



NTT DATA

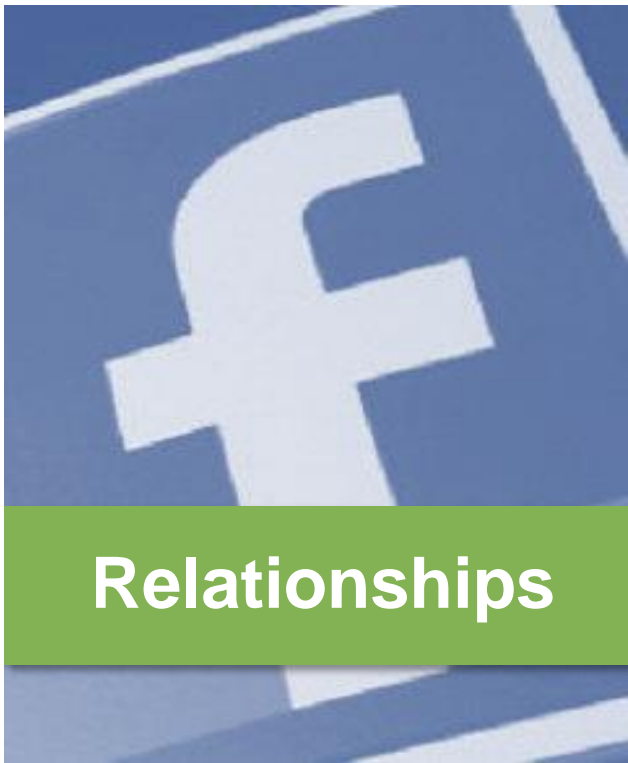
# Customer Centricity for the CIO

John DuBois, VP of Consulting and AMO  
Doug Reeder, CTO, Commercial Industries

**AGENDA17**

FROM IDG

Outside forces are driving expectations...



# The New Digital Normal



# What do leading Indy car drivers and CIOs have in common?



Goal Driven



Contextually  
Aware



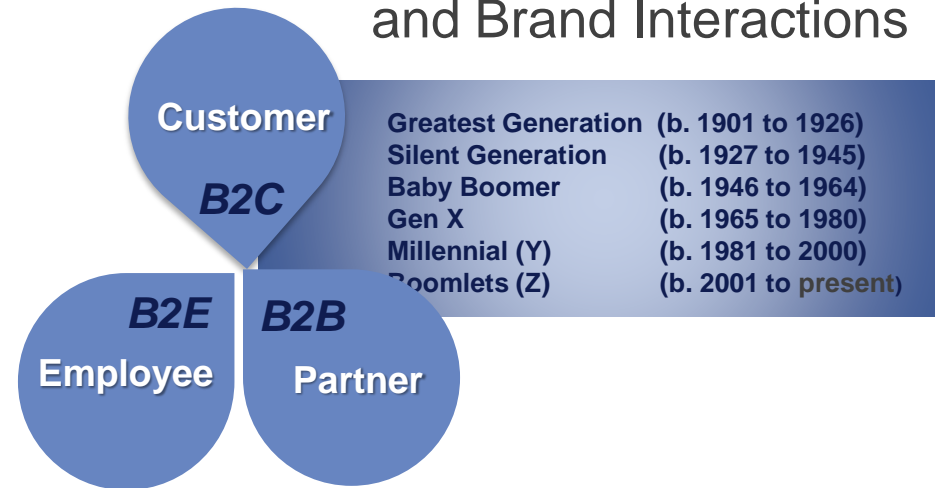
Continually  
Improving

**Customer Friction** - Any aspect of customer interaction that has a negative impact on the customer's experience

Proximity and Presence



User Dimensions / Personas and Brand Interactions



Precise Measurement

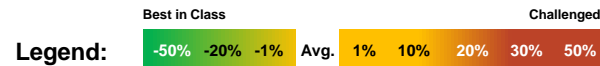
*Lowest Possible Score is the Goal*

Engagement	Process	Technology	Ecosystem	Knowledge
<ul style="list-style-type: none"> <li>▲ 1 Per Typed letter / key\</li> <li>50 Per Incorrect product or service received</li> <li>▲ 25 Per Missed commitment (date/time)</li> </ul>	<ul style="list-style-type: none"> <li>▼ -50 Per Business changed policy to perform requested service</li> </ul>	<ul style="list-style-type: none"> <li>▲ 25 Per Dropped Connection / transaction</li> <li>▲ 5 Per Window refresh / change</li> <li>▲ 5 Per UI change in style</li> <li>▲ 5 Window Non-intuitive interface</li> </ul>	<ul style="list-style-type: none"> <li>▲ -2 Per Multiple channel options (PC / Smart phone / Human-answered phone number)</li> <li>▼ -5 N/A Live help available on request</li> </ul>	<ul style="list-style-type: none"> <li>▲ 25 Per Unclear Product / Service is available</li> <li>▲ 10 Field Retyping info erased by error routine</li> <li>▲ 5 Field Acronym not explained by <u>mouseover</u></li> </ul>

# CFF<sup>SM</sup> Healthcare Payers: Leaders and Laggards

		Total		Engagement		Process		Technical		Knowledge		Ecosystem	
		Points	Total Δ	Total	Eng Δ	Total2	Pro Δ	Total3	Tec Δ	Total4	Kno Δ	Total5	Eco Δ
Top Score	Payer 3	119	-37.5	31	-0.3	36	-18.7	31	-17.3	11	-4.7	10	3.4
Sample Market	Payer 4	130	-26.0	8	-23.5	44	-10.9	54	6.0	16	0.2	9	2.2
	Payer 1	139	-17.1	53	21.7	39	38.6	39	-9.6	6	-9.7	4	-3.0
	Payer 2	143	-13.7	26	-5.3	64	9.0	38	-9.8	11	-4.9	4	-2.7
	Payer 5	146	-10.8	23	-8.3	44	-11.1	57	8.4	18	2.4	4	-2.3
Subject	Payer6	156	-0.4	28	-2.8	66	10.4	34	-14.3	23	7.3	5	-1.1
Sample Market	Payer 7	156	0.0	22	-8.6	63	8.1	49	0.3	16	0.9	6	-0.7
	Payer 9	165	9.0	50	18.9	54	-1.0	43	-5.7	15	-0.2	4	-3.1
	Payer10	195	38.7	50	18.9	74	18.5	38	-10.6	22	6.1	12	5.7
Low Score	Payer 8	214	57.8	20	-11.0	67	12.2	101	52.5	18	2.6	8	1.4
	Industry Average	156		31		55		58		15		7	

Obtain a Quote







## Key Takeaways

- Create a customer-centric organization
- Measure and quantify customer experience
- Engage your customers, employees and partners early
- Drive continuous improvements and innovation

# Thank You!

Questions?  
John.DuBois@nttdata.com