



LEARNINGS FROM EFF WEEK 2016

IS CUSTOMER EXPERIENCE THE ULTIMATE EFFECTIVENESS TOOL?

How relevant is marketing communication spend in a world where customer experience is the biggest driver of brand performance? How can all aspects of the brand experience be optimised?



EFF WEEK HEADLINES

#CONTEXT

- There is nothing new about brand and business success being driven by a focus on delivering a great customer experience, and it's certainly not all about data and technology. But the capabilities (speed, cost, personalisation, joining up delivery across touch points) of technology have driven CX to the forefront of marketing effectiveness and set the bar higher. The delivery of a holistic customer experience is something no brand can ignore.

“Improving customer experience has driven growth in the business more than anything else”

Jeremy Ellis *TUI*

#ROLES

- The CX world is still one in which marketing communications and the marketing department play an active part but one that has to be co-created, co-owned and co-delivered by the whole organisation. And for many still-siloed organisations this heralds challenges, new ways of thinking and working.
- Rather than a comms idea, it's more likely to be driven by a growth-driving business agenda and broader purpose. But as the consumer experts in the business it provides marketing people with the opportunity to extend their role to a broader palette of touch points, working alongside others to reinvent service and the customer experience.

#BARRIERS

- Less than one in three organisations are truly joined up enough to deliver a compelling, coherent CX
 - massive silos still persist, with change often creating new silos.
- Strategy is too siloed with rigid, short term gains prioritized.
- People must be empowered right across the organization

“Customers are incredibly uncompromising. They demand an outstanding experience through every interaction”

Rich Bryson *Brand Learning*

#REQUIREMENTS

- Joining up delivery demands invention in strategy and execution, co-owned iteration and continuous improvement, for example, Virgin America’s constant reinvention of services
- Integration of real working practices; fluid processes, cross-functional teams, with marketing bringing insight as the customer champion.
- Ingenuity in people; with systems, technology/ AI empowering people to respond to customers rather than execute top-down instructions; e.g. Zappos.com

“Our job as a cross-functional team is to become more relevant more often and therefore drive frequency with customers”

Nathan Ansell *M&S*

#CASE STUDIES

- The session shared two inspiring CX cases studies (see the video), for M&S Food and Tui.
- Both are excellent examples of the principles for a successful CX driven strategy and delivery. The start point for both is a ‘whole business’ objective and a clear purpose and vision. And both demonstrate holistic delivery across all touch points via fluid cross-functional teams.
- Together with the strategic framework provided by the Wharton Project (‘Beyond advertising: creating value through all customer touchpoints’) and the Brand Learning Report these are essential reading for any organisation aiming to win and grow via CX.



CONTENT SUMMARY

VIDEO - PANEL DISCUSSION

IS CUSTOMER EXPERIENCE THE ULTIMATE EFFECTIVENESS TOOL?

Rich Bryson Group Client & Propositions Director *Brand Learning* · **Nathan Ansell** Global Director - Loyalty, Customer Insight and Analytics *M&S* · **Jeremy Ellis** Marketing and Customer Experience Director *TUI UK & Ireland*

39 minute watch

View at: <http://www.effectivenessweek.com/customer-experience-effectiveness-video/>

In this session brand marketers who are investing heavily in CX shared their learning to date and how they anticipate that CX will pan out in the future.

VIDEO - INTERVIEW

JEREMY ELLIS, TUI, ON MERGING MARKETING AND CUSTOMER EXPERIENCE

Jeremy Ellis Marketing and Customer Experience Director *TUI UK & Ireland*

3 minute watch

View at: <http://www.effectivenessweek.com/interview-merging-cx-marketing/>

Jeremy Ellis leads both customer experience and marketing within his organisation. He talks about how they have created a culture that values CX.

REPORT

DELIVERING THE CUSTOMER EXPERIENCE - JOIN UP TO STAND APART

Brand Learning

Available at: <http://www.brandlearning.com/growth-drivers/latest-research/delivering-the-customer-experience-join-up-to-stand-apart/>

Joined-up, differentiated customer experiences are proven to drive advocacy, loyalty and growth. Yet siloed ways of working and behaviours are still a major barrier to delivering exceptional customer experiences. The report, supported by quantitative data from over 1,000 contributors, identifies how 'Growth Driver' organisations are using co-invention to join-up strategies, ways of working and execution.

BOOK

BEYOND ADVERTISING: CREATING VALUE THROUGH ALL CUSTOMER TOUCHPOINTS

Professor Yoram (Jerry) Wind and Catharine Hays *The Wharton Future of Advertising Innovation Network*

Published by Wiley

Available here: <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1119074223.html>



If you would like to get involved in the EffWorks initiative in this area please contact Janet Hull at the IPA:

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