

**dimension
data**

**accelerate
your ambition**

Digital Transformation of the Customer Experience

*Mid-Atlantic CIO
Forum – Feb 2019*



Insights
driven by data

We are Dimension Data –

a global technology integrator and managed services provider



Founded
in 1983



35 years of
experience



More than 28,000
employees



In 47 countries



2017 turnover
of USD 8bn



8,000 clients including
70% of Fortune 100 and
nearly 60% of Fortune 500



Over 100 prestigious
industry awards

Why Dimension Data for CX



We employ over
750
*dedicated CX
experts*
around the world

7500
People delivering
*bespoke
outsourcing
solutions*

The solutions we've deployed enable
over 7 billion
customer interactions each year



We hold the *highest levels of*
certifications with the industry's
leading technology partners

10 years
delivering 'as-a-Service' contact center
solutions to our clients

Market citizens with
34 years
of leadership transformation
and innovation

*Our solutions and people
are recognised throughout the
industry globally*

700
Clients managed
with over 100,000 seats through our
Managed Service for Contact centers

Expert status
Globally recognized by key analysts and
thought leaders

*The Global
Customer Experience*

Benchmarking Report



**Annual global
research study**
by Dimension Data



Unique online portal enables customized data to be viewed by *vertical, region, service type, brand positioning, size of operation* and another 5 levels

7 *core review
sections*

**Supported
by many**

of the world's
leading industry
groups and
associations

21 years
of trends, performance
analysis and best practice
techniques

Digital Transformation?



“Digital Transformation means using technology to fundamentally transform the way a company delivers value.”

– Forrester

“...leverage digital technologies that enable the innovation of entire businesses or elements of business and operating models”

– Gartner

“Transforming Customer Experience via understanding, top-line growth, and touchpoints

Transforming Operational Processes via process digitization, worker enablement, and performance management

Transforming Business Models via digitally modified business, new digital businesses, and digital globalization”

– MIT Sloan

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*“Transforming **Customer Experience** via **understanding**, top-line growth, and **touchpoints***

*Transforming Operational Processes via **process digitization**, worker enablement, and performance management*

*Transforming Business Models via digitally modified business, **new digital businesses**, and digital globalization”*

– MIT Sloan

Drivers for digital transformation



New funding models

Accelerating disruption and innovation



Everything, everywhere

The rise of computer-based intelligence



Disruptive fault lines

Security, privacy, and regulation



Shifting economics

Data as digital capital



Talent crunch

Global demand for digital workers



Users before IT

Workplaces designed to enable employee's digital expectations



Materialisation

Revolutionising industrial and commercial processes



Platform economy

The ecosystem battle for scale

Acceleration in the last 20 years



Contact Center Growth

In 1998 our first global benchmarking report placed 'replacing of face-to-face with telephone' as the top trend affecting the service industry.



Improved CX

Twenty years ago, first call resolution was at 83%...it's worsened. Why?



New channels

In 2013, the majority of service providers supported just five contact channels, it's grown to seven.



Social era

Five years ago, most companies were simply monitoring social media chat, for most it wasn't considered a service channel.



Going digital

Customer's preferred channel of engagement has shifted from voice to digital.



Omnichannel

Omnichannel arrived in 2013, and has become one of today's top business visions.

Top 6 factors that will reshape CX during the next 5 years



1 *Analytics*

Becoming data supreme by transforming big data into actionable result driven insights.

Analytics is #1 factor reshaping the CX industry.

3 *Digital Integration*

Connecting multiple customer journeys through omnichannel modelling and integration.

Just 12% of digital business strategies are optimised.

5 *Process Automation*

Streamlining the customer user experience, through the implementation of hybrid virtual assistants.

62% will have capability within 2 years.

2 *Artificial Intelligence*

Driving business growth and extending brand loyalty, through AI and predictive analytics.

72% predict up to a ¼ of human roles will be replaced by AI by mid-2020.

4 *Mass Personalisation*

Utilising our extensive experience in AI and analytics, to enhance customer lifetime value.

For 50%, personalisation is still reactive and relies on customer self-identification.

6 *Workforce Optimization*

Ensuring workplace readiness for digitally on demand consumers.

Some 38% of companies retain resistant, lethargic or neutral approach to change.



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Revolutionising the
Viewing experience
of the Tour de France

406.5 m
Attack

Average speed

70.64

000.3 m


‘ We believe cycling fans deserve a *revolutionary viewing experience* ,

Christian Prudhomme,
Race Director of the Tour de France





The start of A.S.O.'s journey of
innovation...



Official Technology Partner

Tweet
2,099

Following
456

Followers
33.9K

Likes
426

[Follow](#)

2015

Making data available





2015

Making data available



Live tracking
off all riders



Real-time
data analytics



Real-time data
for broadcast



Live tracking
website



VIP
application



Live speed data
on television for the
first time
in cycling history

- Global broadcast still top source of income for the A.S.O.

*Broadcast in 190 countries
on 100 tv channels*

SPORTSNET

EUROSPORT

RDS

NBC Sports

CARACOL

ESPN

S-FLIGHT

SPORT

beIN SPORT

CCTV

EUROSPORT

SBS

J SPORTS

EUR(O)VISION
francetvsport ARD[®]
rtve itv sporza
Rai RTP 2
NOS



A.S.O. is *inventing the digital product*
that will augment the traditional
broadcast and monetise bigger
audiences



Mark Cavendish

@MarkCavendish

Always a little bit pleasing to see
the other side of 100kph...

*This was following
@michalkwiatek down Tourmalet*



Speed was doubted until other
riders tweeted their own speeds...
which were higher...

Data created conversation

Recorded top speed on descent as:

93.38 km/h

(Valverde)



Michal Kwiatkowski

@michalkwiatkowski

@MarkCavendish 102,2km/h

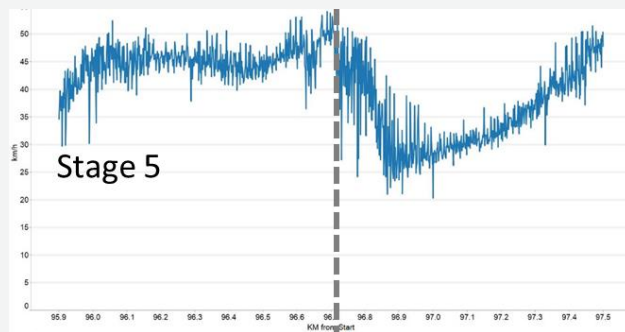




letourdata

@letourdata

Riders slow down by roughly 20km/h when picking up musette bags during the feed zone. #TDFdata #TDF2015



RETWEETS
1,037

FAVOURITES
403

Richer commentary information for television broadcasters and commentators

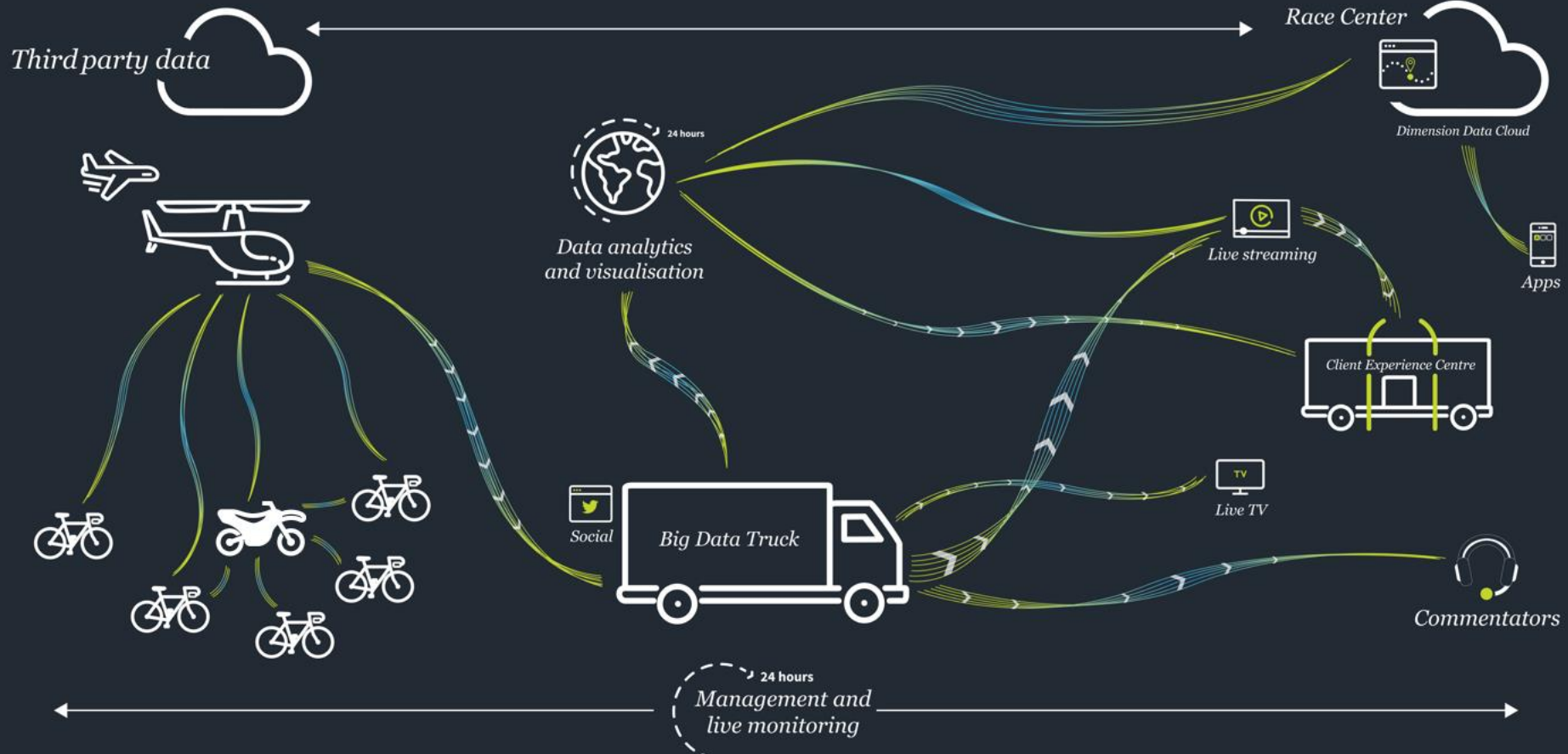


Phil Liggett

@PhilLiggett

Phil Liggett used this tweet in his commentary during a live broadcast 2015





Third party data

Race Center



Dimension Data Cloud



Data analytics and visualisation



Live streaming



Apps



Client Experience Centre



Live TV



Commentators



Social



Big Data Truck

24 hours

Management and live monitoring

24 hours

2016

Telling great stories with data



@letourdata insights and innovation in visualisation



Commentators app



Full race website



Enriched data analytics



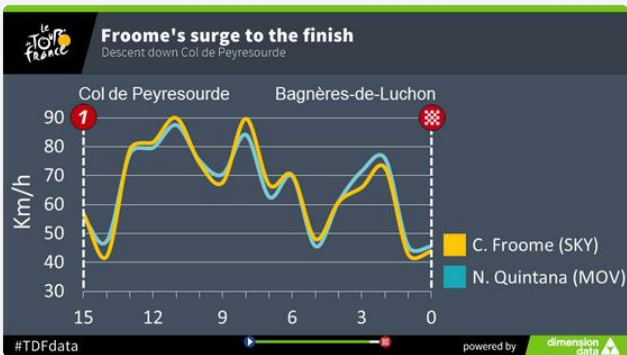
Enhanced live tracking



letourdata

@letourdata

Froome's final descent:
Average speed: 62.5km/h.
TOP SPEED: 90.9km/h!
#TDFdata #TDF2016



Froome (SKY) hit a top speed of

90.9 km/h

gaining 13" on the descent of col de peyresourde (stage 8) to claim the *Yellow Jersey*



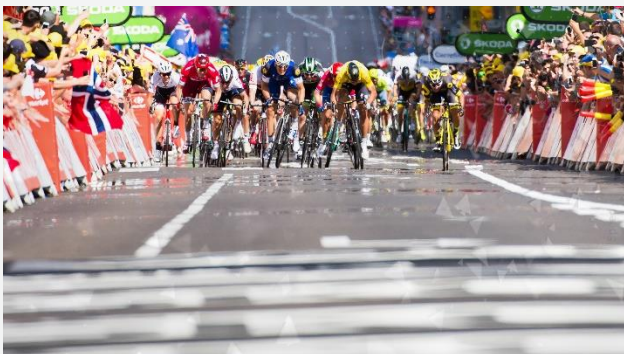
The stories behind the *sprint finishes...*



Dimension Data

@letourdefrance

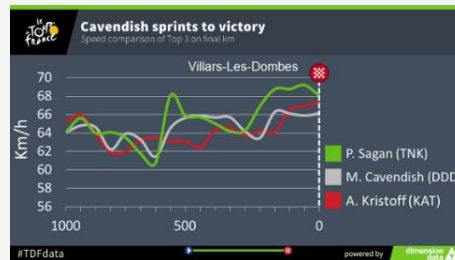
At the end of a long day in the saddle, it's all in the *strategy, power, energy, experience, and timing* to see who has what it takes.



letourdata

@letourdata

With perfect timing and placement, @MarkCavendish sprints to his 30th #TDF stage win! Top speed: 66.3km/h



letourdata

@letourdata

Acceleration heat-map from yesterday's sprint finish. Kittel went faster... but too early. #TDFdata #TDF2016





letourdata

@letourdata

The 187 riders will have to contend with wind again today – gust of up to 60km/h
#TDFdata #TDF2016



Using data to track the impact of *weather conditions* on the race

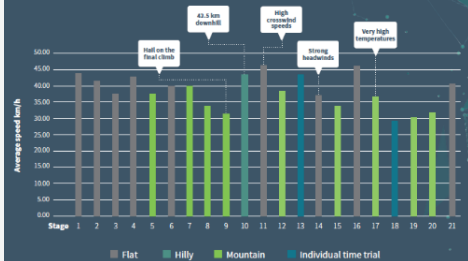


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@letourdefrance

Average speed on each stage
by classification

How the elements affect the speed on a stage

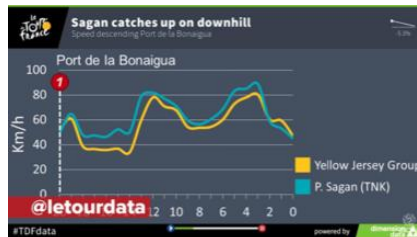


Irrevocably changed the way *media are reporting* on cycling



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@letourdefrance

Data tweets appear in
online webcasts



The Closest Tour De France Yet? | The GCN Show Ep. 183
Official Cycling Network by
95,395 views



Dimension Data
@letourdefrance

Broadcasters request *custom data*
and insights for TV and social media

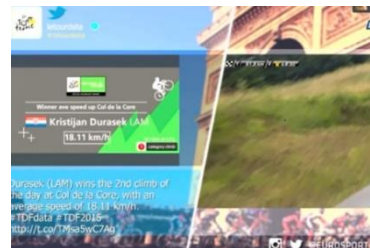


NBCSN Cycling @NBCSNcycling 23 Jul 2015
A look at the speeds of @PierreRolland & @ChrisFroome before their crashes on St. 19 via @DimensionData #TDF2015
You: Rolland Pierre, Romain Bardet and 3 others



Dimension Data
@letourdefrance

Telemetry data and
@letourdata tweets
appear on TV broadcasts
(Eurosport)



#TDFdata hashtag adopted

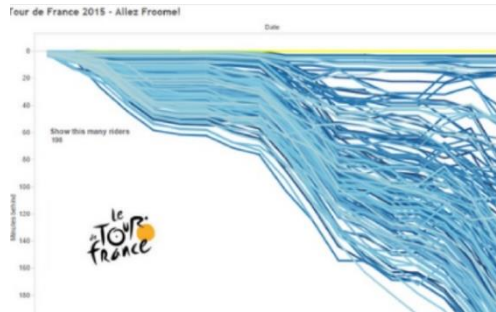
Data reporting now competitive as new accounts, and new data analysts emerge



Neil Richards

@theneilrichards 24 Jul 2015

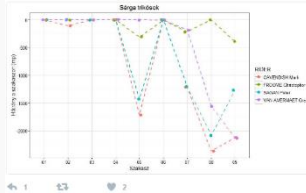
Because I've seen that #tdfdata is a thing. My #dataviz of the #tdf15 standings before today. public.tableau.com/profile/neil.r...



gregoriosz

@gregoriosz

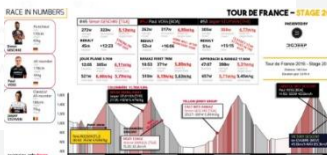
Fróome: minding elöl, sprinterek: a hegyeken lemaradnak. #esbringa #TDF2016 #TDFdata



Philipp Diegner

Last #TDF2016 mountain stage analytics

With @simongeschke @paulvoss86 @Jasperstuyven #TDFdata and Profile @VeloViewer



2017

By using data to predict likely outcomes



2017

By using data to predict likely outcomes



Machine learning and
predictive analytics



Animated data
visualisations



Enriched social
media content



Enhanced
websites

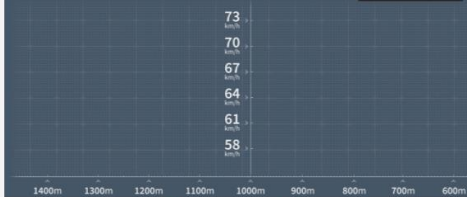


Dimension Data

@letourdefrance

Kittel surges to victory

Speed vs. Position of top 3 in final 700m



#TDFdata

● Kittel ● Demare ● Greipel



Dimension Data

@letourdefrance

Herrada misses out as de Gendt climbs past

The evolution of the gap



#TDFdata



Dimension Data

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How the Break got away

Gap between Peloton and Breakaway (0-15km)



#TDFdata

202.18

Distance to finish



Dimension Data

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Weather conditions - Stage 1

Slight wind and rain on the ITT



#TDFdata

14.00 km

Distance to finish

Favourites on Stage 19

#DDPredictor - Chances of winning



Michael Matthews
(SUN)
75.28%



Edvald Boasson Hagen
(DDD)
76.49%

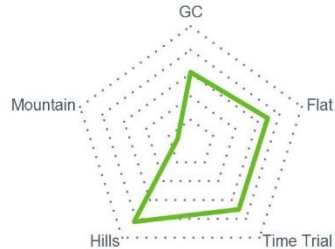


Andre Greipel
(LTS)
73.86%

#DDPredictor

Edvald Boasson Hagen (DDD)

Rider profile calculated on UCI results from the past 5 years



#TDFdata



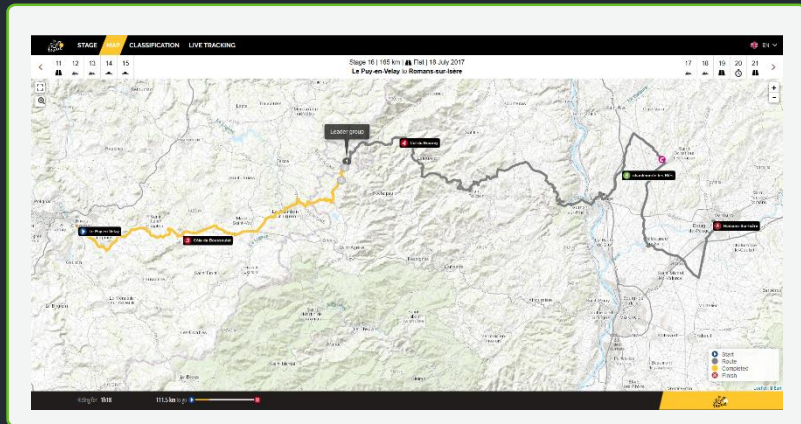
Dimension Data

@letourdefrance

Rien vs Machine – Week 1

	Prediction	Final Result	Prediction	Final Result
Stage 1	Primoz Roglic	65 th Place	Tony Martin (picked 2 of top 5)	4 th Place
Stage 2	Marcel Kittel	1 st Place	Marcel Kittel (picked 4 of top 5)	1 st Place
Stage 3	Greg Van Avermaet	4 th Place	Peter Sagan (picked 3 of top 5)	1 st Place
Stage 4	Mark Cavendish	186 th Place	Marcel Kittel (picked 3 of top 5)	13 th Place
Stage 5	Romain Bardet	5 th Place	Chris Froome (picked 4 of top 5)	3 rd Place
Stage 6	Sonny Colbrelli	84 th Place	Marcel Kittel (picked 4 of top 5)	1 st Place
Stage 7	Arnaud Demare	11 th Place	Marcel Kittel (picked 2 of top 5, all 5 predictions in the first 11 places)	1 st Place
Stage 8	Serge Pauwels	40 th Place	Steve Cummings (0 out of 5 – Predictions lined up with experts, but very complex stage)	179 th Place
Stage 9	Alberto Contador	20 th Place	Chris Froome (picked 2 of top 5)	3 rd Place

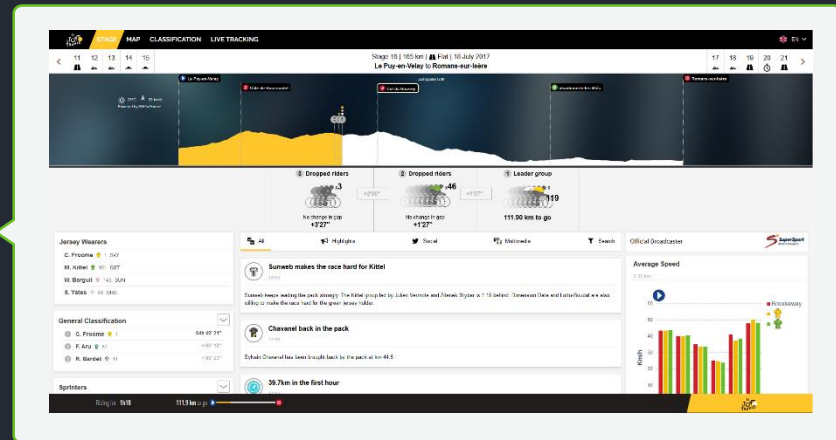
Rien 2 – Machine 7



Stage 11: 105 km | Fri 10 July 2017
Le Puy-en-Velay to Romans-sur-Isère

Overall Points (See stage 15) Total distance

Rank	Country	Name	Points	Team	Time
1	Spain	HURTLE, Mikel	87215	QUICK-STEP FLORES	2:01.00
2	Germany	HUTTENBACH, Michael	87242	TEAM SKY	2:04.00
3	France	GHEPEL, Gildert	87213	LOTUS SOUDAL	2:04.00
4	France	HEISTERS, Alexander	87225	TEAM KATUSHA ALPECIN	2:04.00
5	France	VERMEIR, Sébastien	87227	BOHANNON-BOIS	2:04.00
6	Spain	RODRIGUEZ GALIÀ, Iñaki	87207	EF EDUCATION FIRST	2:05.00
7	France	GRÉGOIRE, Dylan	87240	TEAM LOTUS SOUDAL	2:05.00
8	France	VALDES, Clément	87226	QUICK-STEP FLORES	2:05.00
9	France	MAHON, Christophe	87211	TEAM SKY	2:05.00
10	France	JAKS, Michaël	87211	AG2R LA MONDIALE	2:05.00
11	France	RODRIGUEZ GALIÀ, Iñaki	87211	EF EDUCATION FIRST	2:05.00
12	France	DE GENDRE, Benjamin	87234	LOTUS SOUDAL	2:05.00
13	France	SARAZ, Warren	87211	TEAM SKY	2:05.00
14	France	MAHON, Christophe	87211	AG2R LA MONDIALE	2:05.00
15	France	RODRIGUEZ GALIÀ, Iñaki	87211	EF EDUCATION FIRST	2:05.00





2018

partnership of innovation continues

2018 partnership of innovation continues

**Broadcasting and
data analytics**

**Predictive
cybersecurity**

**Service
delivery**

**Crowdsourcing
innovation**



Elements of CX Transformation

Digital Transformation of the Customer Experience



accelerate
your
ambition

Strategy



Understand Customers



Redefine Metrics



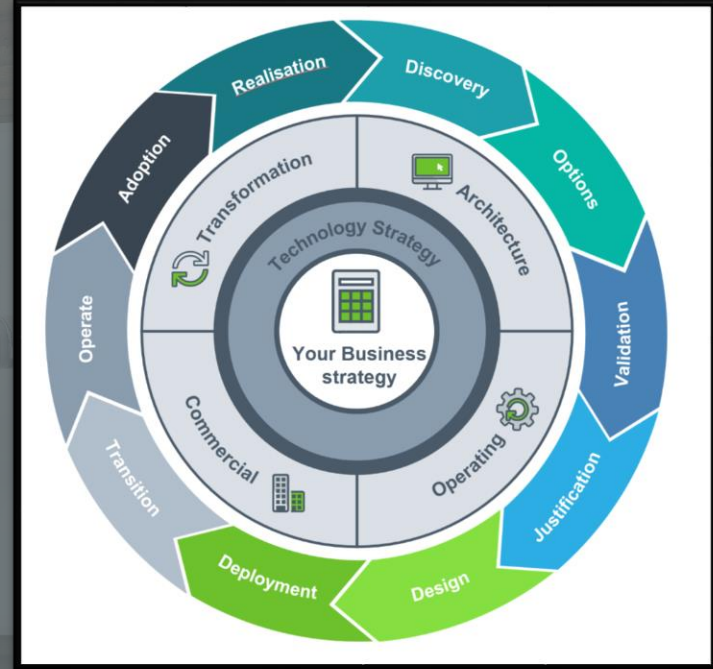
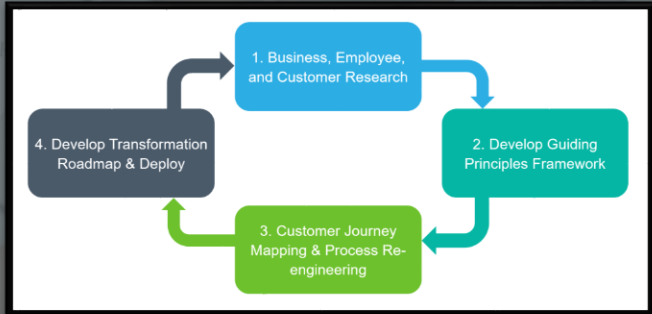
Roadmap



Execute



Strategy



Understand Customers (& Business Process)

*Not all channels
are preferred or
appropriate for all
customer
segments*

*Not all channels
are appropriate
for all business
processes*

*The customer **is**
not always right*

*Make decisions
informed by data
and business
case*

Redefine Metrics

Operational



Customer Focused



Financial

Channel specific

*Aligned to new
Service, Delivery,
Financial Models*

Roadmap

Initiatives should be informed by research

Results should be measurable

Initiatives should be prioritized by business impact

*Keep the roadmap focused (18 months **not** 5 years)*

Execute

Not like this....



1



2



3



4

Like this!



1



2



3



4



5



Questions?