Differentiating with exceptional customer experience

John Schneider
Jason Kondo
Vanessa Rubino
Hi
Professional Background: John Schneider

- **Educational Background**
  - MBA: Santa Clara University, 2006
  - Business Administration: Cal Poly SLO, 1999
    - Concentration in M.I.S.
    - Minor in French from Aix-Marseille III University

- **Career Highlights**
  - Present:
    - Director, Strategy at eBay Enterprise
    - Santa Clara University Adjunct Faculty Member, Leavey School of Business
  - Past:
    - Account Director, LEVEL Studios (2007 – 2011)
    - Program Manager at Seagate Technology (2001-2007)
    - Consultant at Vigilance (2000)

- Blog: [http://mgmtclarity.com](http://mgmtclarity.com)
- Twitter: schneider_j
About Our Passion
#1 the closest device wins

70% used their tablet to browse products

49% used their smartphone to browse in-home

81% of online purchases were completed on a PC

“I used the iPhone at home because it is handy everywhere in the house and I just wanted to do a quick browsing.”

– 37 year old mom
#2 Consumers shop on smartphones at home and in the store

49% used their smartphone in the home for shopping activities

24% used their smartphone at a store to look up prices and reviews

“After I saw the commercial for K-mart, I grabbed my phone and began looking at television prices.”

– 39 year old Vice President
#3 Consumers Use Multiple Devices

AND “UPGRADE” TO MORE FUNCTIONAL DEVICES IF THEIR PURCHASE COMMITMENT INCREASES

44% used more than one device to browse a single item

42% used all of their devices to browse products

“I read emails on my iPhone, but switched to my iPad to have more screen real estate for browsing a product catalog…[and] to view the products in more detail.”

– 46 year old iPhone + iPad 3 owner
eBay Enterprise is a leading provider of commerce technologies, omni-channel operations and marketing solutions for the world’s premier retailers and brands.
Career Choices
Professional Background: Vanessa Rubino

• Educational Background
  – San Jose State University (2008-2009)
  – Bachelor of Science: Santa Clara University 2012
    • Major in Marketing
    • Minor in Retail Studies
    • John was my Capstone Professor

• Career Highlights
  – Present:
    • Associate, Client Services at eBay Enterprise Marketing Solutions

  – Past:
    • Project Coordinator, Silverlign Group, eBay (2012 – 2013)
    • Sales & Management Intern: Woman’s Active, Nordstrom (June 2011-August 2011)
    • President/Creator, Leavey School of Business Golf Club (2010-2012)
Go...

Corporate

Start-up

Or?

Professional Services
Agency Life

What is professional services to you?
Who’s thinking of going into professional services?
What’s driving your motivation?

Mad Men
Typical Marketing Agency Offering

**Research & Strategy**
- Brand and Integrated Marketing Strategy
- Digital / Internet Strategy
- Ideation
- Acquisition, Retention, Loyalty Programs
- Research & Brand Tracking
- Social Media Strategy
- Analytics & Optimization

**Integrated marketing**
- Digital Marketing including Web sites, Online Advertising, and Kiosks
- Direct Marketing
- Brand Communications & Advertising
- Umbrella / Integrated Design Systems
- Print & Collateral, Packaging
- Identity Systems and Logo Development
- Photo/Video Art Direction & Production

**Technology**
- Technology Architecture Consulting
- Digital Product & Application Development
- User Interface Development
- CMS / e-commerce Development & Integration
- Portal Implementation
- Enterprise System Integration
- Cloud Services

**Client Services**
- Account Management
- Project Management
Solution Focus

- Business Requirements
- Customer Needs
- Technology Constraints

Good Strategy
1 + 1 = 3
$1 + 1 = 3$
Consultants are detectives
How would you approach the problem?
Why are many established firms doing poorly?
(hint: don’t blame the economy)
Customer Experience
The Age of the Customer

Source: Outside In: The Power of Putting Customers at the Center of Your Business
Customer Experience Pyramid

Required for all firms competing in industries where consumers have choice

- Enjoyable: “I felt good about that.”
- Easy: “I didn’t have to work hard.”
- Meets needs: “I accomplished my goal.”

Source: Outside In: The Power of Putting Customers at the Center of Your Business
Distribution of Customer Experience Index Scores, 2012

Excellent: 3%
Good: 34%
Okay: 31%
Poor: 23%
Very Poor: 10%

Base: 160 large North American brands scored in Forrester’s Customer Experience Index, 2012, (percentages may not total 100 because of rounding)

Source: Forrester’s North American Technographics Customer Experience Online Survey, Q4 2011 (US)
High, Low, and Average Customer Experience Index Scores by Industry

Base: US online consumers who have interacted with brands in these industries.

Source: Forrester’s North American Technographics Customer Experience Online Survey, Q4 2011 (US)
Correlation between CXi Scores and Loyalty Metrics

Base: US online consumers
Source: Forrester’s North American Technographics Customer Experience Online Survey, Q4 2011 (US)
Customer Experience Revenue Benefits

$70 million in incremental revenue available to health plans even though they are a near monopoly.

Base: US online consumers (numbers have been rounded to the nearest whole number)
Source: Forrester’s North American Technographics Customer Experience Online Survey, Q4 2011 (US)
CXi and Stock Performance


CXi Leaders 22.5%
S&P 500 Index -1.3%
CXi Laggards -46.3%

Source: Watermark Consulting
What makes an exceptional customer experience?
Professional Background: Jason Kondo

• Educational Background
  – Business Administration: Cal Poly SLO, 2000
    • Concentration in M.I.S.
    • I did not know John

• Career Highlights
  – Present:
    • Director, User Experience at eBay Enterprise
    • Chief Sneaker Officer

  – Past:
    • Sr. User Experience Designer, VMware (2007 – 2012)
    • Director, Strategy at LEVEL Studios (2005 – 2007)
    • Director, User Experience at LEVEL Studios (2002 – 2005)
    • I did not take advantage of my college years
Looking at the holistic experience (big picture)

CONNECT
with the brand

ENGAGE
with the brand across properties

CONVERT
to customers

RECONNECT
with the brand after they purchase
Core Principles

• Each project has user-centric business objectives (revenue, transactions, education, awareness, engagement, etc.) and we design the best experience possible to achieve those objectives.

• The experience should be focused but not restrained.

• Users are always the center of the decision universe.
What TACTICS make an exceptional customer experience?
It Depends!
Thank you

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