



Who cares about the customer? Winning in the digital age

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Agenda

1. Big Changes and Learnings: Nokia, Kodak, NZZ, Kuoni et al.
2. Mega Trends & a bit Market Research: so what?
3. Retail Banking 2020: why waiting until 2020?
4. Suggestions for your next management meeting



1) Big Changes and Learnings: Nokia, Kodak, NZZ, Kuoni et al.

NOKIA

Nokia vs. Samsung, Apple etc.





Kodak & FujiFilm *and* **Blockbuster & LoveFilm**





KUONI

NZZ

Kuoni & Hotelplan

Hotelplan

HOLIDAYCHECK




So what...?



Learning 1:

***Being number 1 does
not help any more***



Learning 2:

***Missing a megatrend
may end up in bankruptcy
faster than one may believe***



2) Mega Trends & a bit Market Research

Change...



~2400 years ago

Sokrates:

„the invention of the letter hinders people from memorizing things“...“I do not believe that something considerable and reliable can arise from script“



Today

Daddy, how did people go to the internet before there were computers?



**“I believe in the horse.
The automobile is only a
passing phenomenon.”**

Emperor Wilhelm II





So what...?



$n=1$ does not count



Big Data `interpreted`

Media usage – on the move?

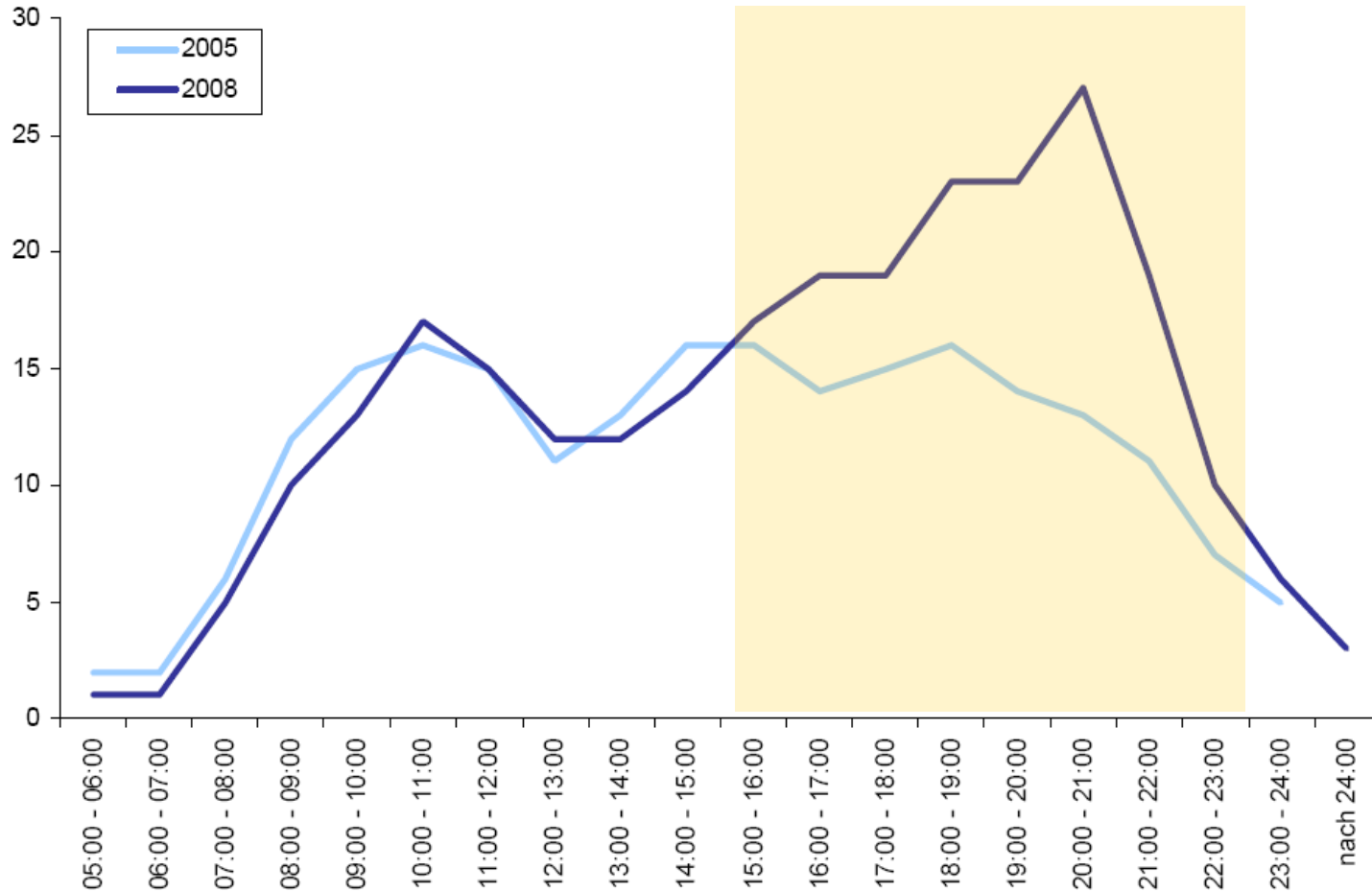




Internet = Prime Time



Internet usage



Source: ARD/ZDF-Online-Studie 2005-2008; German online users >14years old (2008; n=1186, 2005: n=1075)

Swiss Ad spend does not reflect user behavior



Slide removed

International Press: power at last



The 3R Rule



yesterday

today

the right person



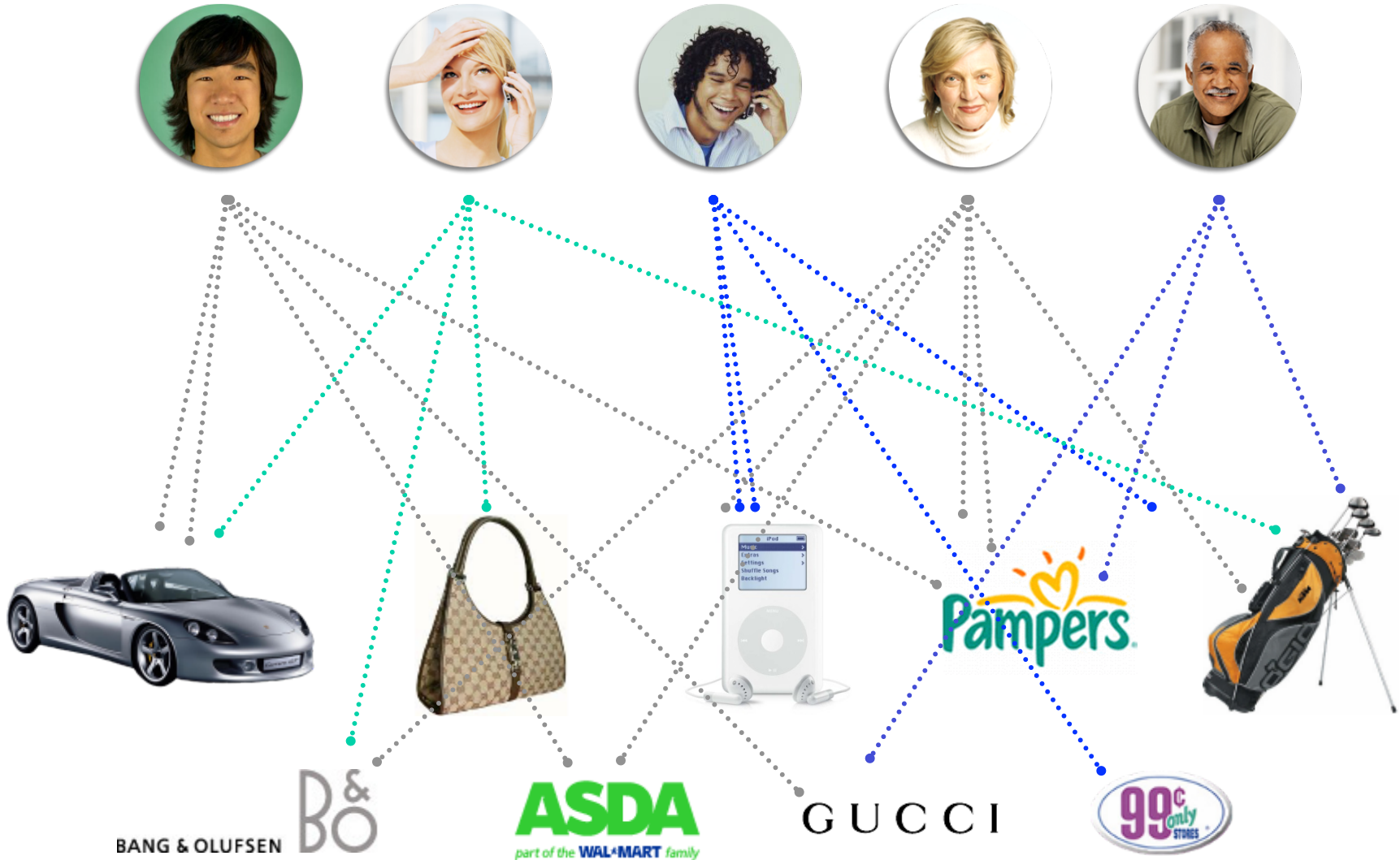
the right time



the right product



Socio-demographic targeting is not sufficient anymore





So what...?



⇒ Certain things have changed...



⇒ Certain things have changed...

⇒ ... so have **you** changed your marketing & sales approach accordingly?...?



x-10 check

⇒ introducing the simplest 'business sanity check',
called '*x-10 check*'

Video from 1995



Video from 1995

- ⇒ Listen to kids... They have the creativity needed
- ⇒ Gamification example of some US banks
- ⇒ Tip: Idea pitches in your management meeting (e.g. once per month)

MEGATRENDS

Changing consumer behaviour affecting companies

United Kingdom
H1 2014





ALL SCREENS,

All the time,

All the Audience

**More people
have mobile
phones than
electricity or
drinking water.**





The essential constant COMPANION

150

Average number smartphone users
LOOK AT THEIR PHONES



Shift from Desktop to MOBILE FIRST



And of those moving **BETWEEN DEVICES...**

72%



Start on
PHONE



Continue on **DESKTOP**
or **TABLET**

What would you be willing to go without for a week in order to keep your cell phone?



28%

**Partner,
boyfriend,
girlfriend**



55%

Coffee



63%

Chocolate



70%

Beer



So what...?



If you don't have a mobile strategy, you don't have a future strategy.

Dr. Eric Schmidt
President Google



The ROPO Effect



The ROPO Effect

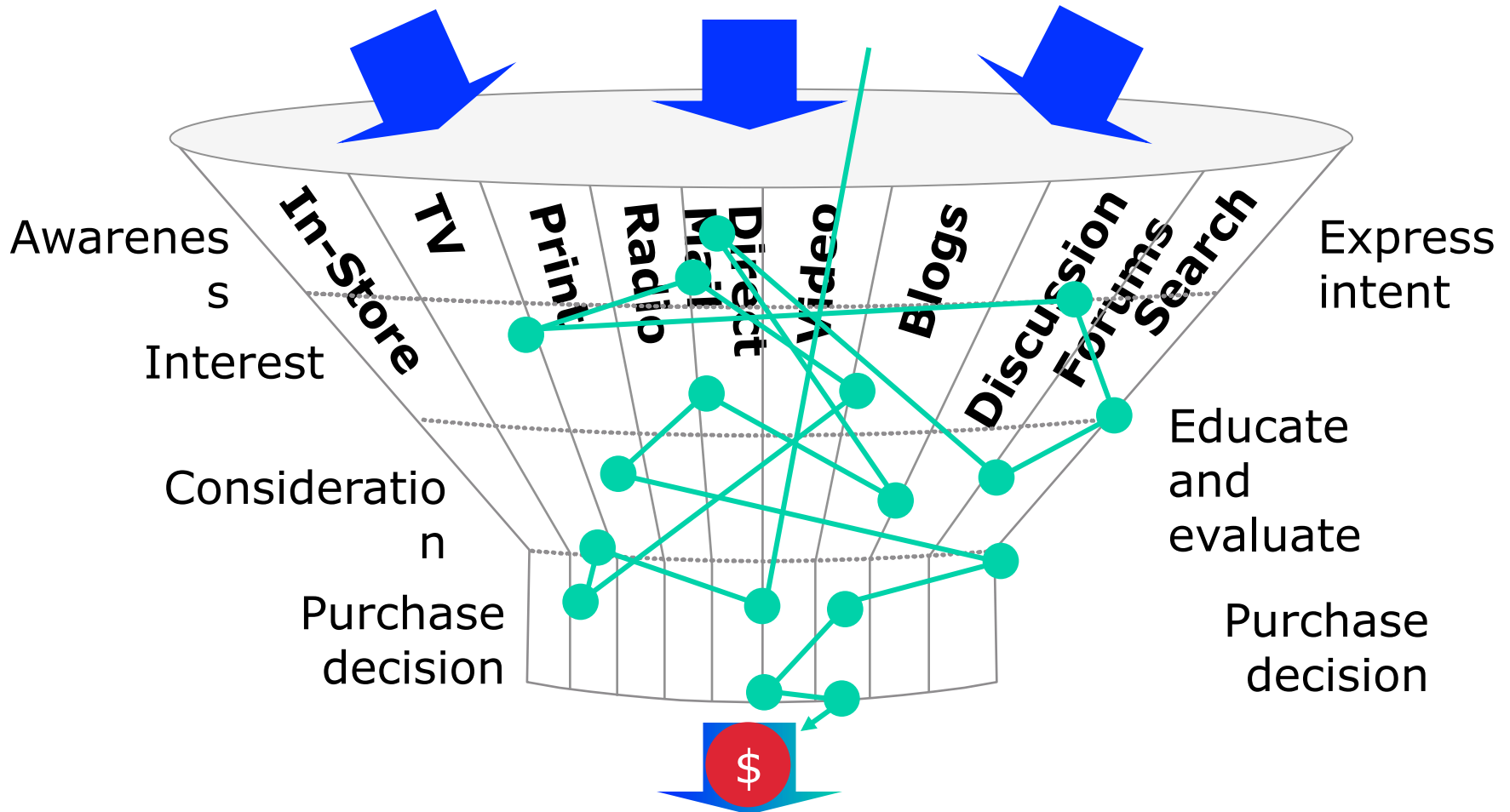
**(research online,
purchase offline)**

The purchase funnel today



Traditional "Analog"

New "Digital" ?



ROPO: There is a close link between offline...



The image shows a screenshot of the German game show 'Wer wird Millionär?'. At the top center is the show's logo, a circular emblem with a green starburst pattern and the text 'WER WIRD MILLIONÄR' repeated around the perimeter. Below the logo is a question in a dark, rounded rectangular box: 'Welche Tiere gelten als monophag?'. Underneath the question are four answer options, each in a smaller rounded rectangular box with a letter in a circle: A Schwein und Ziege, B Hund und Katze, C Krokodil und Schlange, and D Panda und Koala.

WER WIRD
MILLIONÄR
WER WIRD

Welche Tiere gelten als monophag?

A Schwein und Ziege

B Hund und Katze

C Krokodil und Schlange

D Panda und Koala

... and online – e.g. search queries for 'monophag'



Web Search Volume: monophag

Germany, Last 90 days

Totals

monophag  1

Interest over time

[Learn what these numbers mean](#)





So what...?



- There is no wall between online and offline
- Your customers build the bridges between the various marketing channels
- Decision making process of a mortgage
=> Online? Offline?... NOLINE



N O L I N E

And here is the proof...



Video: Day in a Life

Die Mehrheit der Bankkunden recherchiert online (Q4 2010)

Ergebnisse einer Click-Stream Analyse

Deutsche Bank Research



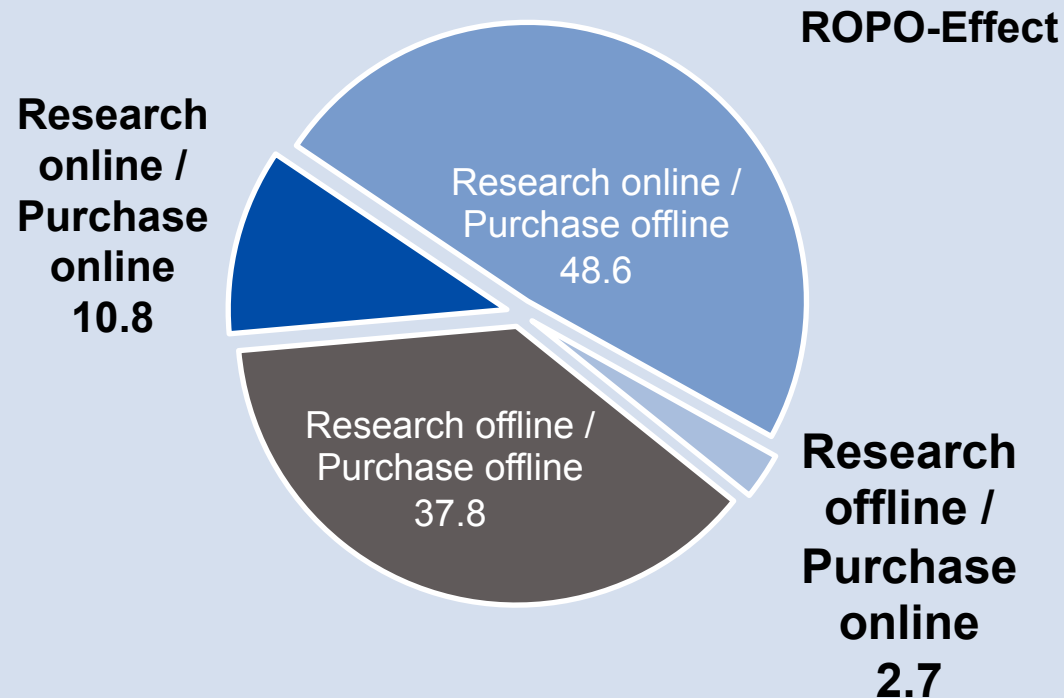
Google™

GfK

Case study that confirms the effect – Deutsche Bank & GfK



Anteil am Neugeschäft, nach Recherche- und Abschlusskanal (%)



Quelle: GfK, Google, DB Research, 2010

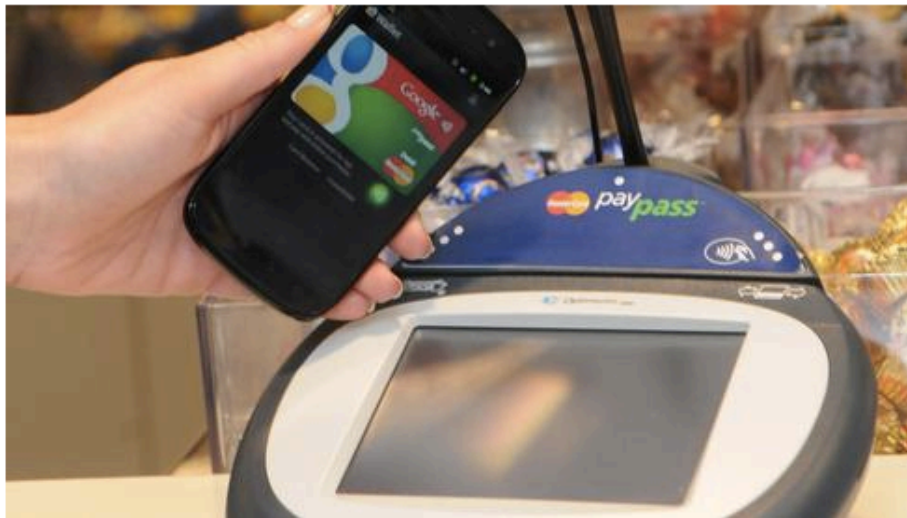


3) Retail Banking 2020: why waiting until 2020?

Willkommen bei der Google-Bank!

Es ist bisher nur ein Gedanke: Was, wenn Google eine Bank gründet? Das Rüstzeug dazu hätte der Internetkonzern allemal: Kunden, Technologie, Kapital. Wie der Schreck der Finanzbranche aussehen könnte – ein Szenario.

von Sebastian Ertinger und Christof Kerkmann



Bezahlen mit Google: In einigen US-Städten ist das schon möglich. Doch der Internetkonzern hat größere Ambitionen.

Quelle: dpa

Düsseldorf. Deutsche Bank, Commerzbank, Targo-Bank, Google-

DIE AKTUELLEN TOP-THEMEN



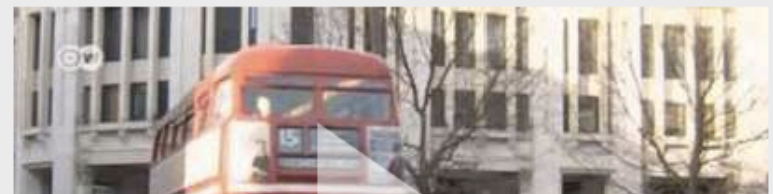
Das Ringen um den Klimaschutz

Wenn Deutschland so weiter macht, wird es seine selbst gesteckten Klimaschutzziele bis 2020 nicht erreichen. Angesichts dieser Entwicklung tritt auch wieder eine längst tot geglaubte Technologie in die Diskussion.



Übernahmeofferte für Gagfah-Aktionäre erfolgreich

Eine große Mehrheit der Gagfah-Aktionäre hat bereits die Offerte des Konkurrenten Annington angenommen. Auf dem deutschen Markt soll nun ein neuer Immobilienriese mit 350.000 Wohnungen entstehen.



What if...?



SPIEGEL ONLINE NETZWELT Login | Registrierung

Politik | Wirtschaft | Panorama | Sport | Kultur | Netzwelt | Wissenschaft | Gesundheit | einestages | Karriere | Uni | Reise | Auto | Stil

Nachrichten > Netzwelt > Netzpölitik > Facebook > Facebook plant Bank-Service mit Überweisungen in Europa

Überweisungen zwischen Mitgliedern: Facebook könnte bald zur Bank werden



Facebook-Chef Mark Zuckerberg: Bald auch Überweisungen mit Facebook-Geld

AFP

Teilen, posten, liken, spielen - und demnächst auch überweisen? Laut einem Zeitungsbericht soll Facebook bald eine Banklizenz in Irland bekommen. Dadurch könnten Mitglieder Geld in eine Facebook-Währung umtauschen und untereinander Zahlungen tätigen.



A small survey...

Please stand up



A small survey...

If you have heard about **m-pesa**, please sit down

What is M-Pesa?



- ⇒ world's most successful money transfer service
- ⇒ already working in 10 mostly unbanked countries

M-Pesa





So what...?



M-Pesa Learnings

- Simplicity was key to success
- The customer need was observed, perfectly understood – and answered
- Virtually 24x7 opening time...

By the way: which CH retail bank is available 24x7?



By the way: which CH retail bank is available 24x7?



The PostFinance logo is centered in the middle of the slide. It consists of the word 'PostFinance' in a bold, black, sans-serif font. The 'Post' is in a regular weight, while 'Finance' is in a bolder weight. To the right of the text is a red, stylized cross symbol. The entire logo is set against a yellow rectangular background.

=> Winning in the digital age is also: ***talking!***

Summary



Listen to your customers



The real Digital Cigarette: Mobile First



**NOLINE: There is no wall
between online and offline**





n=1 does not count

big data...



4) Suggestions for your next management meeting



Suggestions

1. Do the most basic, simplest 'Business Sanity Check' called '**x-10 check**'
2. Re-think your approach: analyze **today's** customer journey (not the one of 1990...)
3. Do not miss megatrends – are you 'mobile first'?
4. Digital transformation is a Board and CEO topic – do not delegate it – add it to your company DNA
5. Add NOLINE to your weekly management agenda





Thank you for your attention

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