

Operationalizing Customer Experience Initiatives

Applied Business Architecture

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TODAY'S EXPERIENCE



Part 1: 20 Min.

Customer Experience Review

- A Feud, a Definition & a Video



Customer Experience Logical Architecture

- The Orchestrated CX Platform



Part 2: 10 Min.

Business Architecture & Customer Experience

- Operationalizing Customer Experience Strategy



Part 3: 70 Min.

Team Exercise

- Brainstorming, Voting, Designing, & Readout

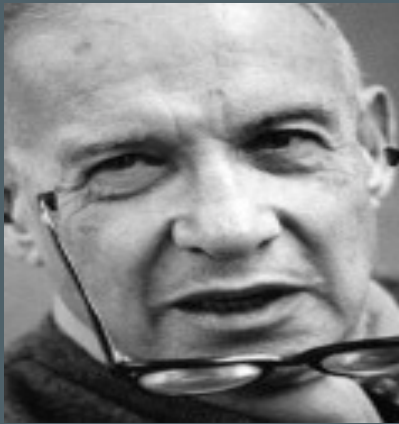


Close: 15 Min.

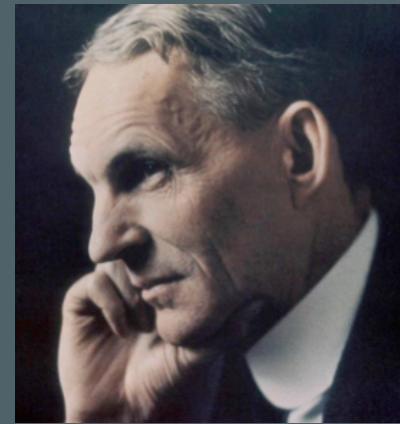
Questions & Next Steps



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We know Customers
Are Important



Peter Drucker

Henry Ford

The purpose of a business is to
create, [service], and keep
a customer.

It's not the employer that pays the
wages. Employers only handle
the money.
It is the **customer** who
pays the wages.

THE NEW REALITY – CUSTOMERS CONTROL OUR DESTINY



500 Billion

Number of impressions U.S. customers make on one another about products and services each year.

—Forrester

They're Empowered

*"Companies were in control up until 2000.
But now the customer is in the driver's seat.
If you embrace that, you will thrive. If not,
then by 2020, you will not survive."*

—Jamie Nordstrom



But, What is Customer Experience?



CX Definition FEUD

1) X X X X X X

2) X X X X X X

3) X X X X X X

4) X X X X X X

5) X X X X X X

6) X X X X X X

7) X X X X X X

8) X X X X X X

9) X X X X X X

10) X X X X X X

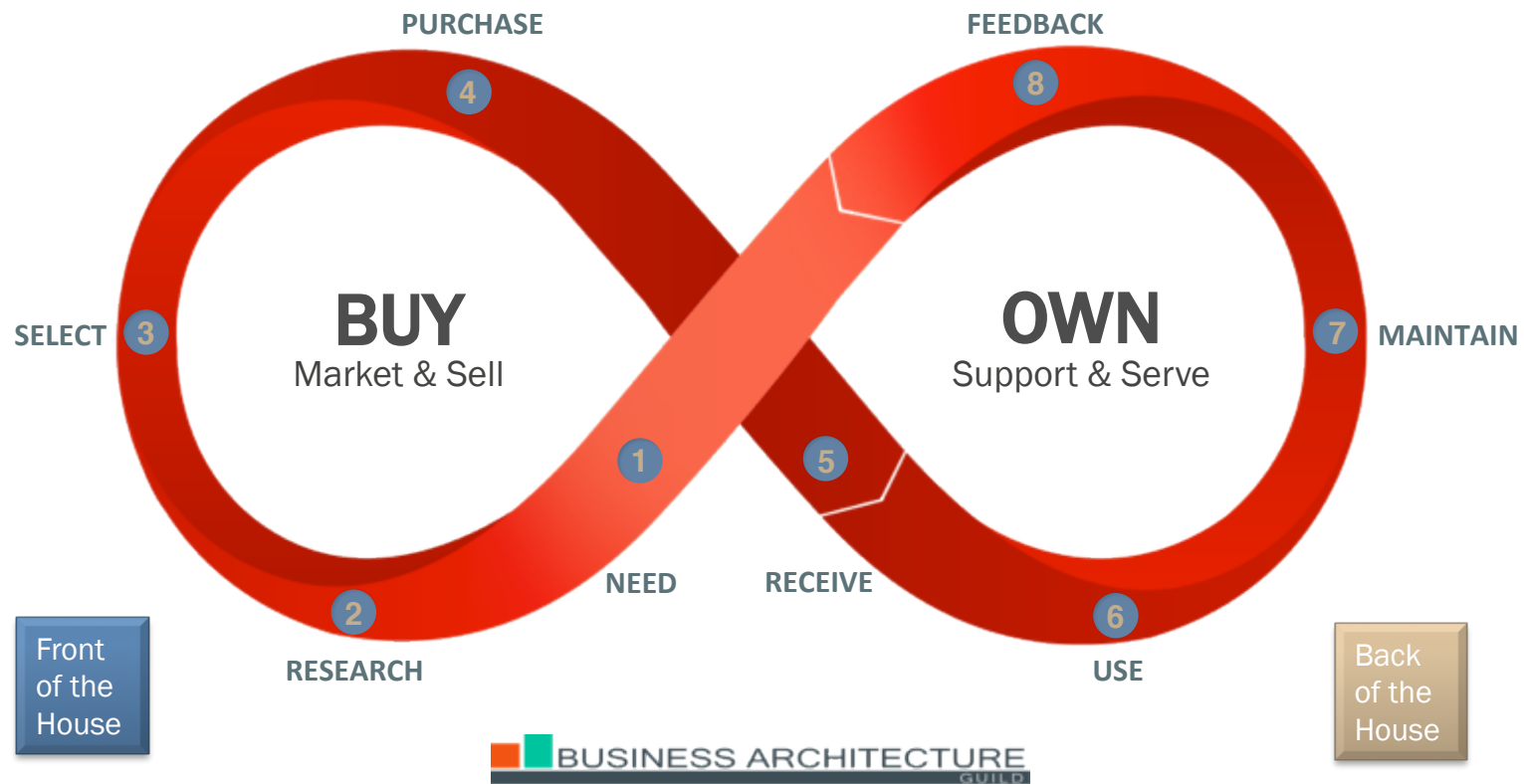


cus·tom·er ex·pe·ri·ence

AN OUTSIDE-IN VIEW OF THE ACCUMULATION OF **ALL EXPERIENCES**
AN INDIVIDUAL HAS
WITH A SUPPLIER OF GOODS OR SERVICES,
OVER THE **DURATION OF THEIR RELATIONSHIP** WITH THAT SUPPLIER.



CUSTOMER EXPERIENCE LIFE CYCLE

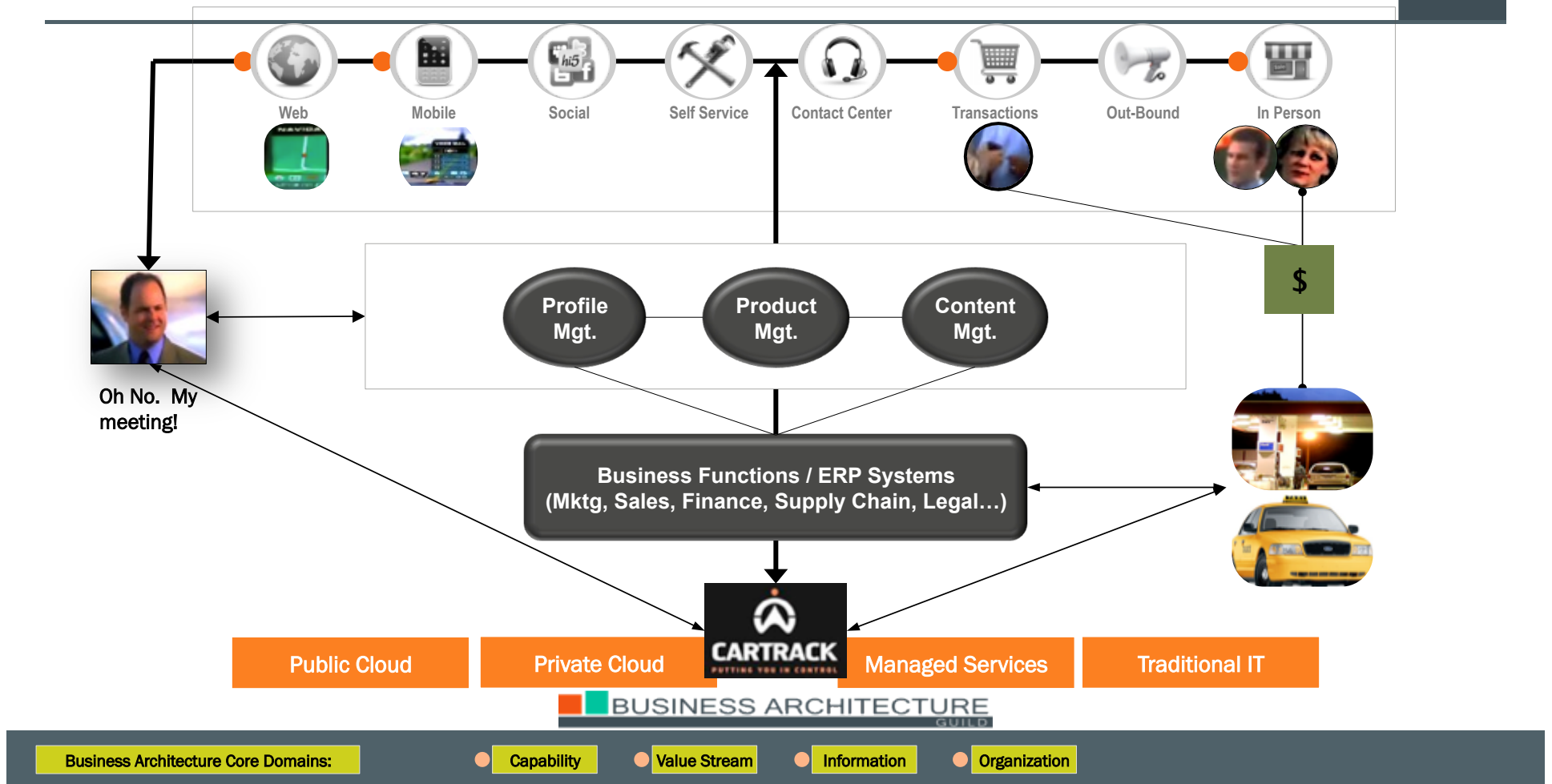


... all experiences over duration of their relationship

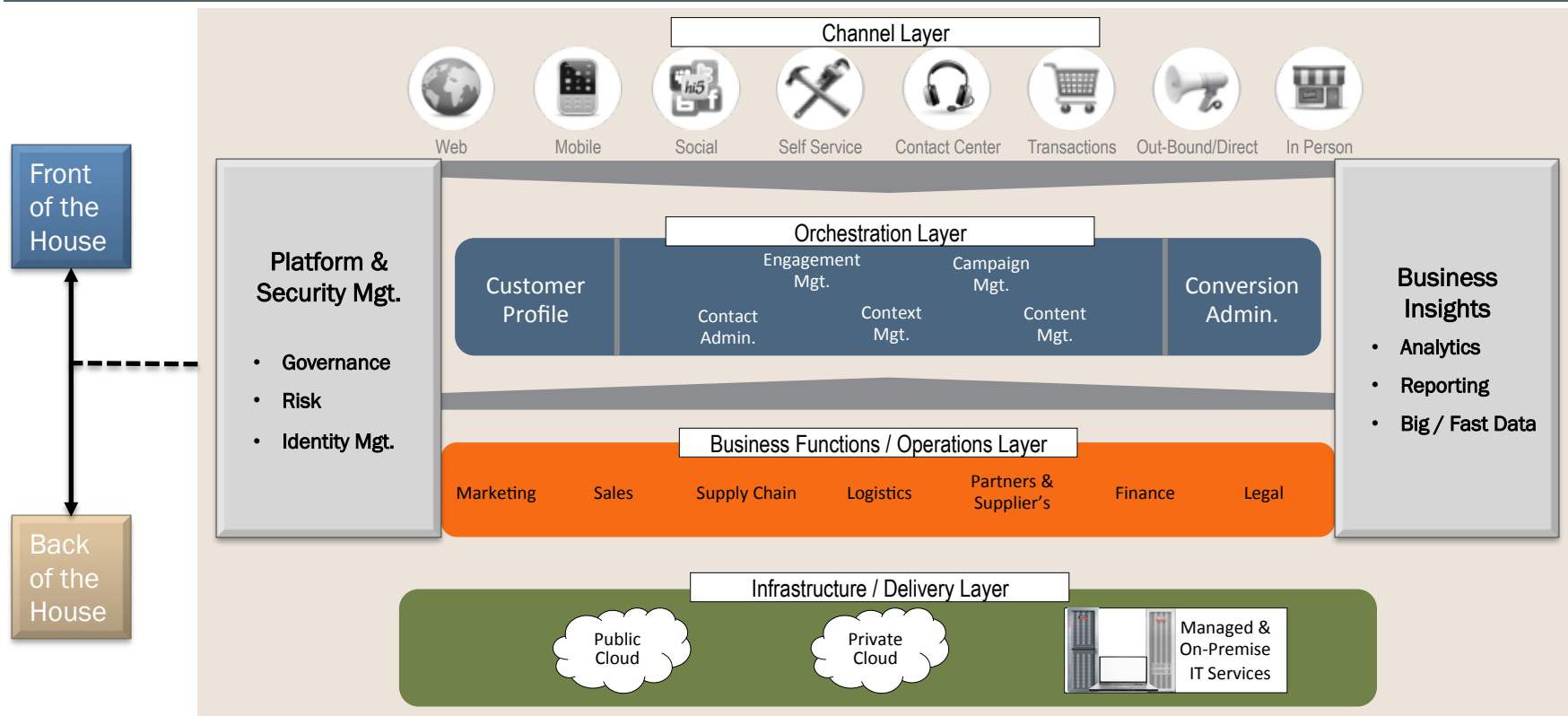
NOW A VIDEO: TERRY'S EXPERIENCE



CarTrack: Architecting Terry's Experience



ORCHESTRATED CX PLATFORM: LOGICAL ARCHITECTURE



 **BUSINESS ARCHITECTURE**
GUILD

Capability

Value Stream

Information

Organization

customer experience: “the rest of the story”

Thank you Paul Harvey

An outside-in view of the accumulation of all experiences an individual has with a supplier of goods or services, over the duration of their relationship with that supplier, **enabled by** ...

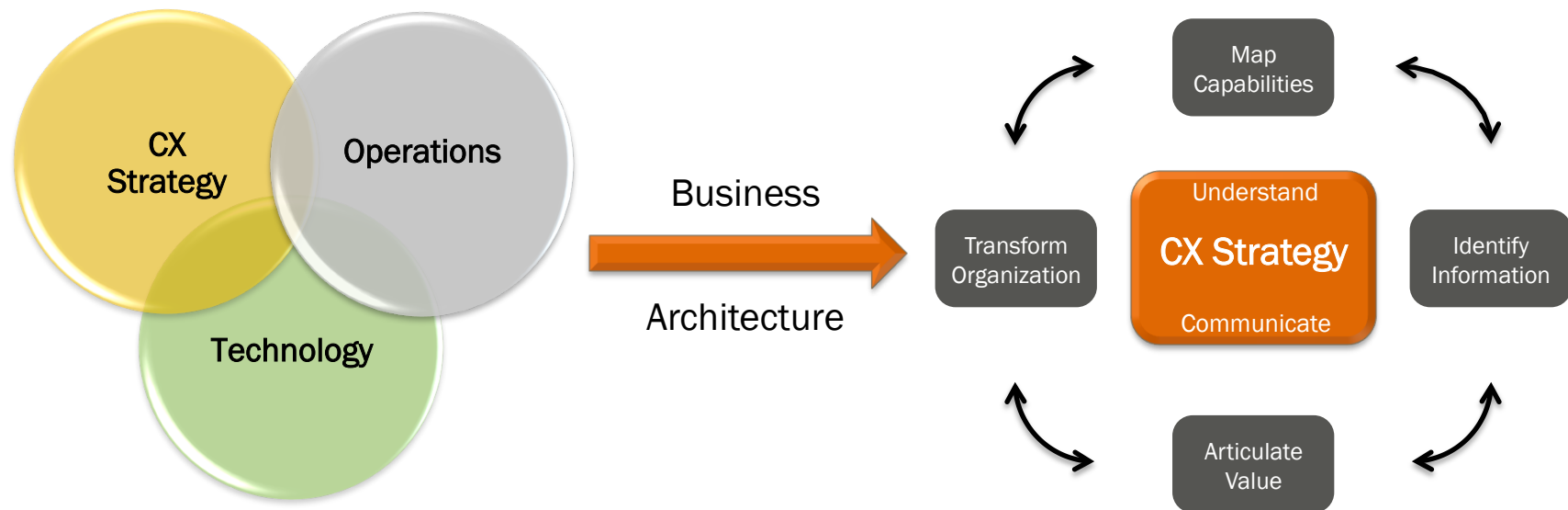
The “platform” (business functions, people, processes, and data) necessary to support and create value from the individual’s experiences



REALIZING THE VALUE



Business Architecture: Operationalizing Customer Experience Strategy

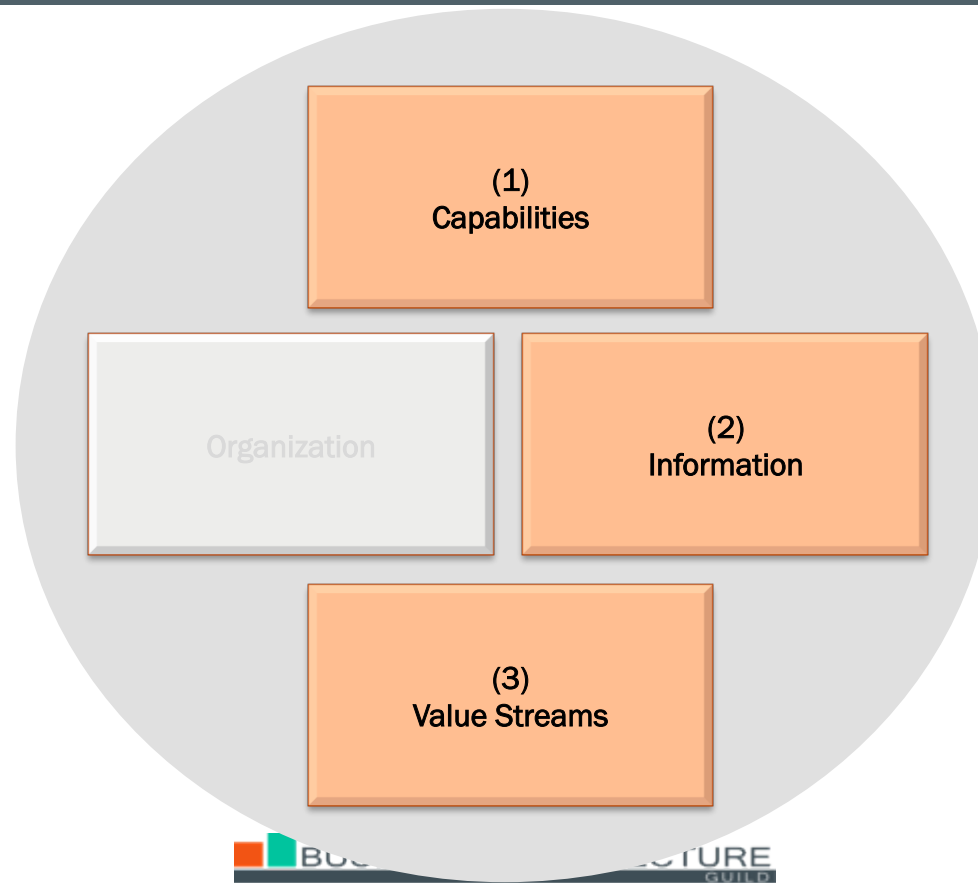


TEAM EXERCISE

And Deliverable (Readouts)

- Exercise: 50 Minutes / Team
 - Deliverable: Customer Experience Design Worksheet
- Readout: 2 Minutes Each

CORE BUSINESS ARCHITECTURE DOMAINS – EXERCISE FOCUS



1) CAPABILITY 2) INFORMATION 3) VALUE STREAM

Within Your Assigned Team Core Business Architecture Domain (1, 2 or 3 above)

Answer the Question:

What are the the most critical
COMPONENTS to operationalizing an
organization's customer experience
strategies?

STEP 1: SELECT TEAM LEAD [1 MIN]

Answer the Question:

What are the the most critical COMPONENTS to operationalizing an organization's customer experience strategies?

OVERVIEW (45 Minutes TIMED ACTIVITY)

- Teams of 6 – 10 individuals
- Each Team is Assigned ONE Core BA DOMAIN
- Select 1 Team Lead: **“Keeps Team Moving”** towards deadline
- Highly Interactive/ Relationship Development
- No Right or Wrong Answers
- **Output:** CX Design Worksheet (Hardcopy & Softcopy)

STEP 2: BRAINSTORM 15 – 20 DOMAIN COMPONENTS [9 MIN]

Team Lead: Use Flip Chart Provided

What are the the most critical COMPONENTS to operationalizing an organization's customer experience strategies?

No.		Front of House (FOH)		Back of House (BOH)
1		List components randomly		Do Not try to prioritize ... yet
2				
3		Minimum of 10 captured		Stop when / if 20 captured
4				
5				
6		Must Have 5 FOH minimum		Must Have 5 BOH minimum
7				
8				
9				
10				

Must have at least 5 FOH and BOH components listed

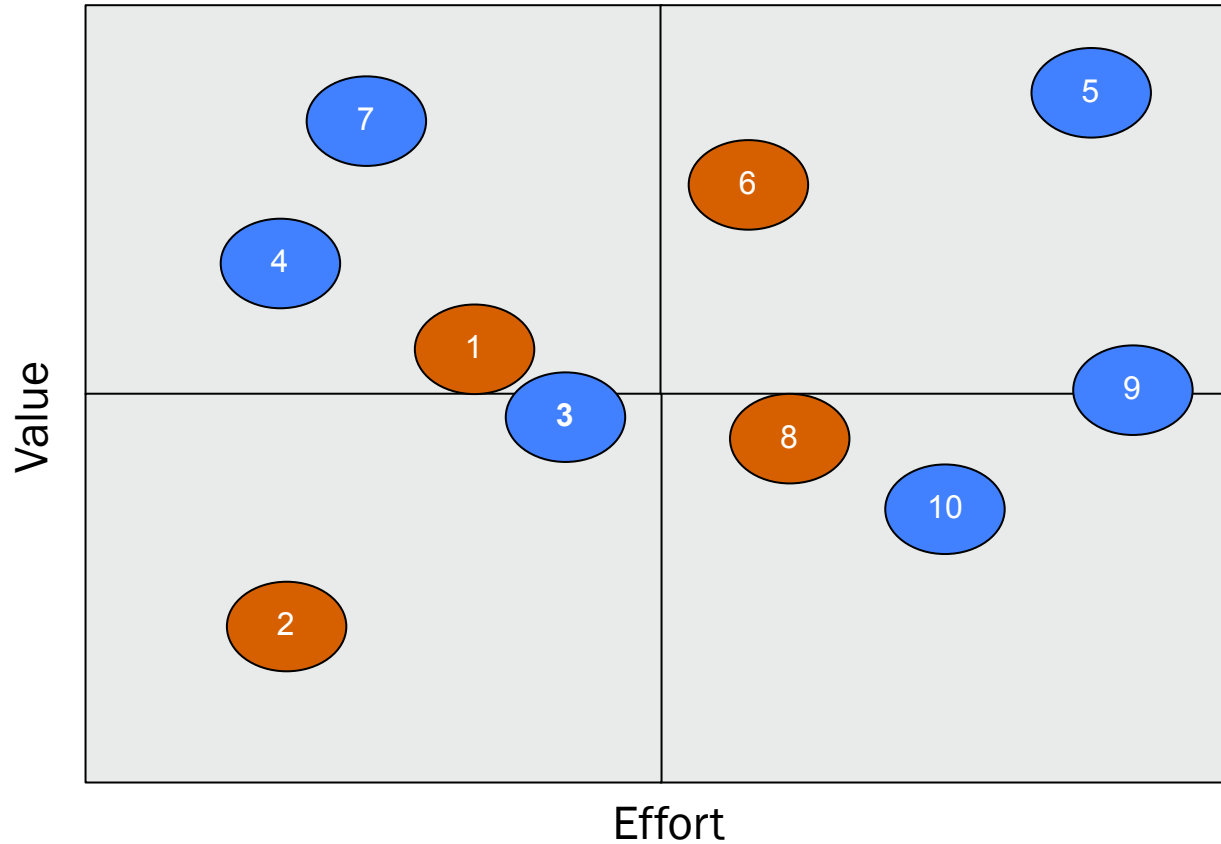
STEP 3: SELECT YOUR TOP 10 – VOTING [5 MIN]

Team Lead Facilitates – Use Show of Hands



No.	Votes	Front of House (FOH)	Votes	Back of House (BOH)
1		Rapid Fire Voting		No Debating Pros / Cons
2				
3		Use Show of Hands to vote		Break ties after all votes taken
4				
5				
6		Must Have 2 FOH minimum		Must Have 2 BOH minimum
7				
8				
9				
10				

Must select at least 2 FOH and BOH components in top 10

STEP 4: PRIORITIZE YOUR TOP 10 – VALUE .VS. EFFORT [15 MIN]



Number	Component Name/Description
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

	FOH
	BOH

STEP 5: DEVELOP CX DESIGN WORKSHEET [15 MIN]

Customer Experience & Business Architecture: DESIGN WORKSHEET	
Perspective	FOH (Front-of-House) / BOH (Back-of-House) BA Domain: >> Capability <<
WE BELIEVE:	Personalization Management _____ : a critical [FOH / BOH] CX Capability <i>{critical FOH/BOH Component}</i>
REQUIRING INPUT OF:	User Information, Chanel (Web, Mobile, Self Service, etc.), Physical Device (tablet, phone, laptop, in-person), & Geo-Location <i>{Data, Information, People, Process, Technology}</i>
WITH MAPPING TO:	CX Channels, Business Units, Stakeholders, Customer Types and Value Streams _____ <i>{BA artifacts/blue prints – i.e. org., strategy, value stream, customer segment, solution, etc.}</i>
ESTABLISHES LINE OF SIGHT TO:	cross-channel customer interactions and the organization's ability to identify and provide a consistent experience to the customer (customer 360). <i>{overall CX business problem / opportunity}</i>

THE GUILD

CUSTOMER EXPERIENCE COMMUNITY

Where to We Go From Here

THANK YOU



QUESTIONS

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