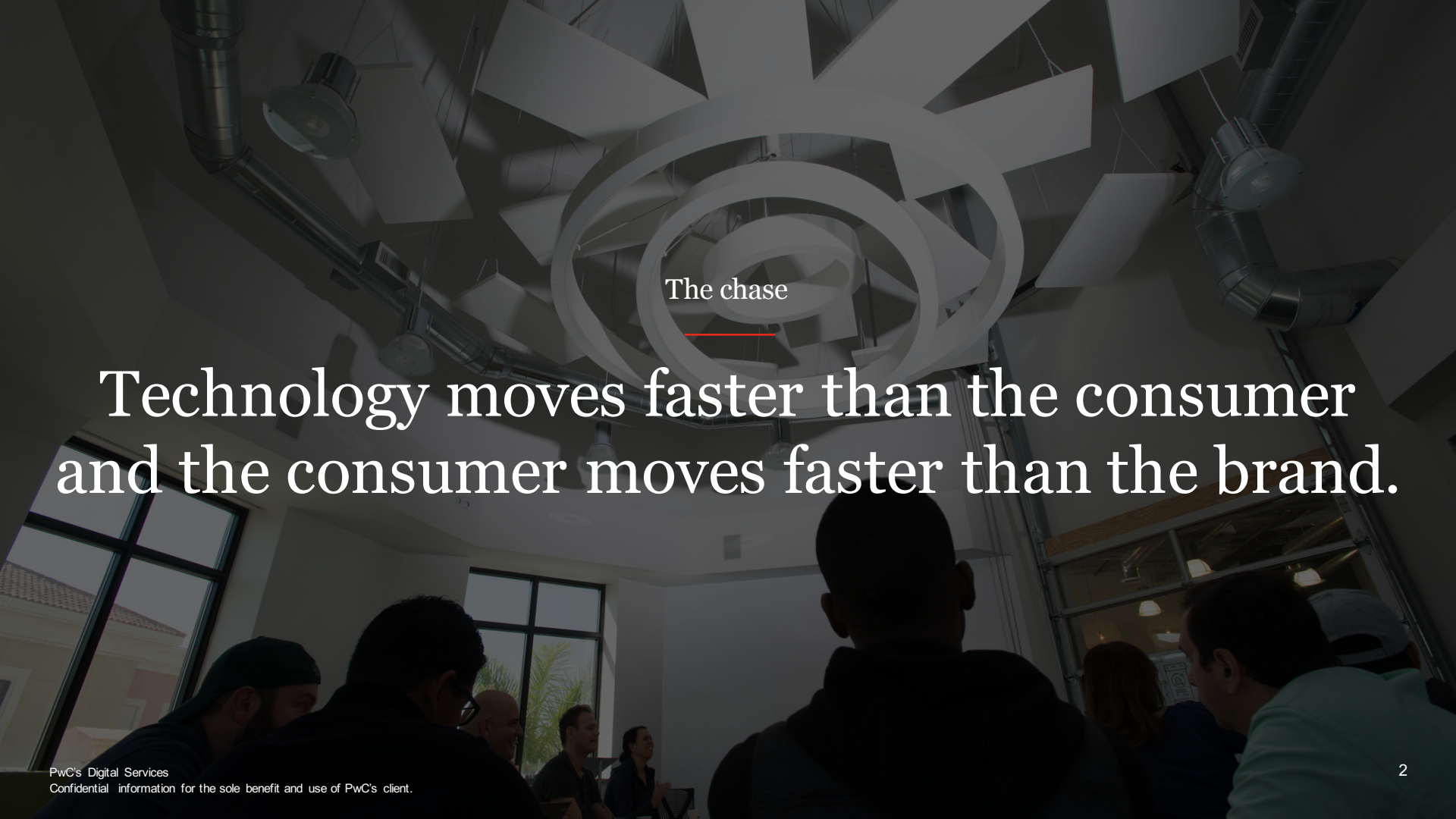
01.04.16

Bending Consumer Journeys To Align Business And Consumer Needs

pwc

Strictly private and confidential



The chase

Technology moves faster than the consumer and the consumer moves faster than the brand.

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No Apps

No way my consumers will download my brand app

- App Less strategies
- Android/Google addressing
- Chat Bots

Apps

I can get all my consumers on my mobile app and more

- Overly optimistic at times
- Uphill battle to attain adoption
- Even harder to retain
- Two categories utilitarian or content centric

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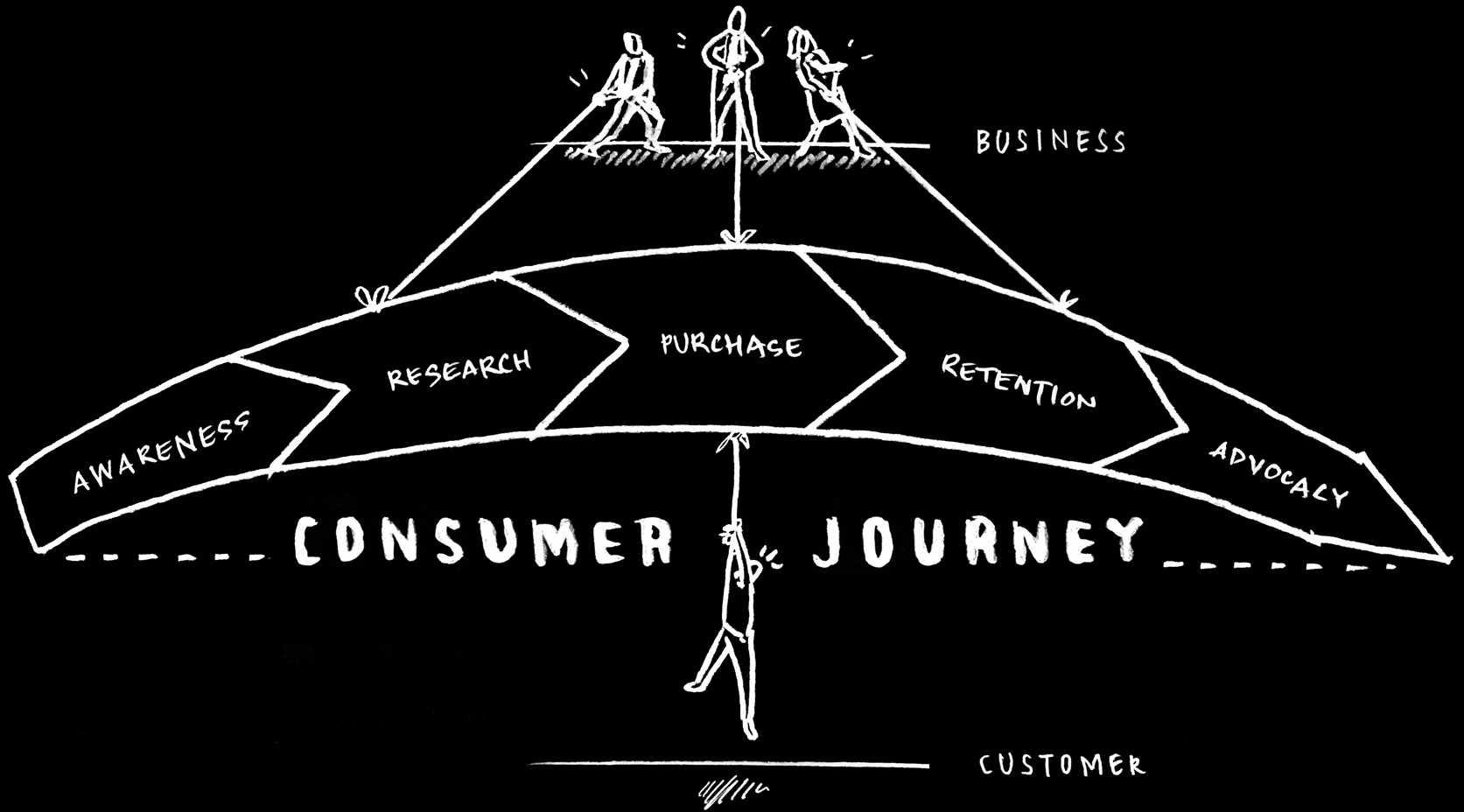
Some History

Traditionally brads communicated with the consumers in a one way stream with the occasional ethnography study to understand their consumer.

With the evolution of social networks(post 2005) consumers gained a voice so brands were forced to start listening and engaging in 2 way communications to truly engage the consumer

Real time, contextual experiences, instant gratification and true person to person communication is now the expectation from the consumer.

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BUSINESS
AWARENESS
RESEARCH
PURCHASE
RETENTION
ADVOCACY
CONSUMER JOURNEY
CUSTOMER

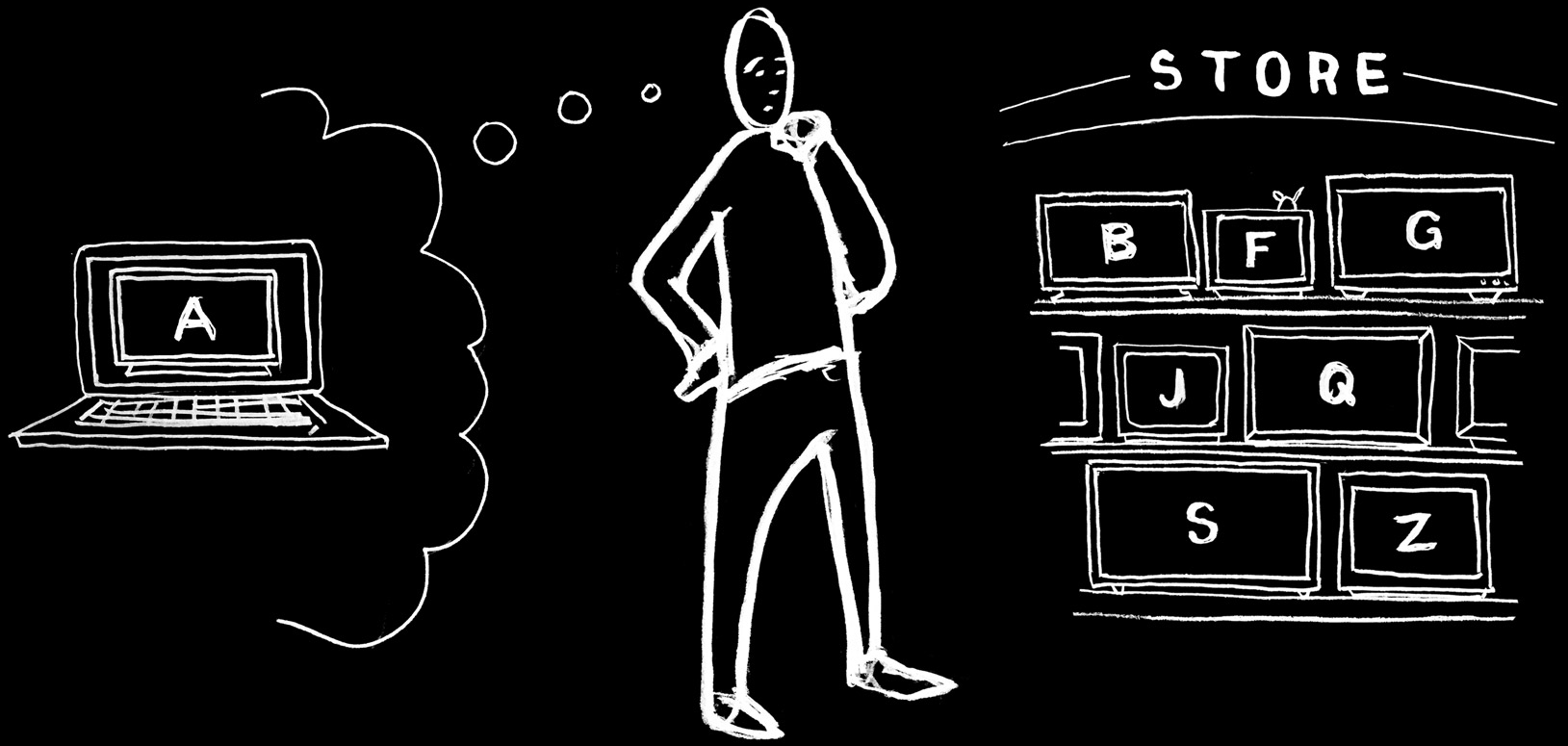
The PwC Retail and Consumer Sandbox. An experiential proof of concept for usability testing.

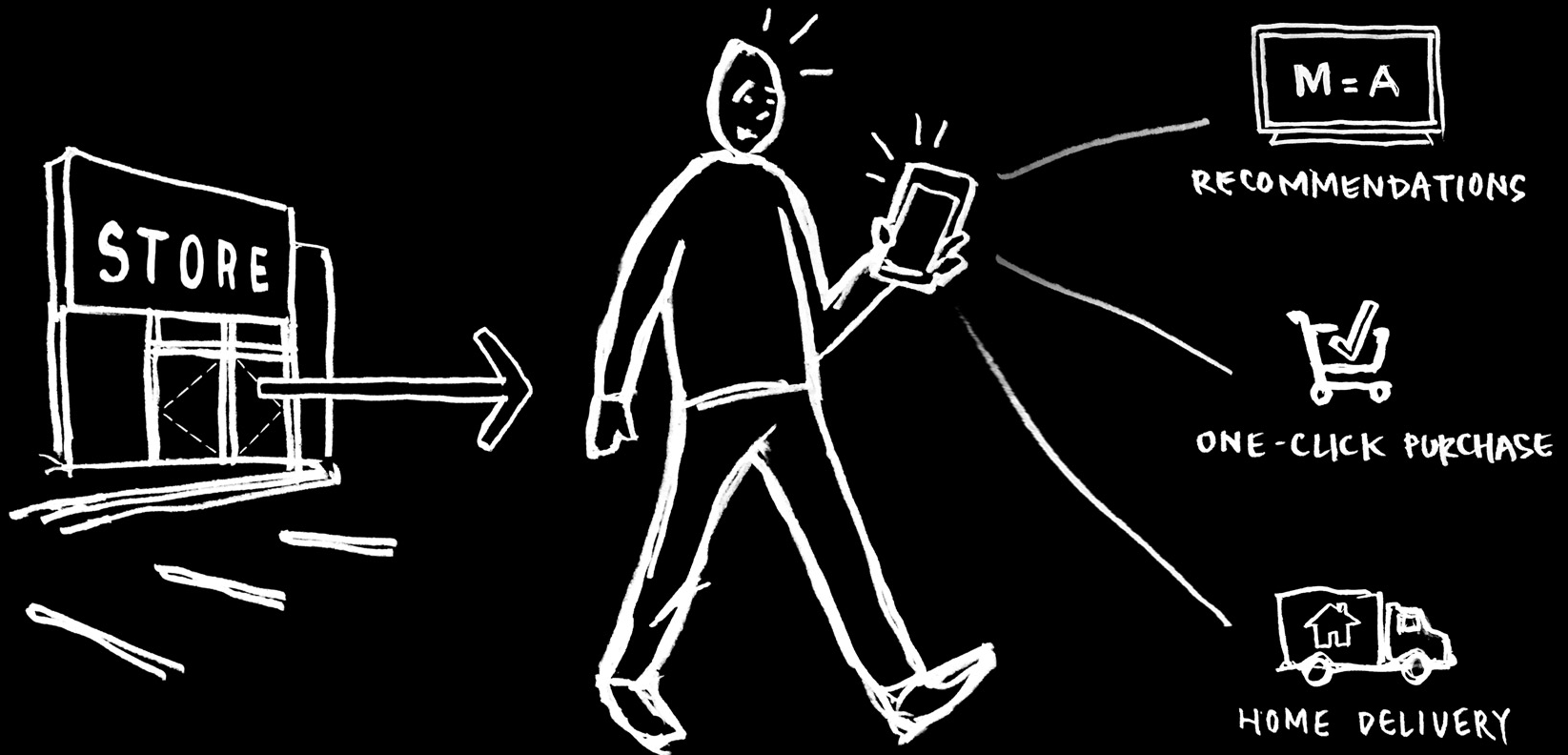









A
STORE
B
F
G
J
Q
S
Z


STORE
M=A
RECOMMENDATIONS
ONE-CLICK PURCHASE
HOME DELIVERY



Ways to bend a consumer journey

Proximity marketing

Contextual in App content

App notifications

Clienteling intelligence

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All fine but how do we get it done?

Innovation
Moving into whitespace

- Immersion and Acceleration Labs
- Rapid Prototyping
- Minimum Viable Product Definition
- Internet of Things
- Visioning (e.g. wearables, NFC, sensors, etc.)
- Experience Radar
- The North Experience

Strategy
Maximizing business value

- Disruptive Business Models
- Opportunity Visualization
- Value Migration
- Scenario Planning
- Capability Roadmap
- Digital Operating Model for Talent & Culture
- Digital Commerce
- Digital Behavior Assessment

Experience
Improving people's lives

- Human Centered Design
- Journey mapping
- Prototyping and Concept Visualization
- Data Visualization
- User Experience and User Interface
- Concept and Usability Testing
- Ethnography & Behavioral Economics
- Personalization and Content Strategy
- Content Holistic

Technology
Objectively viewing the connected world

- Business Transformation
- E-Commerce
- Content Management
- Social, Mobile & Local Platforms
- Marketing Platforms (Advertising, Campaign, A/B, DMPs, etc.)
- Sales & Service Enablement
- Enterprise Integration
- Digital Operations
- Emerging Tech
- ScanTechnology Audit

Analytics
Identifying insights that matter

- Social Impact
- Marketing Attribution
- Mobile Outcomes
- Predictive Analytics
- Multi-Channel Behavior
- Segmentation
- Media Effectiveness

Activation
Locking in business value

- Lead Acquisition and Nurturing
- Search and Display (SEO, PPC, Display)
- Outcome Optimization (Media Buying, Social Engagement, Mobile, etc.)
- Re-targeting
- Shopper Marketing
- Media effectiveness

Focus:

XX%	XX%	XX%	XX%	XX%	XX%

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THE RIGHT ANSWERS

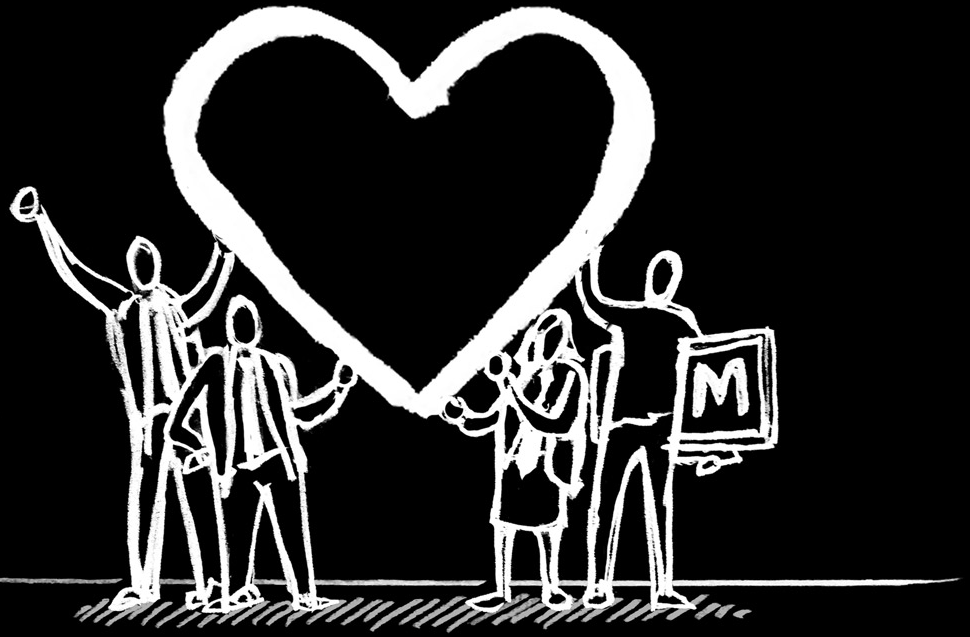
Catalyst: Collapse months into days. Discover your opportunities to bend.







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BUSINESS + CUSTOMER

Thank you!

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