

Customer Experience in Digital Age

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5 Great Customer Experiences

**First Impressions Can
Make or Break an Experience**

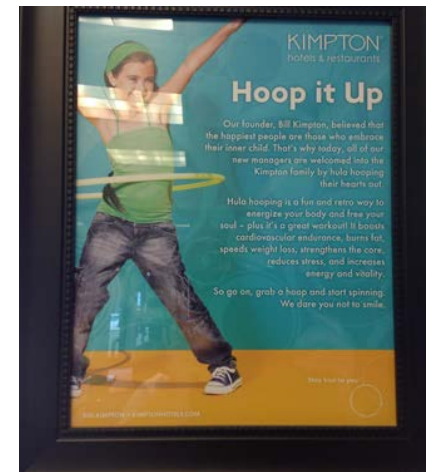
**Personalization Is The
Ultimate Microinteraction**

**Emotional Interactions are
the Most Powerful**

**Fun Is a True
Differentiator**

Hassle-Free Experiences Rule

by CustomerThink



What is Customer Experience (CX)?



What is Customer Experience (CX)?

In commerce, customer experience (CX) is the product of an interaction between an organization and a customer over the duration of their relationship. ... A good customer experience means that the **individual's experience** during all points of contact matches the **individual's expectations**.

(by Wikipedia)



Why is CX important?

CX impacts willingness to be loyal

78%

Customers have more power today
than 3 years ago

65%

Customers switch brands
due to poor experience

63%

Customer are willing to pay
for better experience

42%

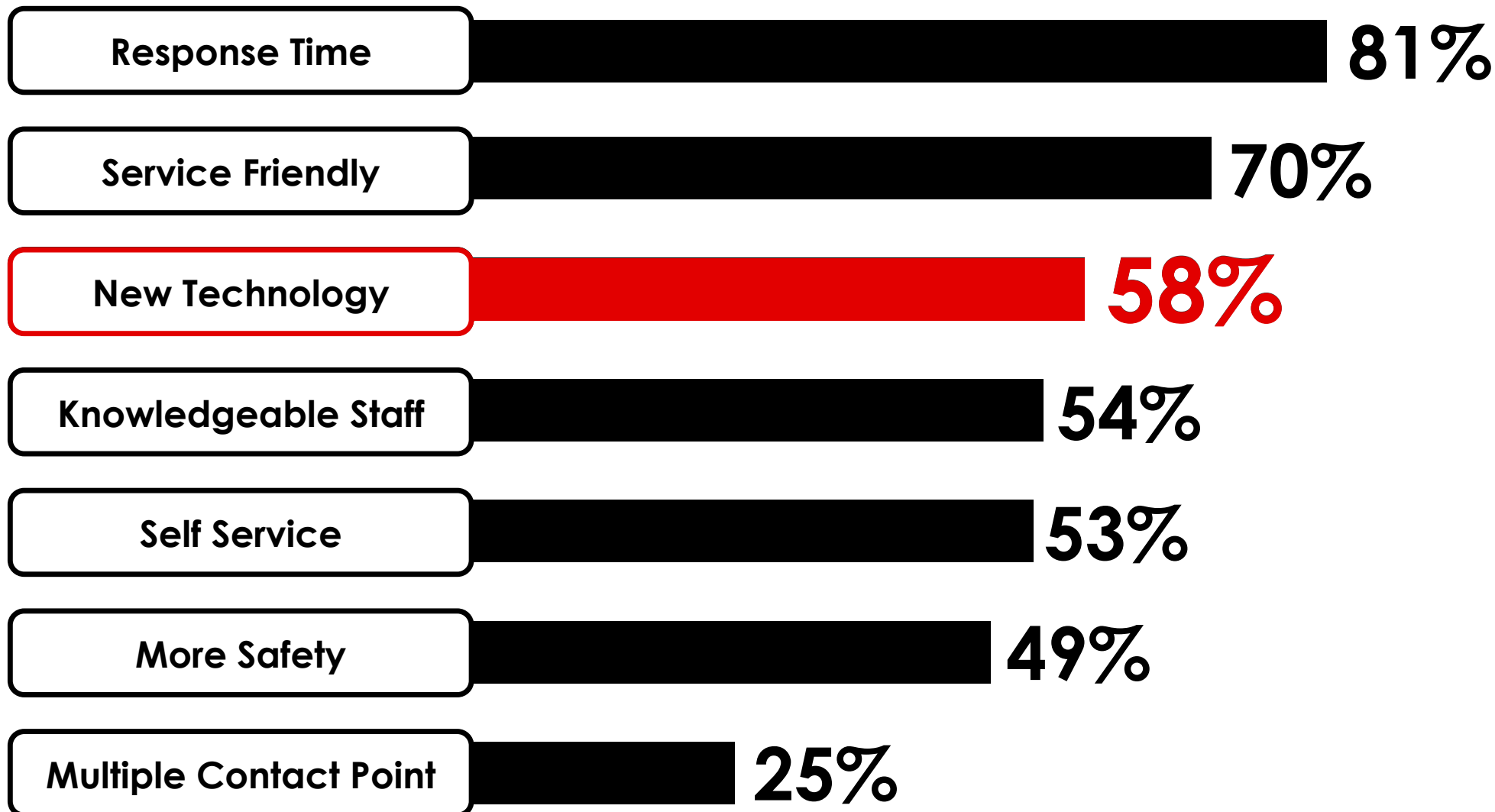
Happy Customers Remain Loyal

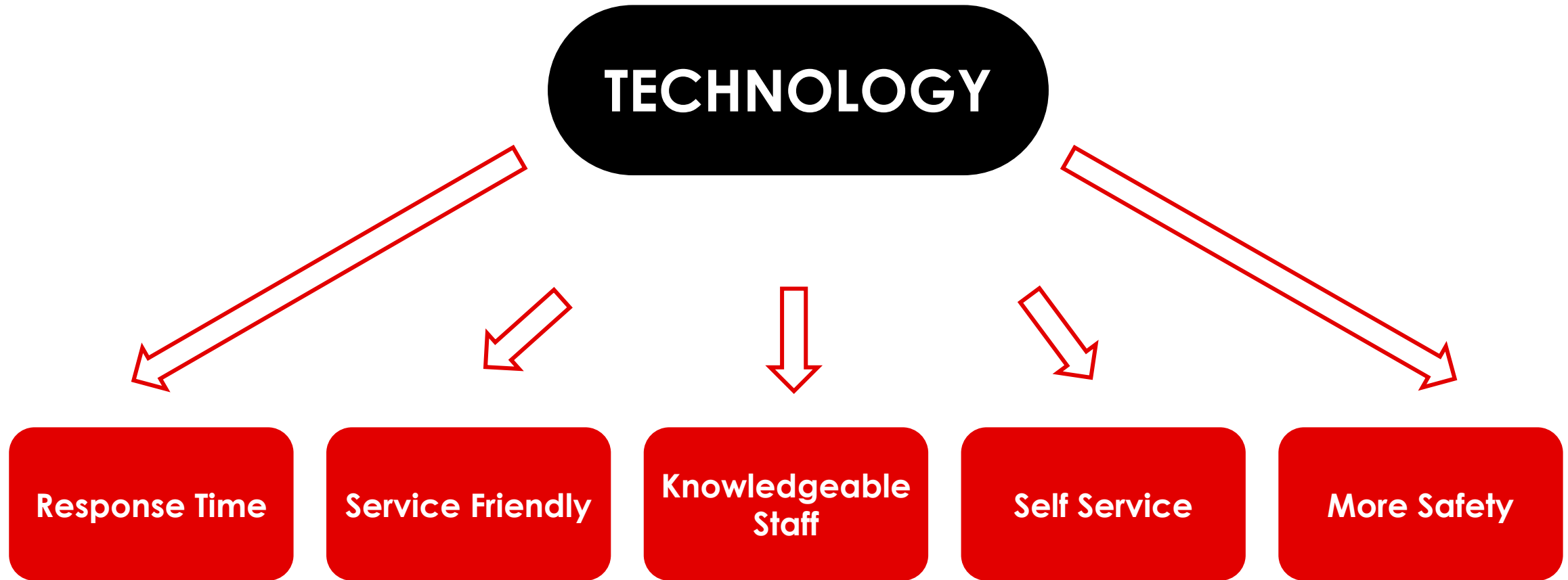
What is Digital Age?



The digital age, also called the information age, is defined as the time period starting in the 1970s with the introduction of the personal computer with subsequent **technology** introduced providing the ability to transfer information **freely** and **quickly**. *(by YourDictionary)*

What is the Expectation of Digital Age in CX?







Personalization

Self-service

Mobility

Safety

Collaboration



Personalization

Self-service

Mobility

Safety

Collaboration

Personalization



Why is Personalization important in CX?

A large orange circle graphic on the left side of the slide, containing the word "Personalization" in white text.

Personalization

- **81% of consumers** want brands to understand them better and know when and when not to approach them. *(by Accenture)*
- **60% of marketers** struggle to personalize content in real time, yet **77%** believe real-time personalization is crucial. *(by Adobe)*
- **94% of marketers** are focusing on their data and analytics capabilities, personalization technologies and customer profile data management capabilities to deliver personalized customer experiences. *(by Forrester)*

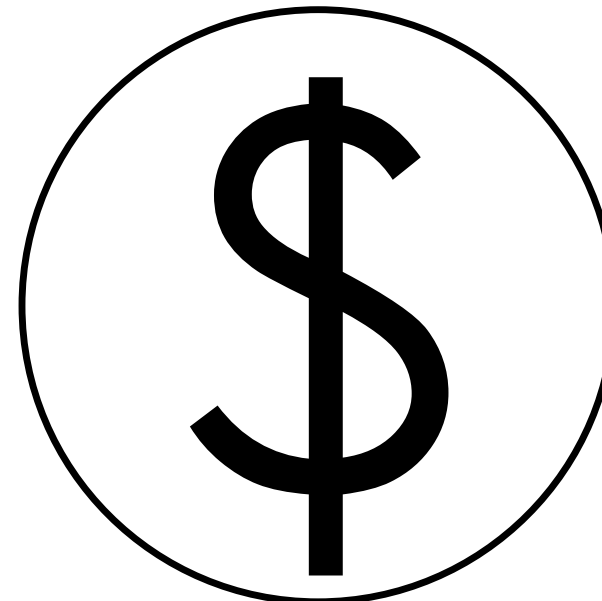


Increases open rates by **26%**
(by Experian)

One-size-fits-all



Segmented



Drive a **760%** increase in revenue
(by DMA)



**VIP
Recognition**

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Welcome Message



Face Recognition
to detect guests coming



**Welcome Message &
Special Announcement**

“ Welcome to XXX Club, we have Golf
competition this afternoon.... ”

Face Recognition
to detect member identity

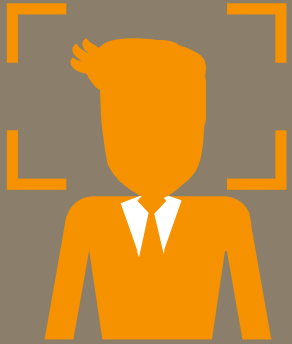
Member Information
in staff display

Warm Greeting

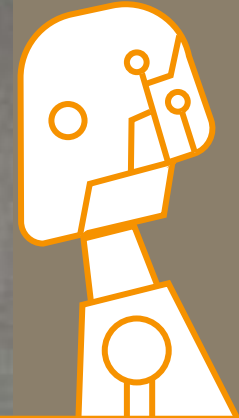
“
Welcome,
your reservation today is ...
”



Intelligent Digital Display



Face Recognition to
detect member
identity



**Show welcome message via
Chat Bot**

Welcome, anything can I help you?...

Display customer-interested information
e.g. Golf Course, Gathering Event...

Foundations of Leadership
Training
Adelaide Room, Level 4
8:30 a.m. - 1:00 p.m.

← Brown-Forman F13 AMZ
Budget Planning Meeting
Club Soffel Meeting Room, Level 5
8:30 a.m. - 1:00 p.m.

↑ Africa Mining & Investment
Conference
Wentworth Ballroom, Level 3
9:30 a.m. - 1:15 p.m.

Enhanced customer care

Great impression for customer

Delivering a superior customer experience

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Self-Service



Why is Self-Service important in CX?



Self-service

- **40% of consumers** now prefer self-service over human contact. (by Dimension Data)
- Making or changing appointments or status (about **50%** of people prefer email or phone calls, while **34%** want to do it online)
- Buying or paying (about **70% people** prefer a website or mobile app, while just **30%** want to do it in person), or
- Learning to use something new or troubleshooting (about **50%** prefer to do it on the web, while about **40%** prefer to do it over the phone). (by West Interactive Service)

- **Use resources more efficiently**
 - Self-service can help you save your time and energy, and focus on improving the customer experience
- **Self-service increases revenue**
 - More likely to encounter the product or service they want to buy
- **Reduce customer frustration**
 - Customers who are able to solve problems themselves are often more satisfied with their experience and have an above-average rating of the customer service they receive.

Self-Service as the Future of Customer Service



**Self Service
Application**

Function Room



Restaurant Reserving



Sports Court



Personal Training



Spa



Sports Class



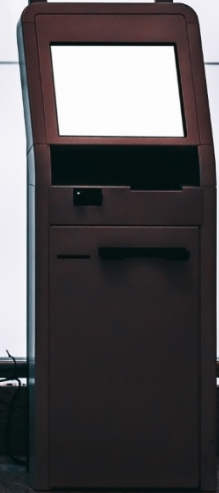
Mobile Payment



Face Recognition
to detect member identity



Enter password only with facial login on
booking kiosk





**Activate & Control facilities
by HID Mobile Access or QR Code**

**Activate the Room Control System by Mobile
i.e. light, air-condition...**



Gym Pass



Function Room



Snooker Room

Enhance customer experience

Reduce waiting time

Prevent human error

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Mobility



Why is Mobility important in CX?



Mobility

Impact on customer experience (by InformationAge)

65%

Customer are keen to see mobile technology that can process online

63%

Customers have also stated they prefer mobile point of sale (PoS)
compared to a traditional cashier checkout

72%

Customers preferring mobile technology as it offers faster process times or no queues

73%

Customers feel corporate which offer mobile technology provide superior customer service

64%

Customers more likely to consume at a corporate which provided mobile technology

- **The overall customer view is provided at the fingertips of each field employee.**
 - Each customer receives a personal experience because field service personnel have all the information and history of complaints or work orders on their mobile devices.
- **Immediate access:**
 - On-site employees no longer need to call the office for information. They have instant access to work order information, part availability, and even the ability to call nearby colleagues when on-site assistance is needed.
- **Improve management visibility:**
 - The ability to access back-end data, combined with real-time data and even dashboard reporting, ensures that managers are always aware of the status of important KPIs.



**Event
Management**

Pain Points

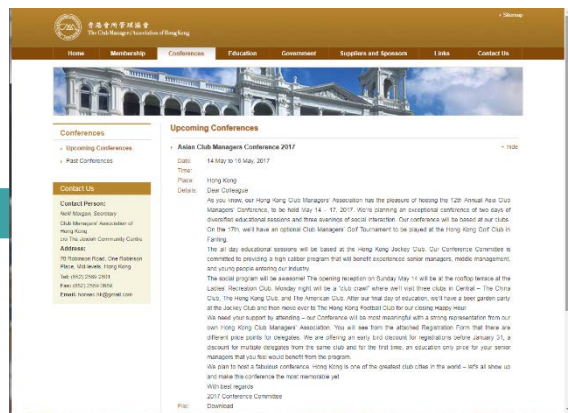
- Need follow corporate design
- Get approval for content update

Benefits

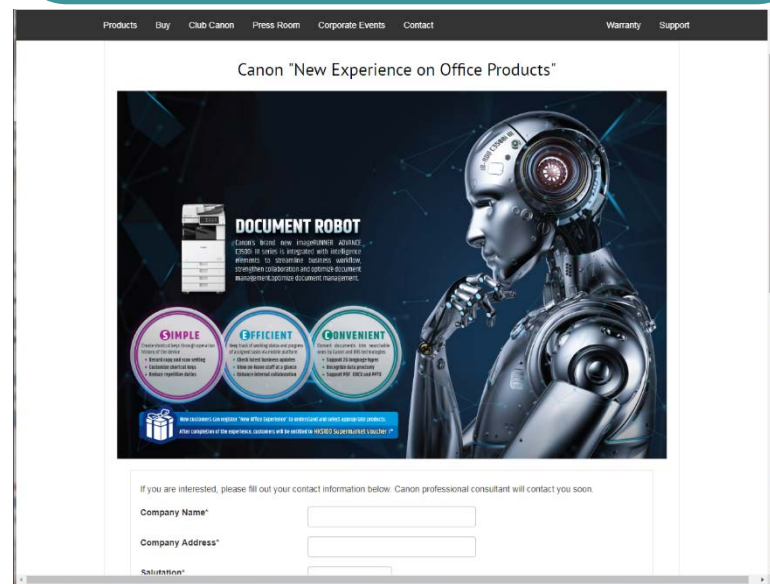
- Flexible to design layout and content
- Instant information update
- Real time Guest database update



Email Event Invitation



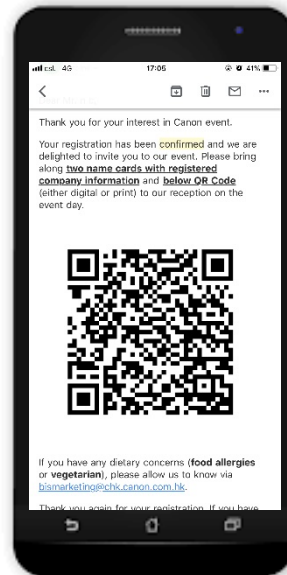
Traditional Club Web Site



Event Registration Web Site



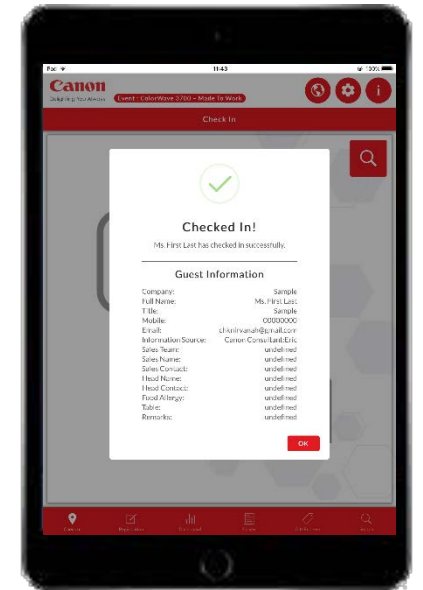
**Register
Confirmation**



**eTicket with
QRcode**

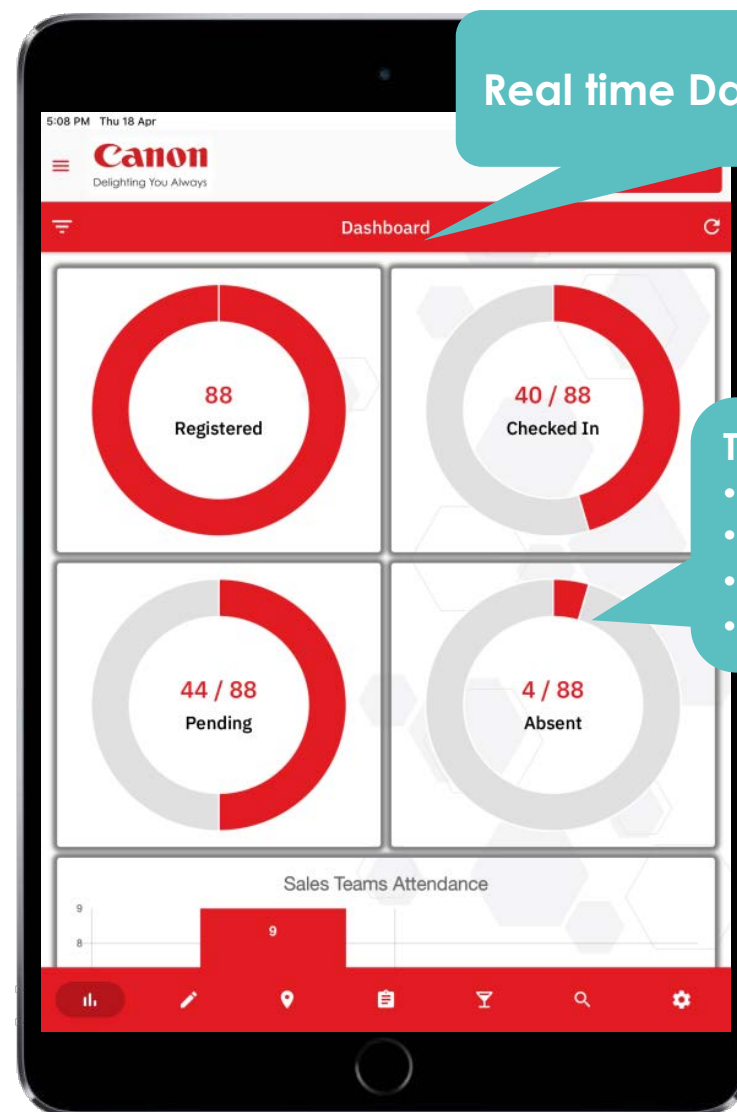
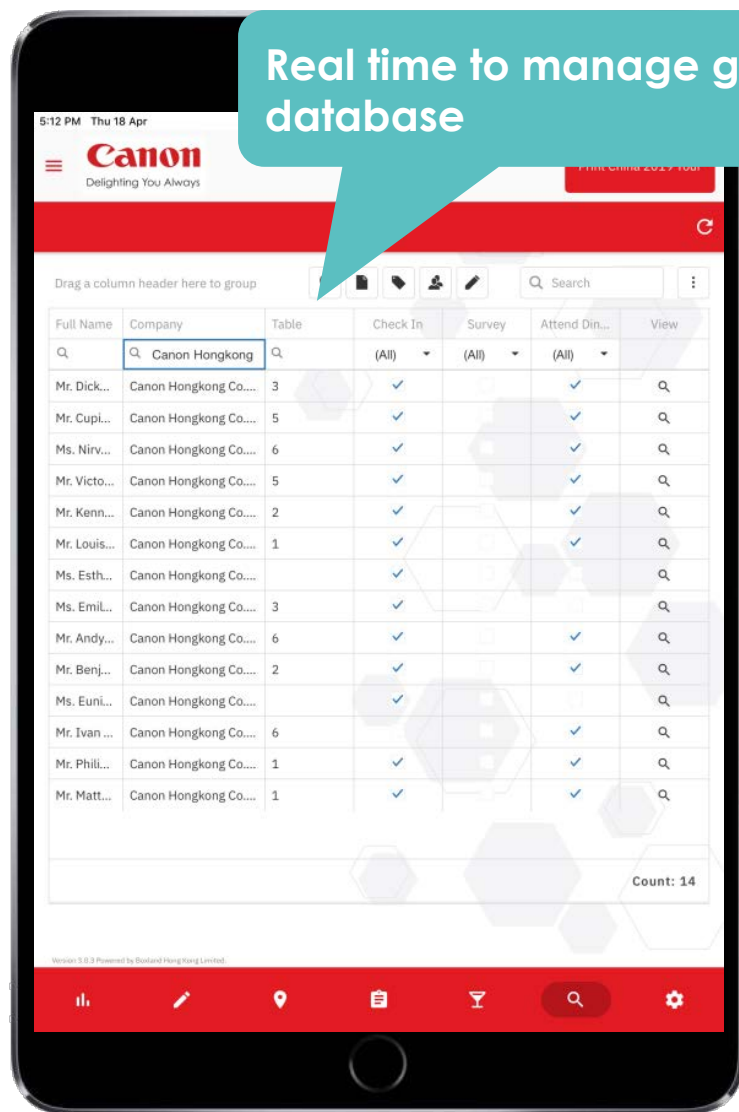


**Scan QR Code for
registration**



Guest Checked In

Registration Management



Total Number of

- Registration
- Checked In
- Pending
- Absence

Personalized QRcode



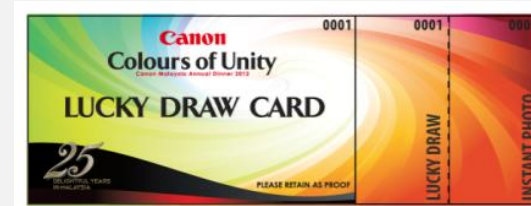
Participation in Various Activities



Games
i.e. Score card,
treasure hunt game



Souvenir redeem

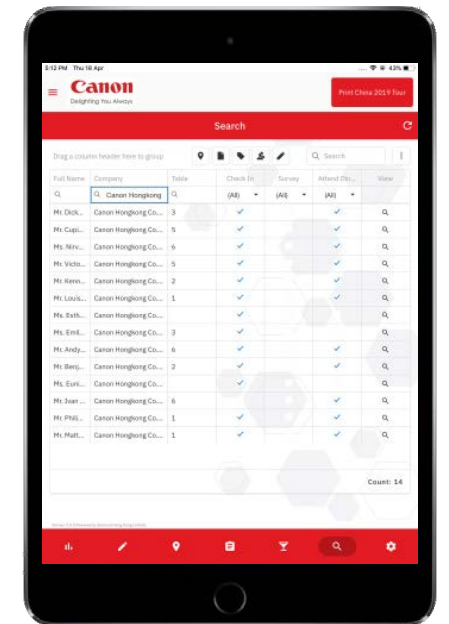


Lucky Draw



E-Coupon
i.e. Snack bar, Café

Real time update guest database in every activities



Fill in Survey
on guest's mobile or staff's tablet

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Delighting You Always Event : Get Closer to Customers by iService

Survey

Thank you very much for participating in this group visit.
Your feedback will be useful for us in planning & enhancing future group visits. All your feedback will remain confidential and will only be used for internal evaluation purpose.

You may select more than 1 option.

OVERALL ARRANGEMENT

How do you feel about the overall impression and evaluation of the visit?

☐ Very satisfied

☐ Satisfied

☐ Average

☐ Unsatisfied

☐ Very unsatisfied

Does the visit meet your expectation?

☐ Much more than expected

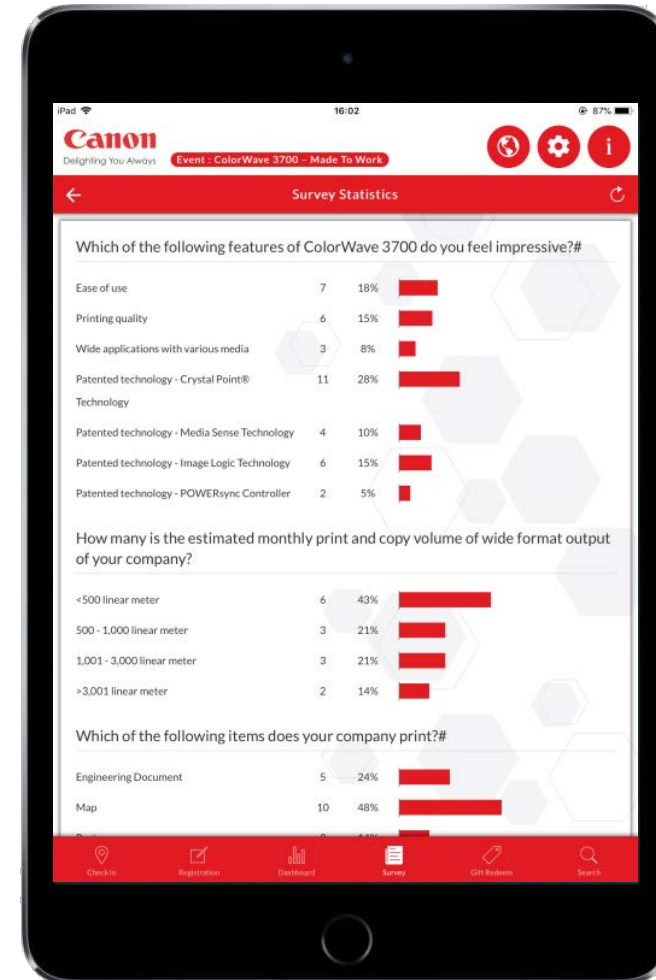
☐ More than expected

☐ As expected

☐ Less than expected

☐ Much less than expected

Real Time Intelligent Report
in management portal



Enhance Corporate Image

Improving Engagement

Process Automation

Professionalism and Trendy

Paperless

Safety



Why is Safety important in CX?



Safety

Safety Program Creating an Efficient Work Environment

- A properly managed safety program demonstrates that management's commitment to security in turn creates a great safety culture that everyone wants to be safe.

Safety environment to produce happier customers

- A safe environment can make customers feel happier; everyone wants to go home safely every day.

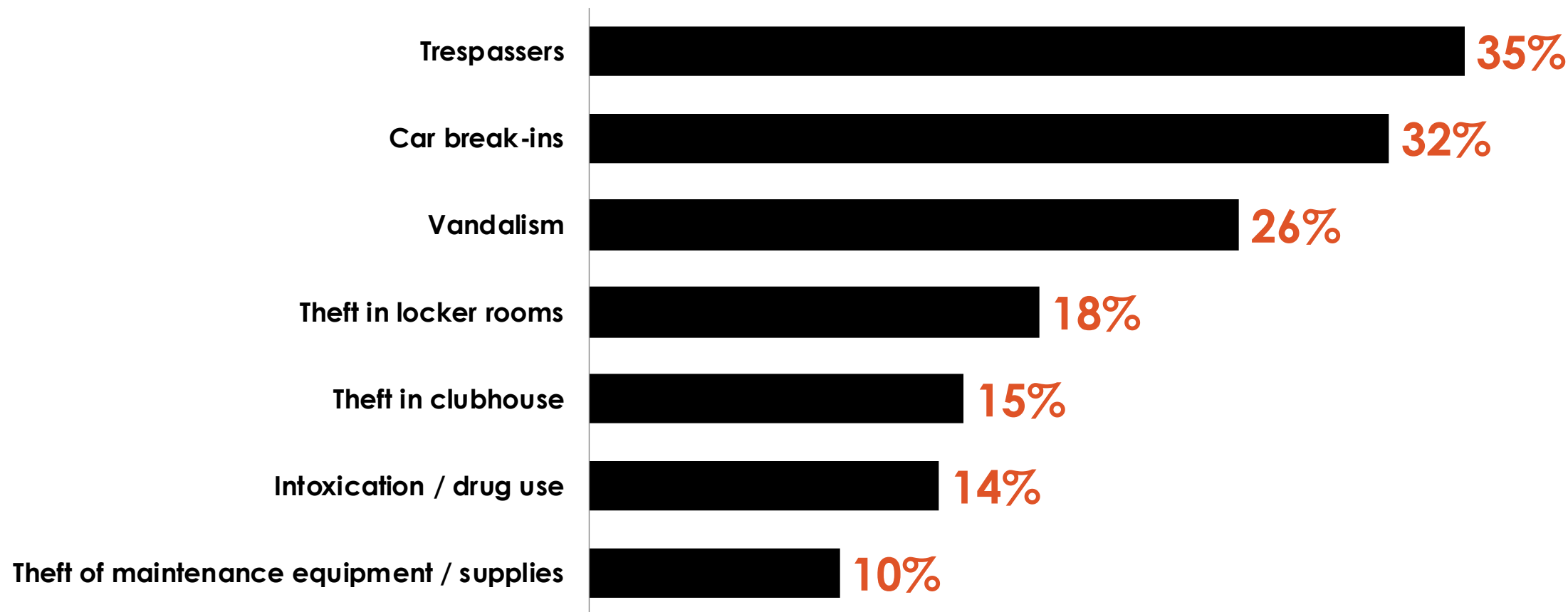
The most valuable assets are protected

- Whether it is a customer or corporate

A safe environment enhances the company's brand value and goodwill

Security Incidents

experienced a security incident at their club within the last 5 years (by Club Trends, 2017)





**Security
Surveillance**

Star Light Sensor



Traditional Sensor

Low Light Sensor

Telephoto Zoom



~200m

Eyeball Level

40x Zoom



“
This is Private Area, please leave now...
”

Motion detection for
illegal intruder

Warning Message by
PA system automatically

Auto alert to Security Control Center
when the intruder go inside





To avoid criminal activity
i.e. Gun, knife, fire





Auto detect and alert to Security Control Center if have any illegal traffic



Traffic rules violation



Illegal Parking



Illegal u-turn

License Plate Recognition



Real-time data and trend insight

Ultrasonic Detector



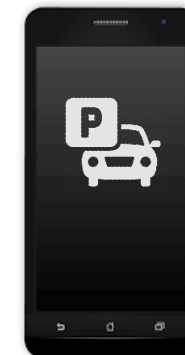
Optimized parking and reduce traffic

Find your Car Kiosk



Enhance User Experience

Mobile Booking



Reserve your car park anywhere and anytime

Improve safety

Enhance response time

Pro-active action to prevent security issue

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Collaboration

Why is Collaboration important in CX?



Collaboration

Need efficiency

- In the past, companies typically had only a few people responsible for customer service functions. They have difficulty serving multiple customers with limited resources.

Broader knowledge

- Larger customer service teams have a larger knowledge base that can be shared with customers. Customer service professionals can focus on certain products or features to improve the quality of support they provide to their customers.

Include customers in the process

- Collaboration should not be limited to cooperation between customer service professionals. Customers should also be involved in the process of solving problems.

Have the right collaboration tools

- Customer service professionals can use many great tools to communicate with each customer and their customers in real time.

Breaking barriers between supervisors and subordinates

- employees at all levels need to be involved in the customer service.

Professionals by profession

- Today, customer service professionals tend to be more professional. Brands need to determine the strengths of their service professionals and ensure they are assigned to deal with the challenges they are most suited to.



**Staff
Communication**



Instant Messaging

BENEFIT

1. Real Time Communication

- Text
- Conferencing
- Video Calls

2. Cost Saving

- Low hardware investment

3. Fast response (vs Email)

4. Higher Security (vs. Whatsapp, WeChat...)

- user controlled by corporate admin
- Admin can erase message when staffs resigned
- Message record keep in corporate server / cloud

Corporate Calendar

- Event Schedule
- Holiday information
- Staff annual / sick leave status



Announcement or Memo

- Facilities maintenance schedule
i.e. swimming pool, golf court
- Corporate message

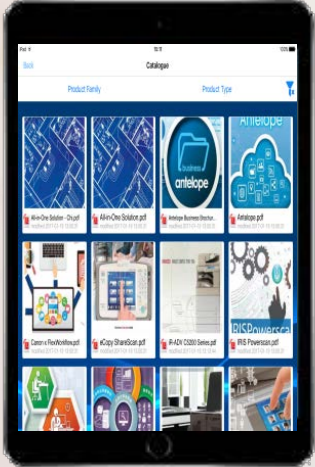


Corporate News Push Notification

- Company Policy
- Coming Event
- Staff Movement

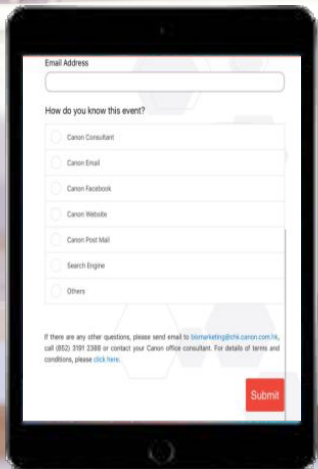


Online Training



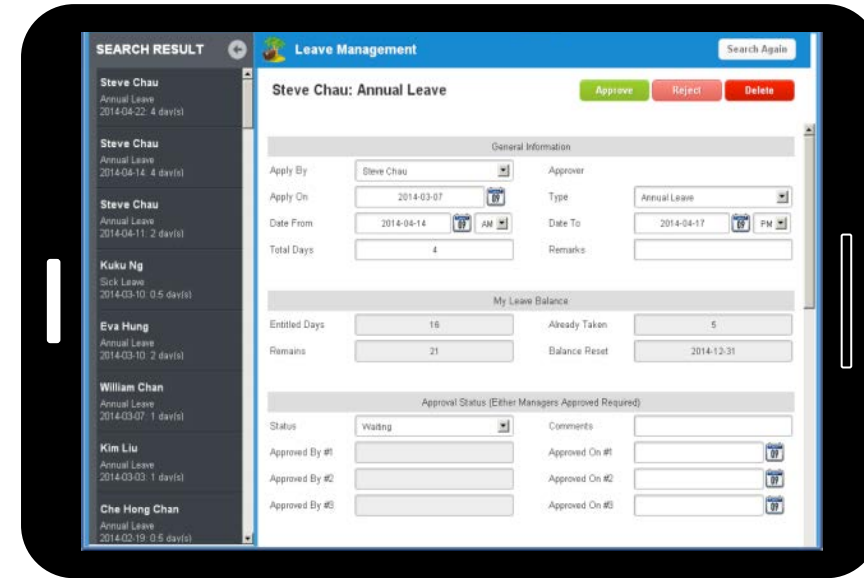
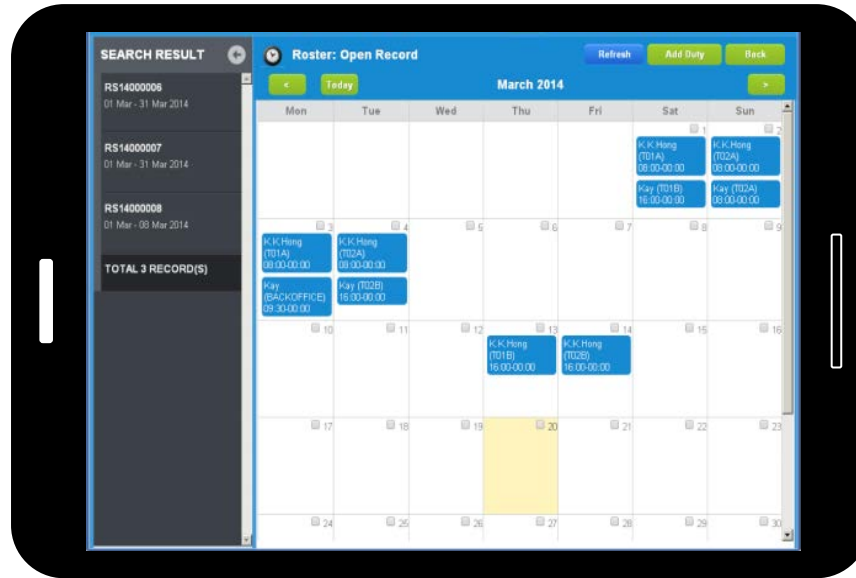
- Flexible for staff self learning
- Learn anywhere
- Progress report for review
- Easy accessibility

Online Quiz



- Quiz large numbers of all staffs
- Employee records can be searched very easily
- Improved overview of the workforce.





Duty and Roster

- Maximum efficiency of roster building
- Accessible from Anywhere and at Any Time
- Reductions in absenteeism and unpunctuality
 - Improve employee morale

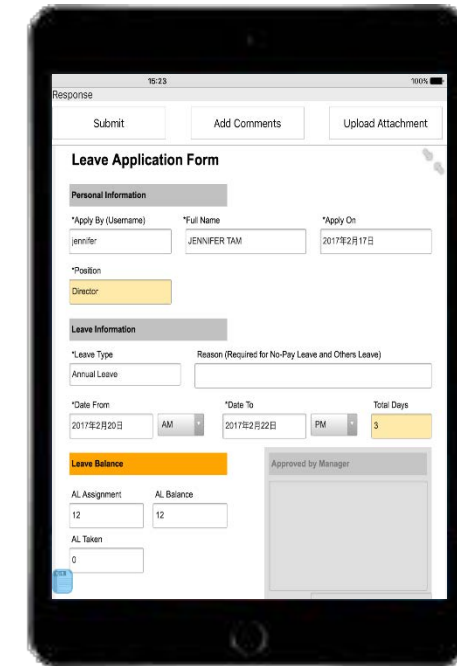
Direct scan documents
to start workflow automatically

i.e. Leave application, expenses claim



Approval application
anywhere and anytime

Mobile App



Managed instant message

Well preparation to serve customer

Enhanced productivity

One app to receive notification

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Technology is raising customer expectations at a breakneck pace





Personalization

Self-service

Mobility

Safety

Collaboration

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The background features a series of diagonal stripes in shades of gray and white. Scattered across the composition are several small diamond shapes, some in gray and some in red. The text 'THANK YOU' is centered in a large, bold, black sans-serif font.

THANK YOU