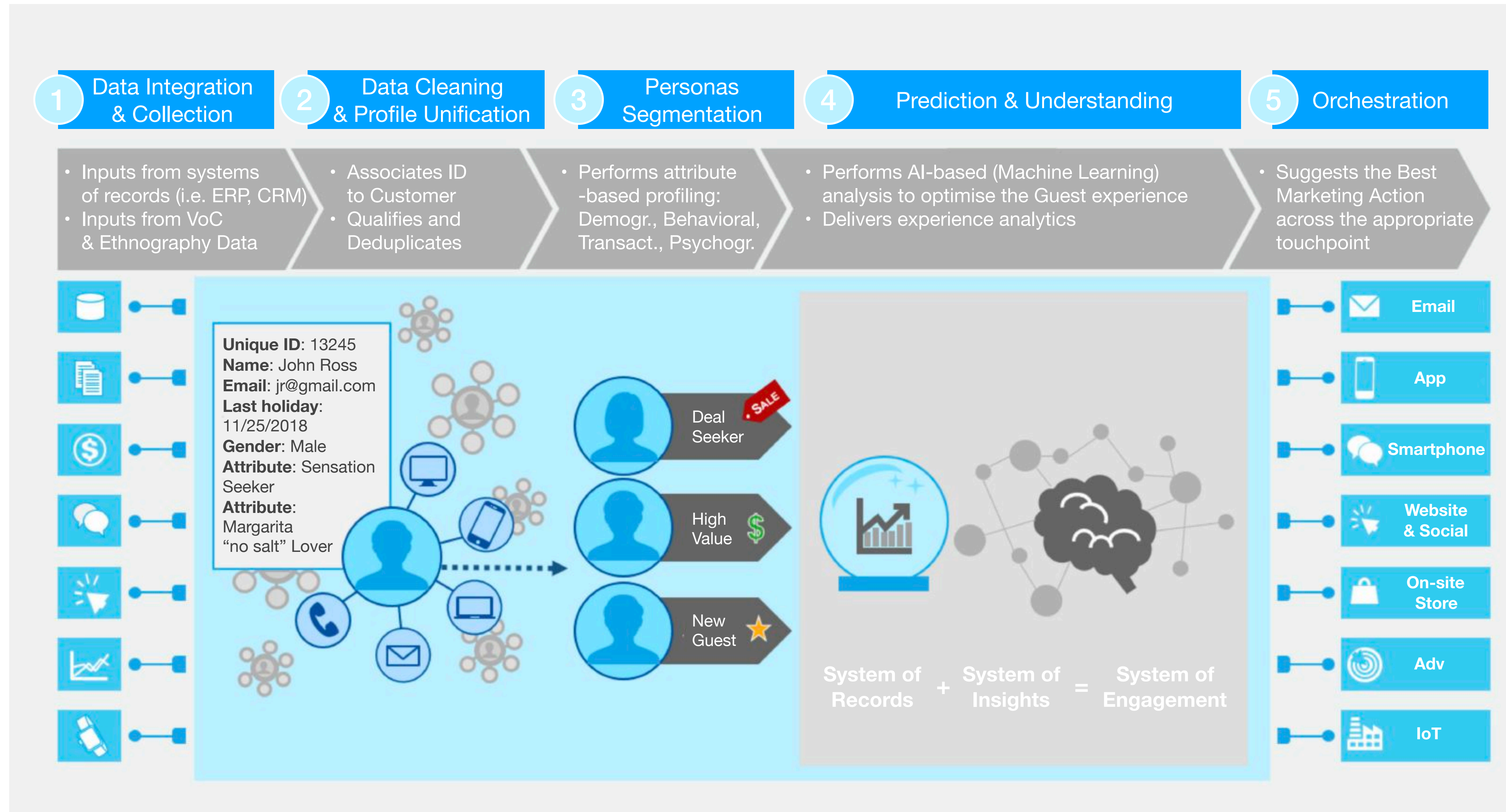


THE EMPATHIC EXPERIENCE JOURNEY

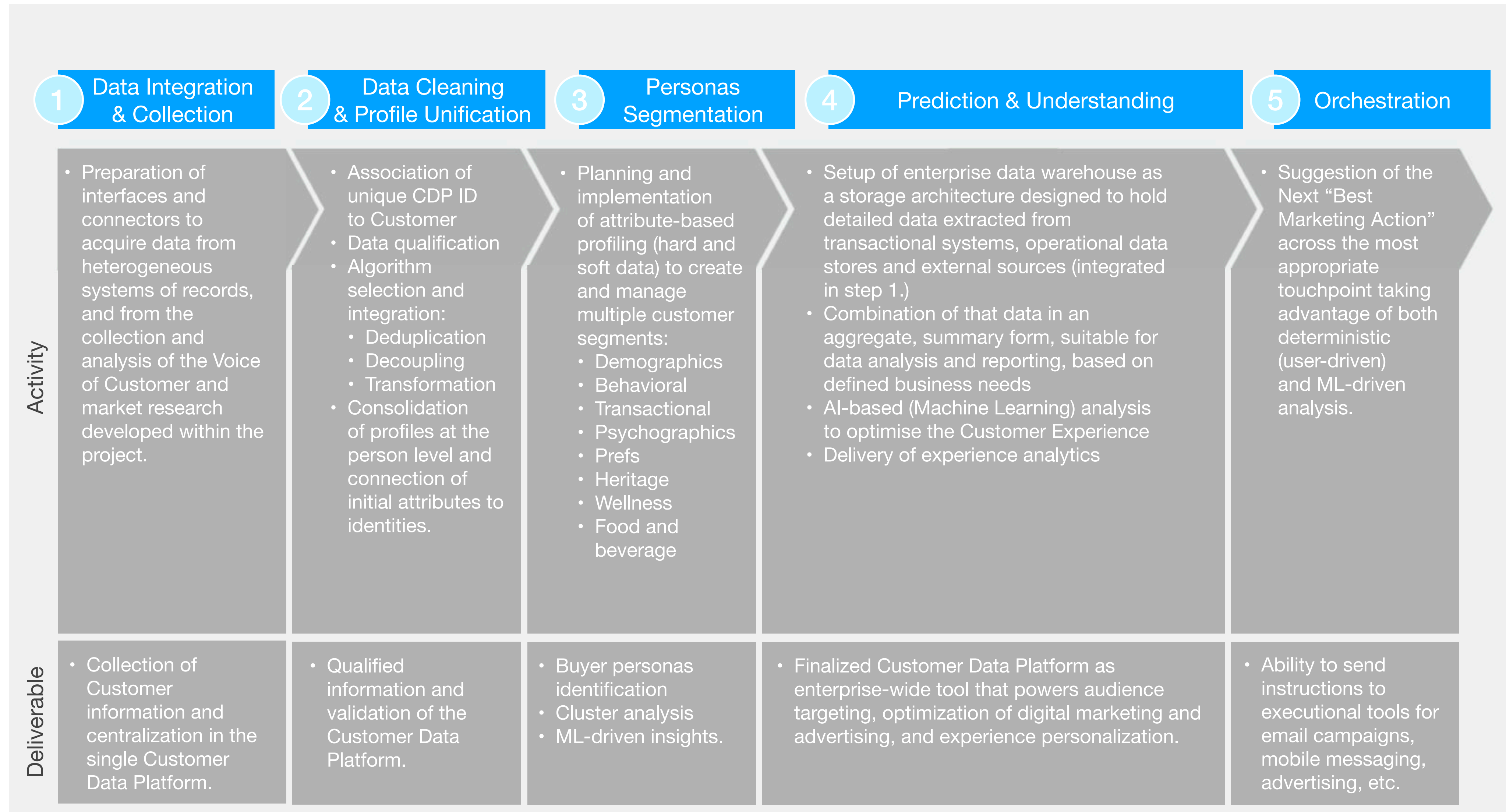
The Empathic Experience Journey




Customer Data Platform – Overview



Customer Data Platform – Activity and Outcomes



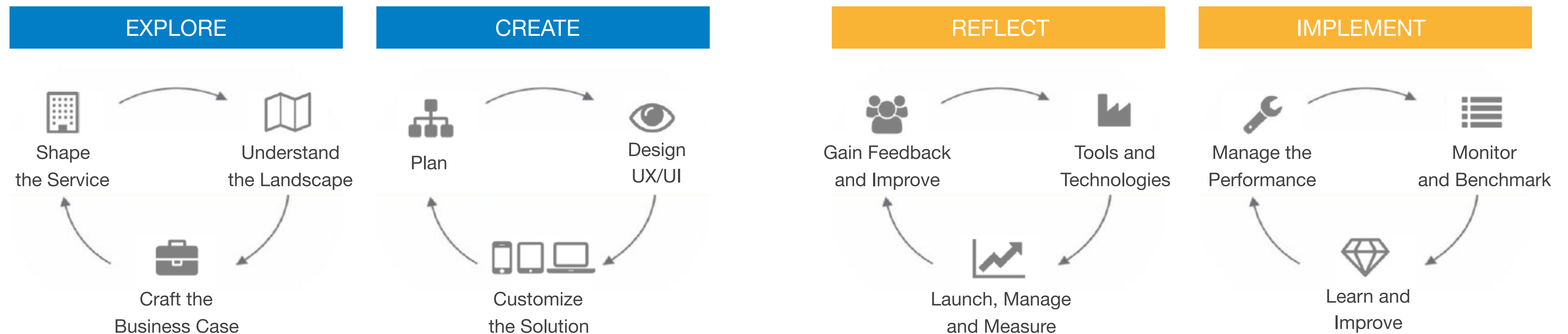
A woman with long dark hair, wearing a dark blue top with a white polka-dot pattern, is looking towards the camera. She is sitting at a desk with a purple laptop in front of her. The laptop has an Apple logo and a 'Terminal' sticker. To her right, a man with a beard and dark hair, wearing a dark blue hoodie, is looking down at a laptop screen. The background is a blurred office environment with white walls and shelves.

EXPERIENCE DESIGN METHODOLOGY AND BLUEPRINTS

Experience Design Methodology And Blueprints

Neosperience's Service Design Thinking helps you combine your company's strengths with scalable and empathic customer experience management

Technology improves every day, and your customer expectations are continually changing. Our approach to helping organizations to govern this complexity is based on a dynamic methodology, iterative and incremental, supporting iteratively your service design in a continuous improvement process.



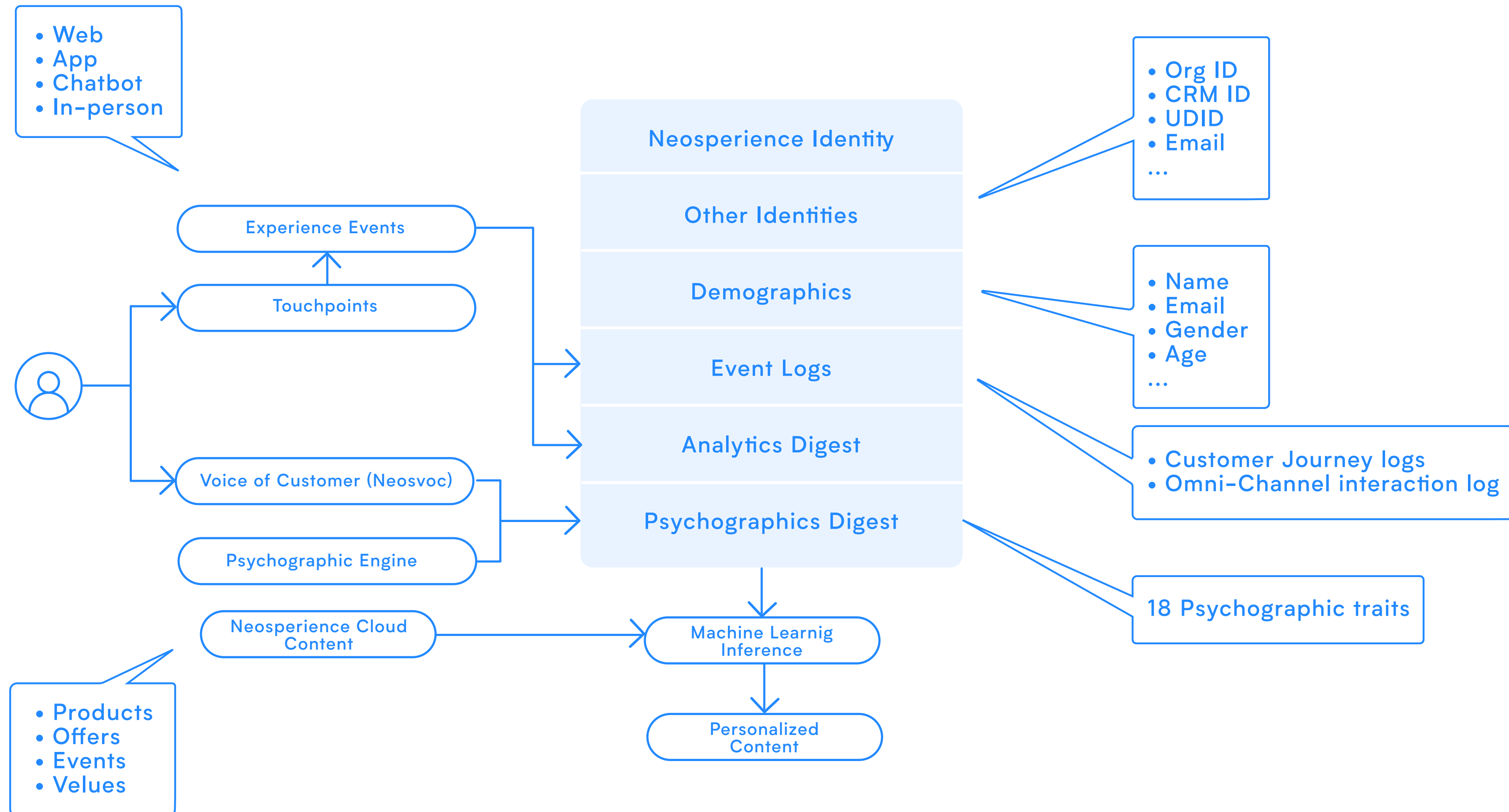
Regardless of which growth approach you choose:

- Establish a culture oriented toward membership from day one.
- Support the vision with a Service Design Thinking methodology combined with a Digital Customer Experience framework like Neosperience Cloud, to keep processes aligned: commerce, to billing, to finance.
- Be humble and flexible: organizations are all learning in this new market space. As some people prefer all-in subscription models, others are more open to obtaining the products and services they want on a micro-payment pay-per-use basis.
- In the years to come, people will be much more attracted to brands that deliver experiences, relationships and belonging than those that just sell a product.
- It's a fundamental change in the way we think, that was made possible by the explosion of apps like Uber, Booking.com, Netflix and Airbnb. These companies, which hold onto customers' credit card information in exchange for being "there when you need it," helped create a culture of trust you can capitalize on.

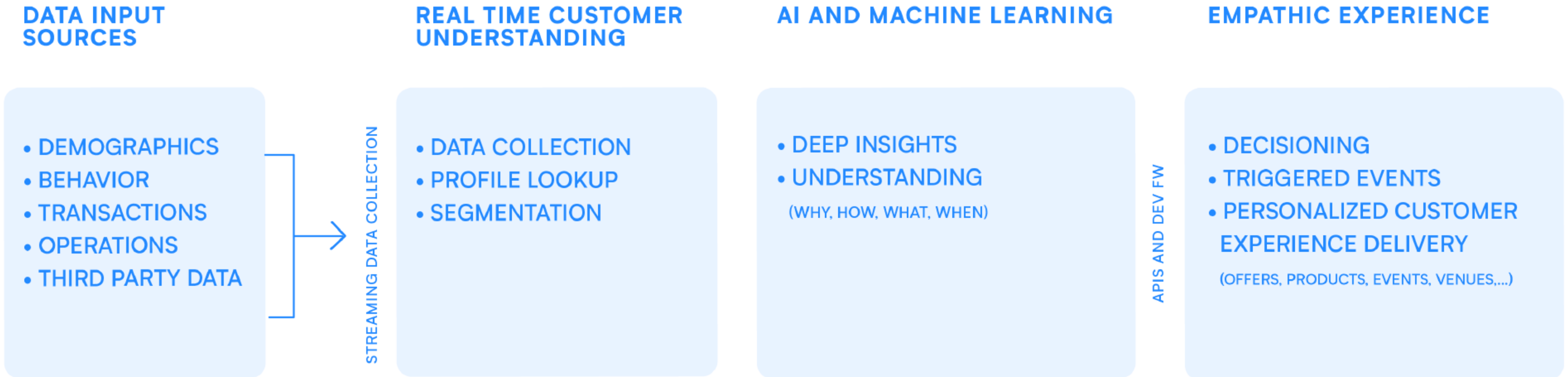


TECHNOLOGY

Your Customer Profile With Neosperience CDP



Empathic Experience Workflow



Unbreakable Community – Single Sign On

Robust user authentication for web and mobile apps:
a single customer view, across all touchpoints

Neosperience Unbreakable Community infrastructure is designed around the customer to support virtually any function that can lead a contact into becoming a loyal customer. Starting with awareness and discovery, your customer journey involves many different phases. We address the need to handle each phase, triggered by a Single Sign-On service that allows you to implement your **customer community database** and extend it with data coming from any touchpoint.

As customers spend more time across a broader number of devices and channels, the case for omnichannel marketing has never been so clear.

Few companies are capable of integrating the required data sources to make omnichannel marketing work. Our clients can be part of this elite group as they follow these four core tactics:

- Take an **audience-centric approach**, not a channel-specific one. Doing so allows the customer to dictate the ideal communication channels, not individual channel managers.
- **Overcome channel silos**, both at the organisational and the technological levels. This enables channel integration via improved data sharing and communication.
- Continually work to make brand and product messaging as relevant and meaningful as possible, **fostering customer loyalty** regardless of device, channel or content type.
- Rely on a **data lake** to measure and improve omnichannel efforts. This allows to take a holistic view of marketing initiatives and evaluate them without bias.



Today it is imperative to create and maintain a comprehensive user directory and add sign-up and sign-in to all mobile apps or web applications

Our approach and technology allow to create unique identities for users connected to your brand and authenticate them using either their own user pools or by using federated identity providers. We can save mobile user data, such as app preferences or state, down to customers' psychographics, in your cloud or on-prem, avoiding any custom back-end code or complex infrastructure.

We must consider that any person interacting with your brand through digital properties can have at least two different roles: user and customer.

A user is someone that has to interact with its profile, advance it and be recognized. As an example: a user is someone that needs to access his profile page, through a login process that is following a previous registration phase or signup. Sometimes you need to collect information about someone far before he even signs up into the system, thus allowing to provide personalized service for prospective customers even if they have not yet made a purchase.

We can, therefore, distinguish these two entities, addressing each of them in a specific way. Of course, a customer can become a user at any time, and your User Management capabilities will be designed to ease the process of data redemption from an anonymous to a registered user.

Starting with this separation, we can define what we mean by Single Sign-On for your brand.



Centralized Customer DB

Neosperience Cloud provides centralized storage for all customer data. Focusing on the customer role, we provide a database that collects all the relevant information about customers. This database hosts a customization of your “Customer” business entity, core to your dedicated Neosperience Cloud Instance, protected with the most advanced security, persistence and preservation of data mechanisms available, based on Amazon Web Services Cloud 8 (AWS.)

The data comes from a proper integration of all the brand systems that generate and manage the information. Neosperience Cloud provides a set of login/signup endpoints that can be leveraged to obtain for a given customer the relative customerId. A batch mechanism is provided to push data into the system to support existing customer database integration.

Here are some functions that will be provided to your organization by Neosperience Cloud:

- Synch the relevant customer data
- Insert new customers
- Redeem customers

The user experience follows this scenario: the customer authenticates himself with the web or mobile applications, and his actions generate Neosperience Cloud data, augmented by app-specific metadata.

API-based Single Sign-On (User Identities Federation)

When a user needs to access his data with a non-secure touchpoint (for example, a single-page web app or a mobile app), we are dealing with an untrusted touchpoint.

In this scenario, Cognito, which is the underlying layer of Neosperience Cloud, provides flexibility integrating Identity Federation, thus supporting Google, Facebook, Twitter, and other Standard OpenID providers as the user data source. The client in this scenario fires Neosperience Cloud with authorisation token coming from the vendor and sets up a new identity.

Users are allowed to view their personal profiles together with saved information about connected entities (coupons, membership campaigns or third-party services).

Integration can be bi-directional: depending on where master customer database is stored, a user can log into Neosperience Cloud using his external credentials (if the external service supports OpenID Standard) or Neosperience Cloud can act as Master Customer Database.

In the first scenario, the scalability of the overall system is constrained to the least scalable component and can become an issue when dealing with a huge number of active users.

On the other side, thanks to scalability features of AWS Cognito User Pool upon which is the foundation of Neosperience Cloud User Management, scalability is none of a concern and can take brand user base from a few hundred to billions with ease.

To leverage this feature, the existing organization applications must be refactored to use Cognito as user data storage directly or through our Software Development Kit (SDK.)

Full-Stack Single Sign-On

In the previous scenarios, the user has a set of credentials, but he must repeat the log in each time he moves from application to application.

A single sign-on system solves this issue by coordinating the app integrated with the system.

When one of them needs to authenticate the user, it calls the Single Sign-On system that will display a login screen, if the user is not already signed in, but will not interact with the user if he is already signed in, providing the application with a security assertion about the user.

In this scenario, Neosperience Cloud provides not only the API layer to access User Management capabilities but also the minimal UI needed to address her sign-up into the system. Complete Single Sign-On can be viewed as an extension towards the user interface of the previous scenarios.



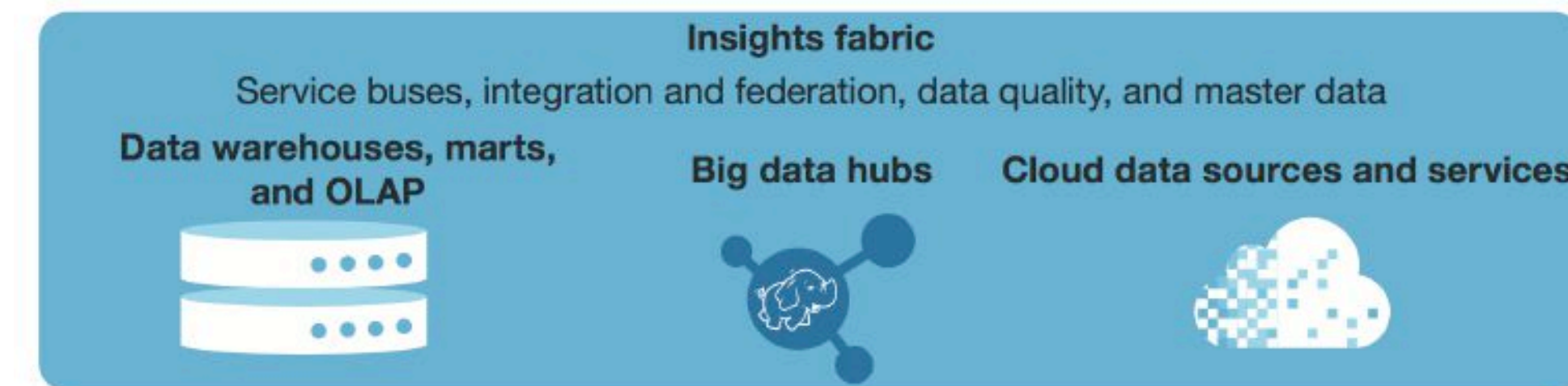
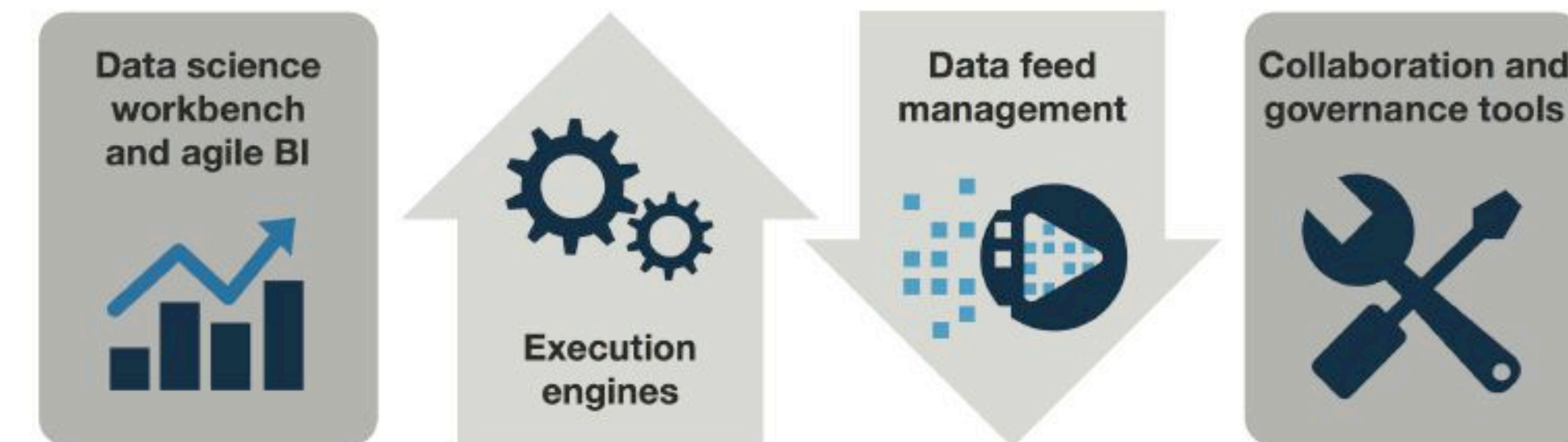
Neosperience CDP – Data Lake

A Data Lake built with Neosperience Cloud, leveraging Amazon S3 (Simple Storage Service) for secure, cost-effective, durable, and scalable storage

Massive volumes and various types of data: you have realized that to deliver insights promptly, you need a data storage and analytics solution that offers more agility and flexibility than traditional data management systems.

Data Lake is a new and increasingly popular way to store and analyze data that addresses many of these challenges. A Data Lake powered by Neosperience Cloud allows you to store all of your data, structured and unstructured, in one, centralized repository. Since data can be stored as-is, there is no need to convert it to a predefined schema, and you no longer need to know what questions you want to ask of your data beforehand. A number of systems can be used to sustain a data lake approach, but some features are required to provide ease of integration between different structured and unstructured data models:

- **Collecting and storing** any data, at any scale and low costs.
- **Securing and protecting** all of the data stored in the central repository.
- **Searching and finding** the relevant information in the central repository.
- **Querying** the data by defining the data's structure at the time of use.
- Quickly and easily **performing new types of evidence analysis** on datasets.



Business Technology Applications That Deliver Insights At The Point Of Decision

To deliver unique and differentiating customer experiences, un-siloed in terms of outcomes of analytics, it is critical that systems of record, engagement, and automation incorporate insights on customers, products, and competitors.

Technology and capabilities

Thanks to a Data Lake solution built on Neosperience Cloud for secure, cost-effective, durable, and scalable storage, your organization can quickly and easily collect data into Amazon S3, from a wide variety of sources by using services like AWS Import/Export Snowball or Amazon Kinesis Firehose delivery streams.

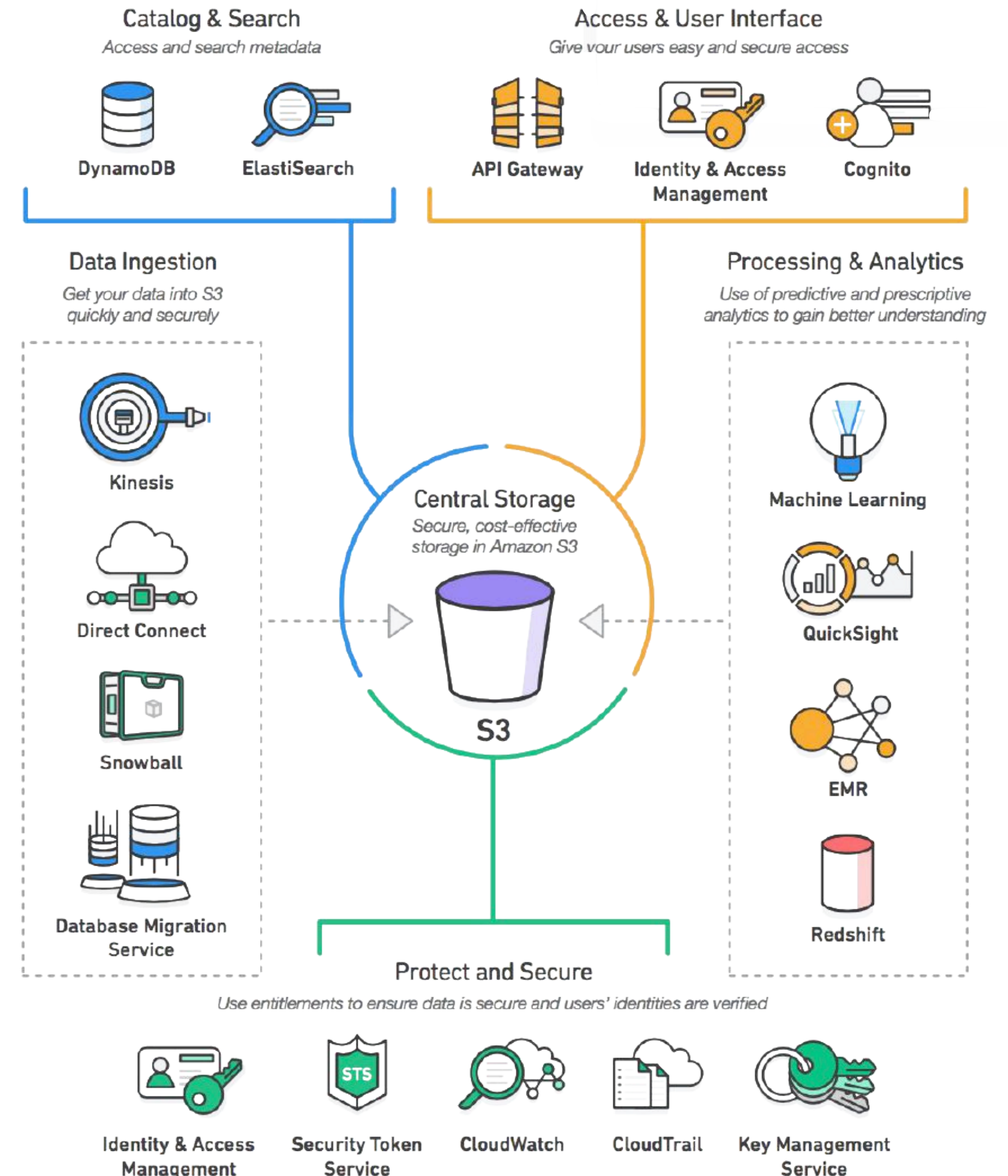
Amazon S3 offers an extensive set of features to help you provide strong security for your Data Lake, including access controls and policies, data transfer over SSL, encryption at rest, logging and monitoring, and more.

For the management of the data, you can leverage services such as Amazon DynamoDB and Amazon ElasticSearch to catalog and index the data in Amazon S3.

Using AWS Lambda functions that are directly triggered by Amazon S3 in response to events such as uploading new data, keeps catalog up-to-date.

With Amazon API Gateway, you can create an API that acts as a “front door” for applications to access data quickly and securely by authorizing access via AWS Identity and Access Management (IAM) and Amazon Cognito.

For analyzing and accessing the data stored in Amazon S3, AWS provides fast access to flexible and low-cost services, like Amazon Elastic MapReduce (Amazon EMR), Amazon Redshift, and Amazon Machine Learning, so you can rapidly scale any analytical solution. Outcomes include data warehousing, clickstream analytics, fraud detection, recommendation engines, event-driven ETL, and internet-of-things processing.



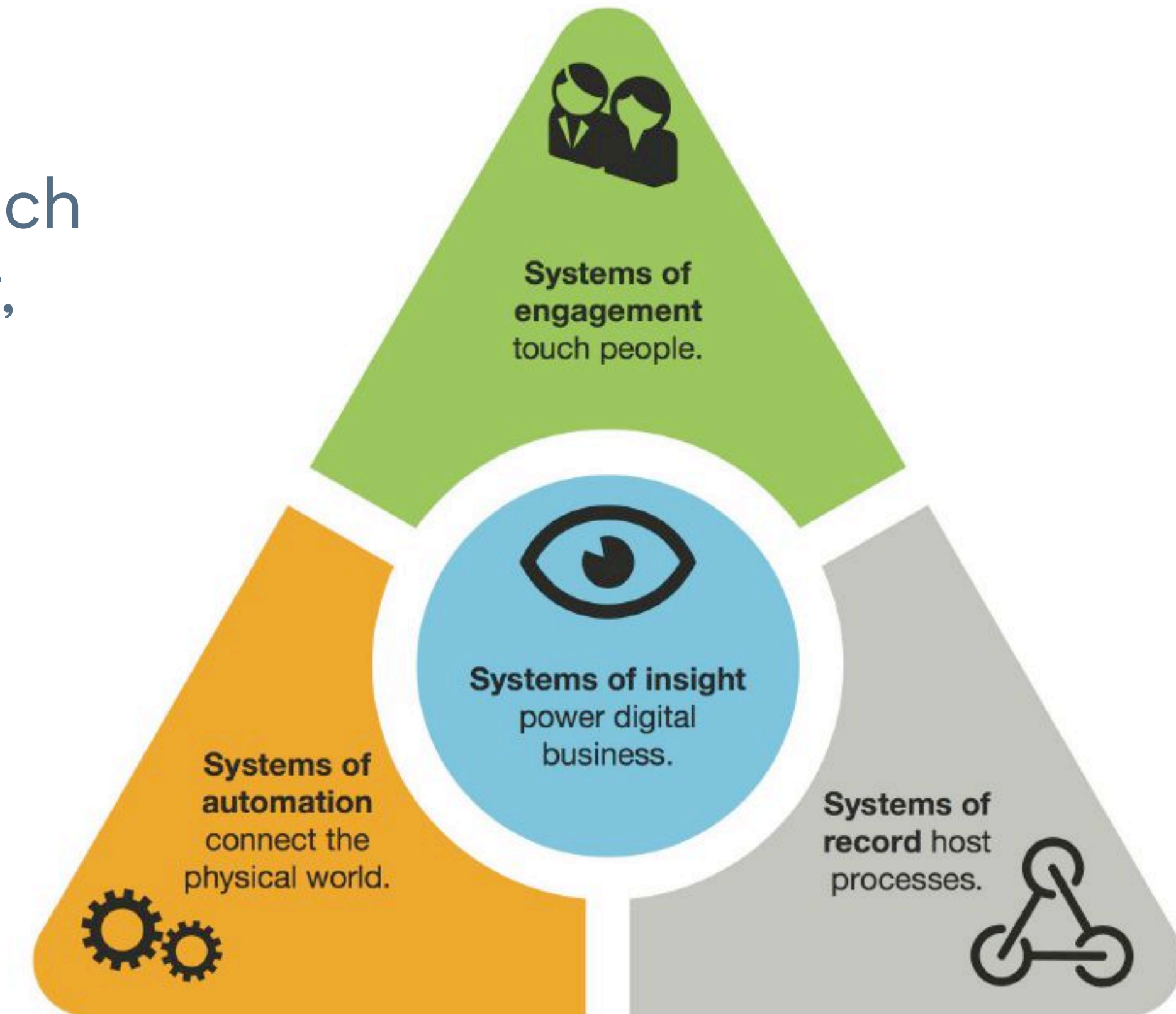
Neosperience CDP – Holistic Approach

Brands have the unique opportunity to mature their approach from customer loyalty to membership, to drive engagement, retention, and continuous monetization

In the “Age Of The Customer”, strategies that rely purely on loyalty programs offering points and discounts miss an opportunity to drive deeper engagement through emotional loyalty and real membership. Neosperience’s vision, grounded on years of expertise in developing the most advanced Digital Customer Experience initiatives across fashion, luxury, retail, sports and automotive outlines the foundational strategies, technologies, and best practices that can accelerate your execution towards helping customers make deep and lasting customer loyalty possible.

We aim to help brands implement a loyalty strategy that recognizes rational and emotional commitment. A strategy whose success shouldn’t be measured purely in terms of transactions. Especially considering the attributes of relevant brands, designing loyalty initiatives must evolve into a full membership vision to recognize and measure both the behavioral and attitudinal (or emotional) drivers of loyalty.

Marketing professionals who want to build their unbreakable customer community can leverage the outcomes of Service Design Thinking research project to discover, plan, act on, and optimize intelligent loyalty that creates more profound, more engaging relationships with customers at every touchpoint of their life cycle.



Design A Membership Program That Facilitates Great Customer Experiences

You can leverage our Cloud-based member interaction tools to borrow from best practices in experience design and assess your member program’s experience from the customer’s point of view.



Your membership and its set of experience portfolios built on a serverless architecture

Customer demand for messaging, app fragments, and better browser experiences will push you to work with strategy and technology counterparts to create more flexible apps, architecture, and infrastructure.

Mobile is pushing ageing web architectures to the brink. The three-tier architecture built for a browser-led PC world cannot flex, scale, or respond to the needs of good mobile experience or the emerging requirements for connected products.

Mobile's volatility and velocity of change require a distributed four-tier architecture that we can call an "engagement platform." This platform separates technical capabilities into four parts: client, delivery, aggregation, and services.

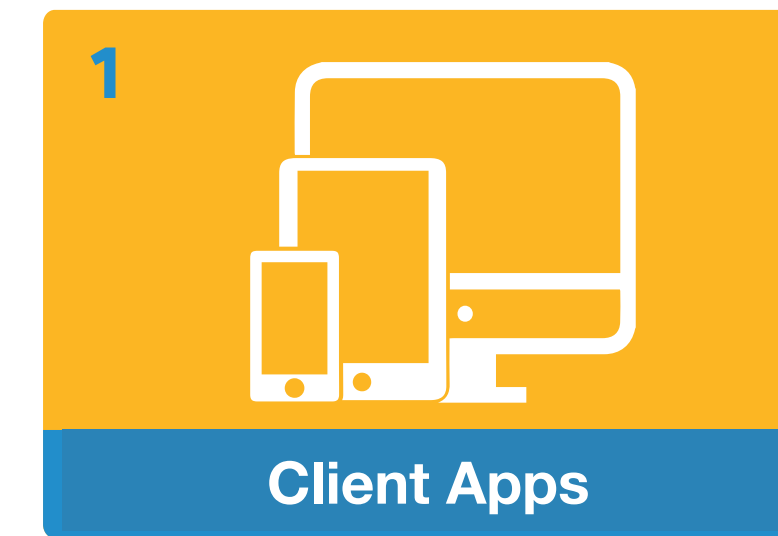
There is a huge market space opening up as every organization have to start planning for the migration from three tiers to four.

The objective is to set up an architecture that allows you to deploy and continuously update your services, adapt to rapid change, and scale up to deliver excellent performance.

Client devices consuming these services must dynamically compose these capabilities in near-real time to create an outstanding user experience.

Application infrastructure powers this change. Instead of building objects that interact with each other, we use Lambda architectures implemented by Neosperience Cloud to code reactions to environmental changes in right-time.

For example, if a significant event happens in the news, the retailer or brand can leverage our infrastructure to push an alert to the customer's Facebook Messenger, iMessage, or WhatsApp-based chatbot.



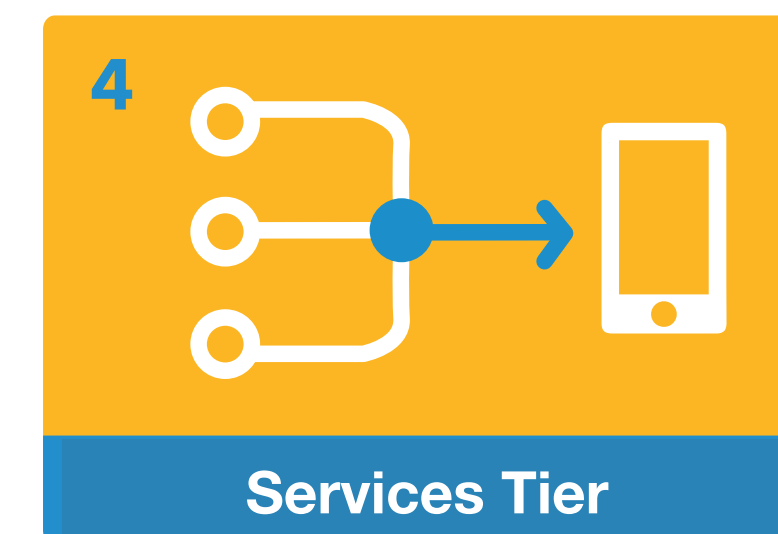
- Mobile native, web and conversational clients
- Wearables and IoT
- Responsible for service delivery



- Optimizes content for proper display on customer's device
- Caches content for performant delivery



- Aggregates and federates services tier data
- Performs data protocol translation (i.e. SOAP to JSON)



- Connects existing systems of record and legacy systems
- Drives personalization by monitoring user and social networking behavior



Serving your customers anytime, anywhere, any channel with a unified identity

Coherence and consistency to build a robust and recognisable digital identity. One navigation pattern, one visual and lexical code to design an integrated identity through all channels for a comfortable and enjoyable membership experience, as the basis of the unbreakable community of your brand.

Personalization: making your brand personal and relevant to the moment

Content personalization across the whole customer journey and non-stop digital interaction with the customers to enable their immediate access to all the features they need at the exact moment they need it.

Different channels, different interactions

Each channel is designed for its own context. A consistent approach allows your customers to choose the best channel to fulfil their needs.

Personalization will support users so that they can enjoy each moment of their relationship with your brand, across all touch points.

Single customer profile

When logged in, the customer's profile can be used to tailor their experience further and allow your customers to be engaged with a crafted, relevant interaction.

Personalized recommendations and services allow accessing different offers and contents according to the customers' needs, statuses, desires, habits, and behaviors.

All features will be designed according to content and context

Personalization affects the way things feel to customers, promoting the content they want, or driving their choices about products and services.

This is paramount in creating a customer experience that is both unified and delighting.

Demographic information

Gender, age, family, location.

Customer preference

Opinions and interviews on selected topics, and interaction across channels.

Purchase history

Based on data related to transactions.

Psychographics and behavioral data

Sentiment analysis, taps, navigations, response to actions.





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