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THE NEW NORMAL OF
**CUSTOMER
EXPERIENCE**

AS TOLD BY
7 INDUSTRY LEADERS

The New Normal

Traditionally, brands' competitive strategies would include differentiation through product quality, price point, or level of service. In today's market, choosing any one of these is no longer enough to build sustainable competitive advantage for a business. Instead, the only way for a business to distinguish itself now is by providing its customers with a great customer experience.

Here are quotes from industry leaders that demonstrate what it means to be providing a great customer experience in today's market.



“Customer experience is not what you’ve created, not what you think their experiences are, but actually **how customers perceive their interactions with your brand.**”

Andrew Hogan

Senior Analyst, Forrester



“The way that you drive a great customer experience is by making the engagement personal, valuable, and digital.”

Jim Dicso

CEO, SundaySky



> “There are these squishy things called feelings that are very important. **We know customers are more likely to be loyal when they feel valued, appreciated, and confident.** And we know they’re more likely to be disloyal when they feel annoyed, disappointed, or frustrated.”

Andrew Hogan

Senior Analyst, Forrester



The New Requirement

Customer experience leaders from the world's top brands believe the key to delivering great experiences lies in personalizing customer-centric engagements. Conceptually, it may sound simple to base your engagement strategies on customers' perceptions of how their needs are addressed. But what does it require to reach true customer-centricity in actuality?

Learn what brands need to do in order to deliver personalized and valuable customer experiences with the following quotes.

“Using customer data to make it easier for customers or better for customers to accomplish their goals, or feel more confident, or feel more appreciated is just the way these companies think about customer experience”

Andrew Hogan

Senior Analyst, Forrester



> “The opportunities to leverage data today – especially in video – can make a marketer feel like a kid in the candy store, but do you need that much data for an impactful and enhanced customer experience? Rather, find the meaning behind the data.”

Kaksha Mehta

Senior Manager of Marketing, RBC

“Think about the person on the other side of the screen... What are they trying to accomplish... But beyond, think about it as a conversation, and what you want to say to customers using data.”

Andrew Hogan

Senior Analyst, Forrester

“We’re competing in an attention economy, and personalization is really what you need in order to meet clients’ expectations.”

Kaksha Mehta

Senior Manager of Marketing, RBC



“I think it’s so critically important to take it down to the one-to-one level as opposed to the one-to-many; and really looking at the relevant information at the relevant time on the right channel.”

Joe Campanelli

SVP, Digital Engagement, Citi



“Start your personalization strategy by looking at exactly what the end-to-end experience that you want looks and feels like.”

Jackie Talbot

Senior Director of Customer Care, Hilton

“Everyone talks about being digital to save money, but what about the human connection?”

You can't lose that human-to-human connection because at the end of the day we're all human.”

Kaksha Mehta

Senior Manager of Marketing, RBC

> “The power of one.
Customers are the focus;
that has to be the model. If
it’s not, you’ll miss it when
it comes to personalization,
because it’s just that:
specific to the person, to
the customer. If you really
want to drive effective
engagement, it comes down
to that **power of one.**”

Deno Hairston

AVP Consumer Digital Experience at AT&T

The New Expectation

It's no secret that it pays to personalize, but beyond regurgitating overt customer data points what exactly is it that customers expect from brands? The brands who are leading the way in terms of personalized customer experiences, such as Amazon and Netflix, are doing so by building their entire business plans around their customer experiences. Customers are no longer impressed by meaningless data use and are instead looking for brands to use their data in a way that actually adds value.

Find out what personalization tactics top brands are employing to meet customer expectations with the following quotes.

“However our guests choose to engage with us, we should **be ready to respond with a relevant, timely, and consistent message.**”

Jackie Talbot

Senior Director of Customer Care, Hilton



“We send those 2 million customers an offer and we tell them what they’re using: ‘You are using this. This is what’s happening in your home today. This is what matters to you. Here’s an offer that would make that experience better.’”

Ken Lain

VP of Sales and Service Operations, Verizon

“We’re trying to take a holistic approach as to how we can leverage SmartVideo at multiple touch points all across the customer lifecycle by using and reusing relevant scenes within the scene library.”

Gary Williams

VP & Sr. Solutions Consultant,
T. Rowe Price



“SmartVideo allows us to be more like a face-to-face conversation, because you’re interacting with the customer, but if it is just a static video that they’re watching that is just a one-way communication, and it’s not relevant and pertinent, then you’re losing that opportunity to really connect with them on an emotional basis.”

Deno Hairston

AVP Consumer Digital Experience at AT&T

“We’re looking at a comprehensive view of results, whether it’s increasing digital adoption, reducing operating expenses, or really just understanding our customers better. You have to look at it all in order to see the merit and to figure out where you want to take it.”

Joe Campanelli

SVP, Digital Engagement, Citi

“The data we take, we move it into insights. We create an insight and then we go do something with it and that’s what’s been unique with our experience, instead of waiting and trying to justify the spend all the time and going through the bureaucracy of getting approval for every little project. We just move on it and we measure as we go.”

Ken Lain

VP of Sales and Service Operations,
Verizon



ABOUT SUNDAYSKY

SundaySky is transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage, and optimize real-time personalized video programs throughout the customer lifecycle. Verizon, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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