



# PA TechCon 2018 – Digital Transformation: *Giving the Internet of Things a Voice*

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# Who Am I?



## **CURRENTLY:**

Product Manager for Mitel's flagship customer experience platform

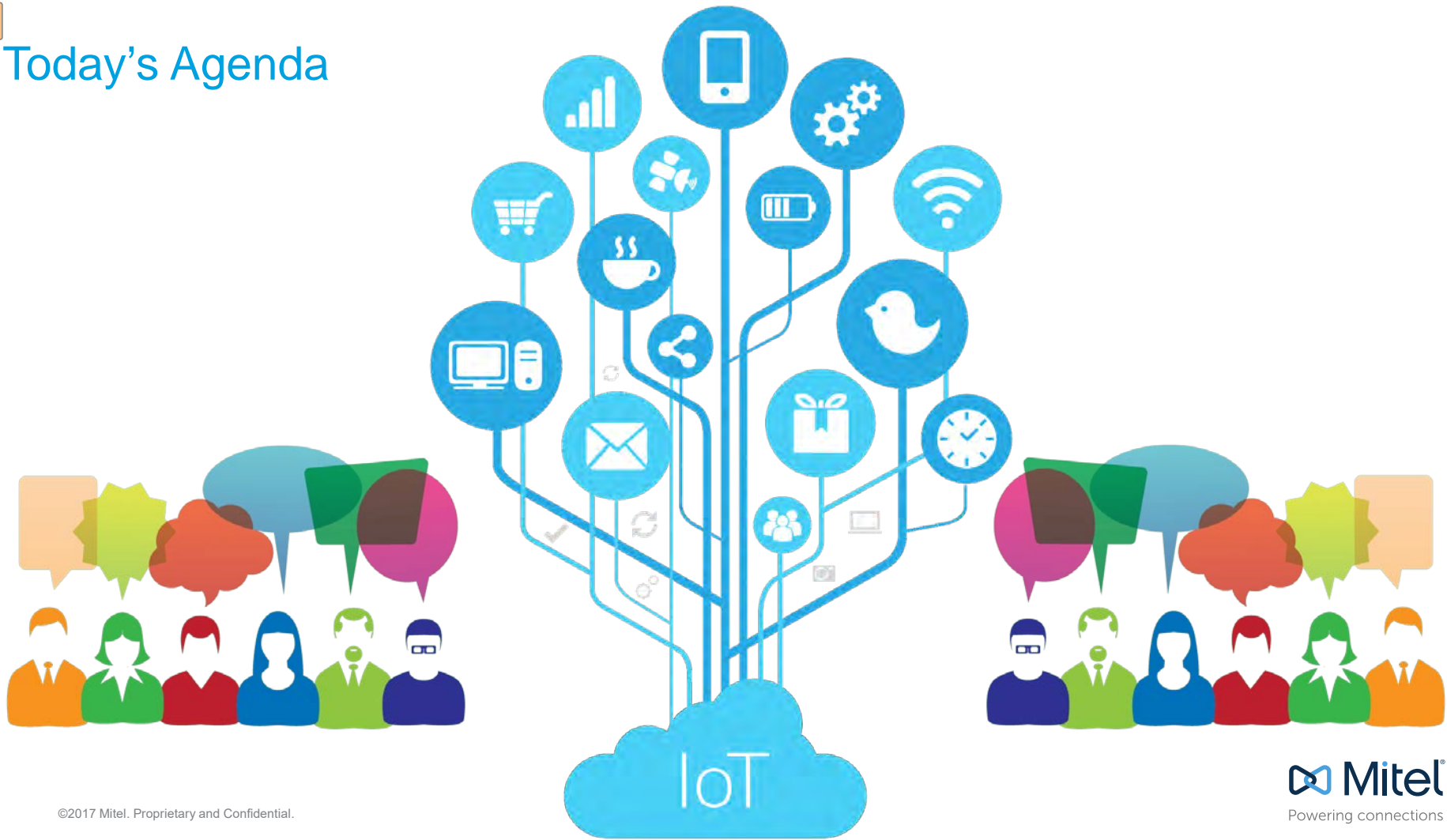
## **PREVIOUSLY:**

Over a decade helping companies strategize and implement customer experience solutions

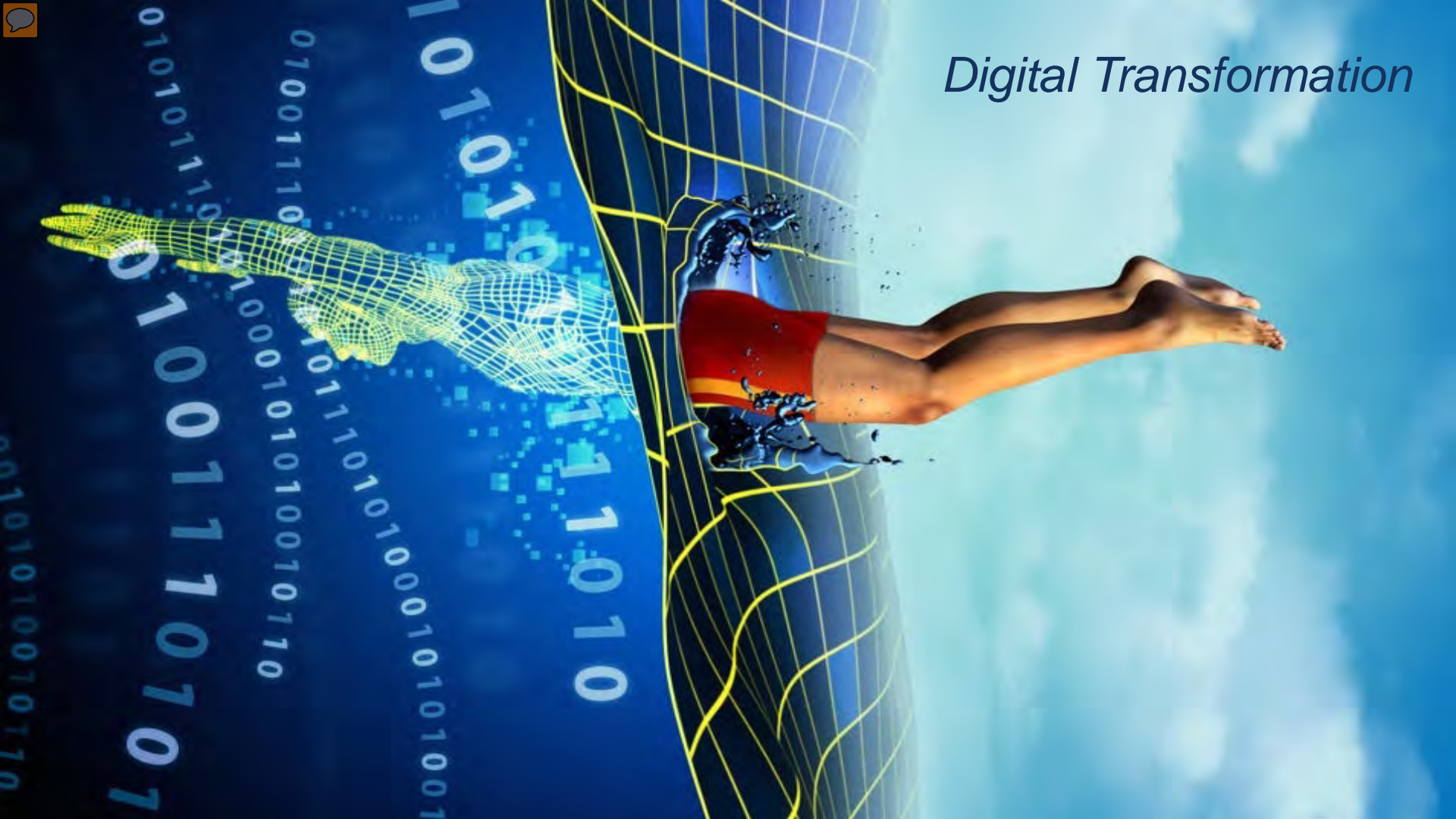
## **ALSO:**

Loving father and “active-yet-practical” musician on the scene

# Today's Agenda



# *Digital Transformation*







## NEW BUSINESS MODELS



## NEW TECHNOLOGIES



Microservices



MuleSoft



OPENSHIFT  
by Red Hat



docker



# Success in the Future Will Be About Customer Experience

Leading companies understand that they are in the customer-experience business, and that *how* an organization delivers for customers is beginning to be as important as *what* it delivers.

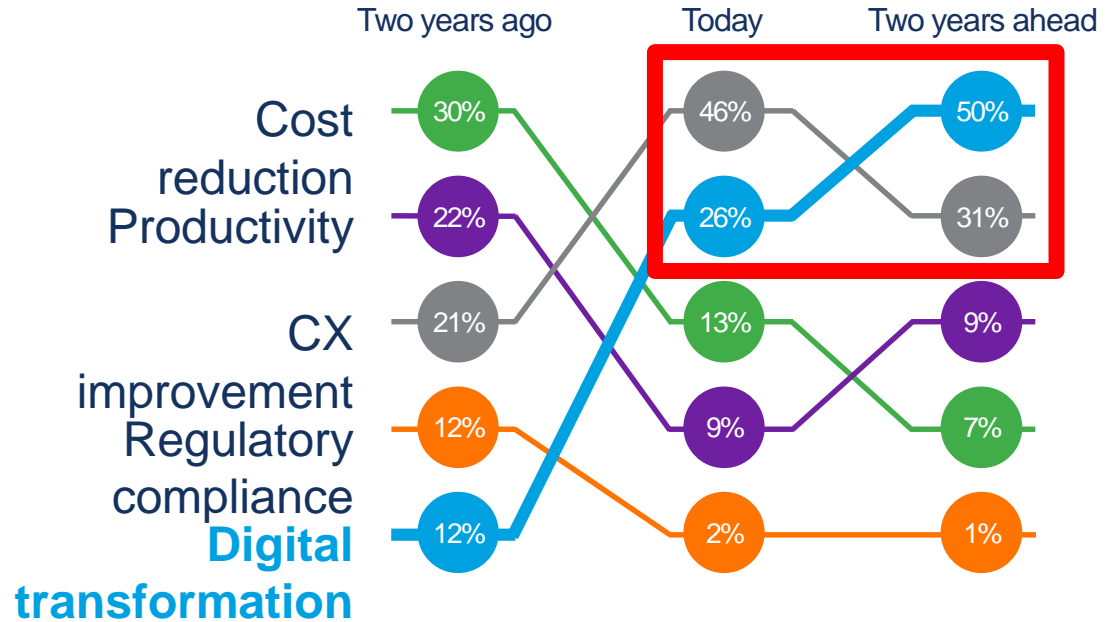


# Digital Transformation is Strategically Linked to CX

“What was the primary focus of your process improvement efforts two years ago?”

What is it today?

What will it be in two years time?”



**Note:** Not all answers are shown

Source: Forrester's Q2 2016 Digital Business Automation Survey



# The Future of Customer Experience

Businesses have to respond to customers' needs at:

- Increased pace
- During new hours
- Using new methods

Consumers are demanding the flexibility to interact with companies through the digital channel of their choice

Consumer choices have broadened

Customer experience will be the new battlefield for competitive advantage

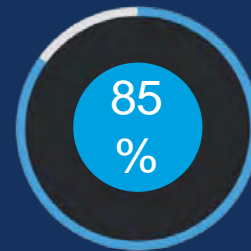
(Gartner, 2015)

By 2020,  
The customer will manage

**85%**

of relationship with an  
enterprise without interacting  
with a human

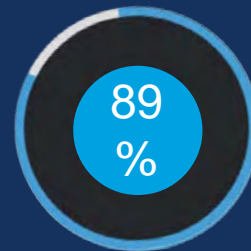
Source: Gartner



**89%**

of businesses will compete mainly  
on customer experience

Source: Gartner, 2015





A background image of a business meeting with several people in professional attire. A man in a suit and tie is seated on the left, looking down. A woman is seated in the center, holding a large sheet of paper. A man in a suit and glasses is standing on the right, holding a red cup. Other people are visible in the background, some looking at tablets or phones. The entire image has a blue overlay.

# The Current State of the Internet of Things



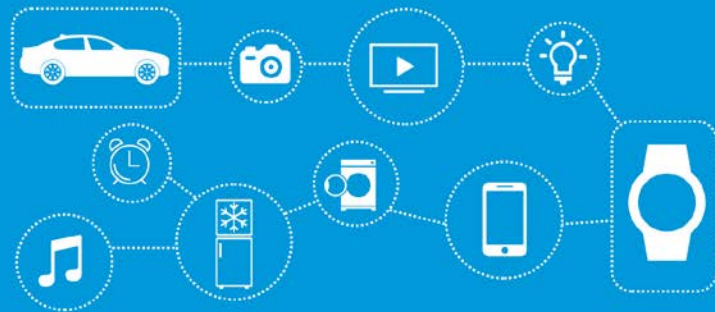
# Anything That Should Be Will Be

Connected  
Intelligent  
Real-Time  
Customizable  
Multi-Platform



## Understanding the Internet of Things (IoT)

Gartner expects as many  
26 billion smart units to be connected through

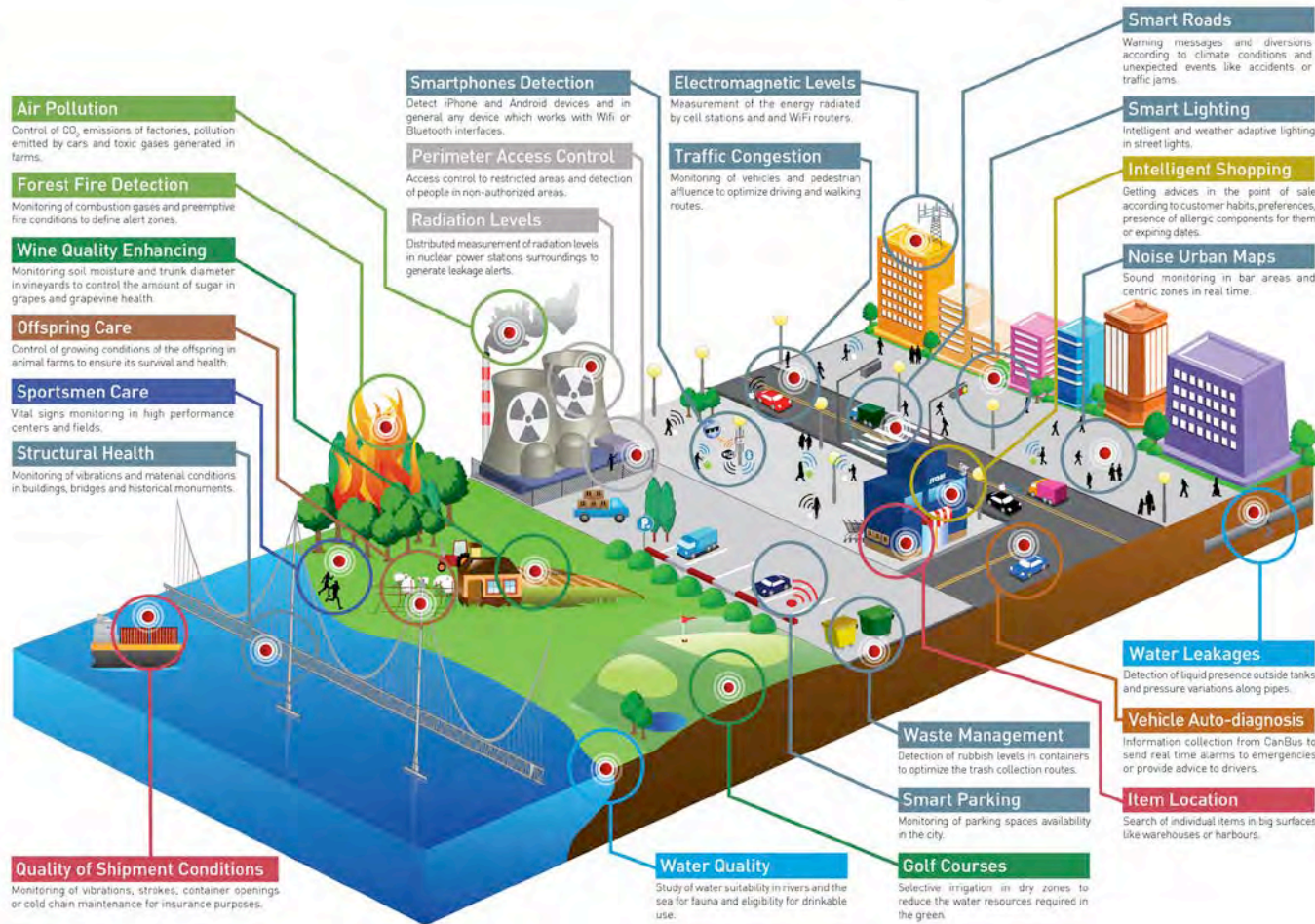


THE  
INTERNET  
OF THINGS

The IoT products and services are expected to generate \$300 billion in  
revenues and create \$1.9 trillion in value.



# The Opportunity for Connected Devices Is Huge!



# The Challenges of IoT

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- 1 IoT initiatives are not easy to implement
- 2 Developing a business model for IoT is not easy
- 3 Understanding the success metrics is not easy

A background image of a business meeting with several people in professional attire. A man in the foreground is looking at a tablet, while a woman next to him holds a large sheet of paper. A man on the right is holding a red cup. The image is overlaid with a semi-transparent blue filter.

# The Current State of the Customer Experience





# CX Matters to the C-Suite

## Reputation



**58%** of consumers  
Tweeted using their  
mobile phones while  
shopping in-store,  
rising to **78%** for  
18-29 year olds.

(Pew Research 2013)

## Loyalty



An engaged customer:

Buys more  
frequently | **90%**

Spends more | **60%**

Delivers more  
value to the brand | **3X**

(Rosetta 2014)

## Revenue



**2.4X**

Top performers in  
customer experience  
rating are found to  
achieve double the  
revenue of laggards.

(Harvard Business Review 2014)



# The Modern Consumer Expects

- Personalized experiences
- Quick response times
- Relevant information
- Timely information
- Proactive experiences

## How can we help you?

[Print this page](#)

### Contact us

Please share your personal details via private messages only.



Ask KLM a question 24/7 via Facebook



Ask KLM a question 24/7 via Twitter



See contact details for all KLM departments



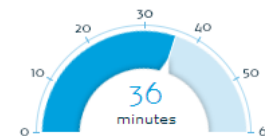
### Flight delay, cancellation or lost baggage?

Find information on your journey and relevant services:

- Your current flight details
- Report delayed baggage
- Request a refund



### Expected response time on Facebook:



### Expected response time on Twitter:





## But Today's Companies Still Deliver

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- Impersonal experiences
- Long wait times
- Irrelevant information
- Too little, too late
- Reactive experiences



A blurred background image showing a crowd of people, likely at a conference or event, with a blue overlay.

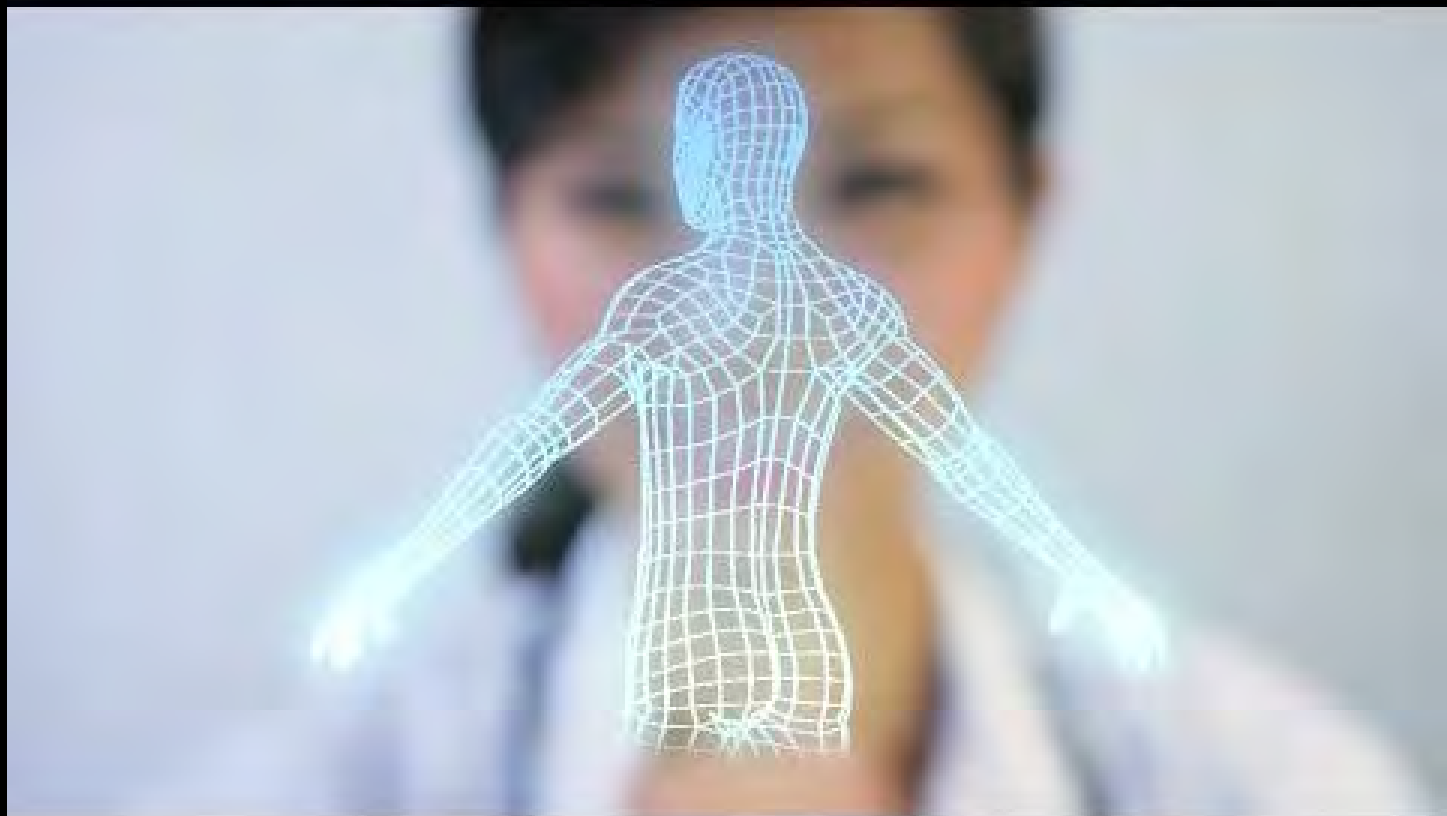
# Differentiating Customer Experience with the Internet of Things



# Digital Darwinism

**52%** of the  
companies that were  
on the Fortune 500 list  
in 2000 are gone

**65%** of SMB's  
are non existent after  
10 years in business





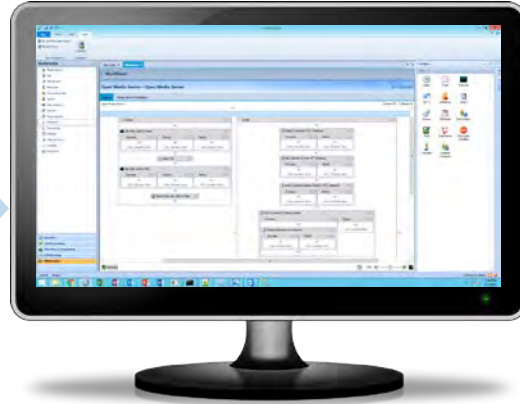
# How does CX with IoT work?

## LISTEN



Ingest events from IoT  
connected devices

## ROUTE



Trigger events in real time  
based on routing workflows

## ENGAGE

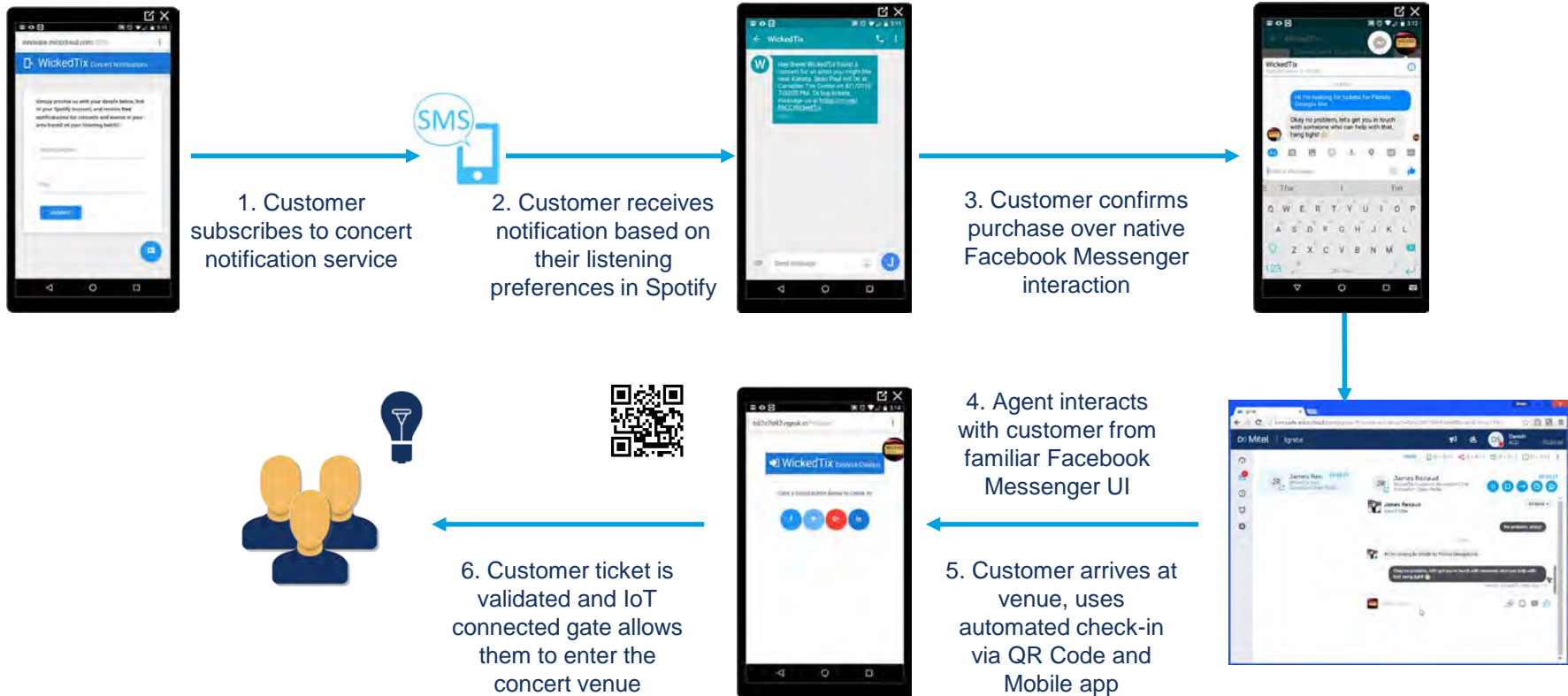


Proactively engage customers  
for service and support

# Use Case: Breaking Down the Silos with Collaboration



# Use Case: Proactive CX with Web Services and IoT





# Pest Control Use Case

Sensors

H2O

Pheromone  
Traps

Better Service  
Less Chemicals





# Manufacturing Use Case



Just-in-time  
Logistics  
Empowered by  
IoT





# University Use Case

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## Sensors

Panic Buttons

Voice

Video

Location

Real Time Communication  
Faster Response





# Airport Use Case

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IoT Technologies  
improving

Security  
Life and Safety  
Operations



# Best Practices for Giving Machines a Voice



Bring the outside in  
Pinpoint the pain point  
Apply radical ideas  
Build to learn - iterate





Build a Compelling  
Vision

Invest in Software  
Talent

Transform the  
Company Culture



# Three Steps Progressive Organizations Can Take Today

**1.**

**Build** a blueprint of what to automate versus what requires personal intervention

**2.**

**Determine** how best to leverage your prior investments

**3.**

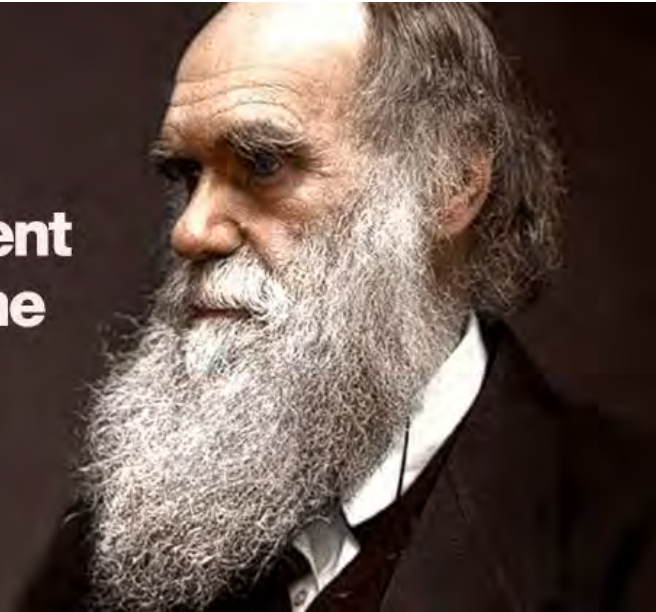
**Leverage** new tools to improve productivity and customer engagement

## In Conclusion

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**“It is not the strongest of species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”**

**Charles Darwin**





# Questions?

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*Free copies available after  
the session or at:*

*[http://www.mitel.com/digital-  
transformation-for-dummies](http://www.mitel.com/digital-transformation-for-dummies) &  
[http://www.mitel.com/cx-for-  
dummies](http://www.mitel.com/cx-for-dummies)*

