Consumer Pivot to Digital

CRMC
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Consumer Pivot to Digital

Context behind Digital

COVID led Acceleration

Setup for Success
Digital transformation & acceleration is here for good…

- **eCommerce to eConsumption**
- **Targeted to Precision**
- **Mass Marketing to Mass Personalization**

- **2007**: eComm, Information
- **2020**: AI/ML, Cloud, 5G, Voice

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**1998**

**2007**

**2020**
The consumer emotional connection with mobile

The Dopamine Reward Loop

- Pick up your phone
- Dopamine decreases
- Dopamine increases
- You feel happy

2,617 number of time we touch our phones per day

94% of participants reported feeling troubled when they didn’t have it

~3 hours per day

80% felt jealous when someone else held theirs

~ 4.3 seconds each duration

70% expected to feel depressed, panicked and helpless if it was lost or stolen

Source: fracta

Dopamine increases

Dopamine decreases

You feel happy

Pick up your phone

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Pick up your phone
COVID led digital transformation & acceleration

- 5 years of digital adoption in 8 weeks (McKinsey)
- 275 million smartphone users in the US, 3.5B global users (Statista)
- 75% of Americans have changed brands during pandemic (McKinsey)
- 84% of consumers are disappointed with digital services and products (Gartner)

Consumers spent $211.5B in Q2 on e-commerce +31.8% vs. Q1

E-commerce sales in million U.S. dollars

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Consumer behavior changes are often permanent

From Industrial Revolution
- Loss of personal identity
- Discovering one’s identity

To

World War II
- Retribution
- Reconciliation

Source: fractal
Mass Personalization built one use case at a time…

Unified Customer Strategy to deliver individualized, relevant and timely experiences & engagements:

- Single View of Customer (Data/ML Strategy)
- Lifetime Value (Marketing Tactics)
- Campaign Execution (Channel Delivery)

What is your Data/ML Strategy:

- MarTech stack = Car
- ML = Driver
- Data = Fuel/Battery
- Insights = Navigation
- AI = Destination

Faster and granular iterations

Flexible framework enables agile thinking and pivot quickly to continuously changing environments and needs
Machine learning to optimize learnings & impact

Data Collection
- Personal & Profile
- Purchases/Preferences
- Channel Engagements
- Device Experiences
- Products & Location
- Context / Creative

Data Processing
- Data Cleaning
- Data Enrichment
- Normalization

Learning
- Feature Selection
- Learning model

Interpretation
- Customer Touch points
- Web, email, mobile..
Continuous customer journey through lifecycle & test/learn approach

Iterative cross-functional agile process with rapid hypothesis testing and optimizing