

Verso l'Ecosistema della Loyalty: lo scenario del Loyalty Marketing

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I clienti che acquistano un Kindle spendono \$15 in più a trimestre

I clienti che acquistano un Echo spendono in futuro 10% in più rispetto agli altri

8 ottobre

Smart Devices

30 milioni di pezzi venduti in USA nel 2017
6,5 milioni in Europa
il 18-20% dei consumatori americani ne ha una



9 ottobre

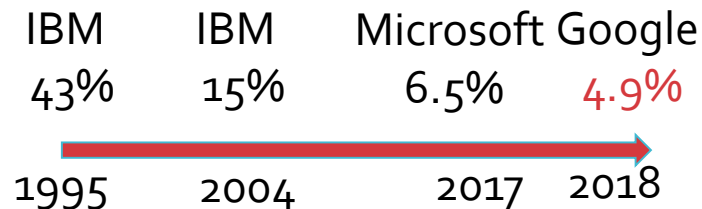


Nel giro di 5 anni
l'interazione tramite voce
supererà
quella tramite touchscreen



Il **Word Error Rate (WER)** misura
la capacità di riconoscere il
parlato umano

Esseri umani: WER del 4%



“Winning voice in the future requires action now”



L'assistente vocale è un nuovo touchpoint

9 consumatori su 10 che usano l'assistente vocale hanno ordinato la marca consigliata invece di quella che avevano in mente

Quale brand è top of the list?

Dai programmi fedeltà agli ecosistemi

Programmi fedeltà coalition

Servizi in abbonamento

Smart home devices

Wearable devices

Wallets

WeChat

Alibaba Echosystem

...omnicanalità



2000



2005



2009



2011



2012



2016

1994



2002



2007



2011



2015



2017



L'ecosistema di Alibaba



We see it as our opportunity to build a unique, global brand alliance, where the loyalty schemes of each brand can be connected to Alibaba's membership system in a global loyalty ecosystem

Il 50% degli online shoppers USA
è abbonato a qualche servizio

Forbes

Mar 4, 2018

The State Of The Subscription Economy, 2018

McKinsey&Company

Thinking inside the subscription box: New research on e-commerce consumers

Feb 2018

ECOSISTEMA



ESPERIENZA DEL CLIENTE
fluida e naturale

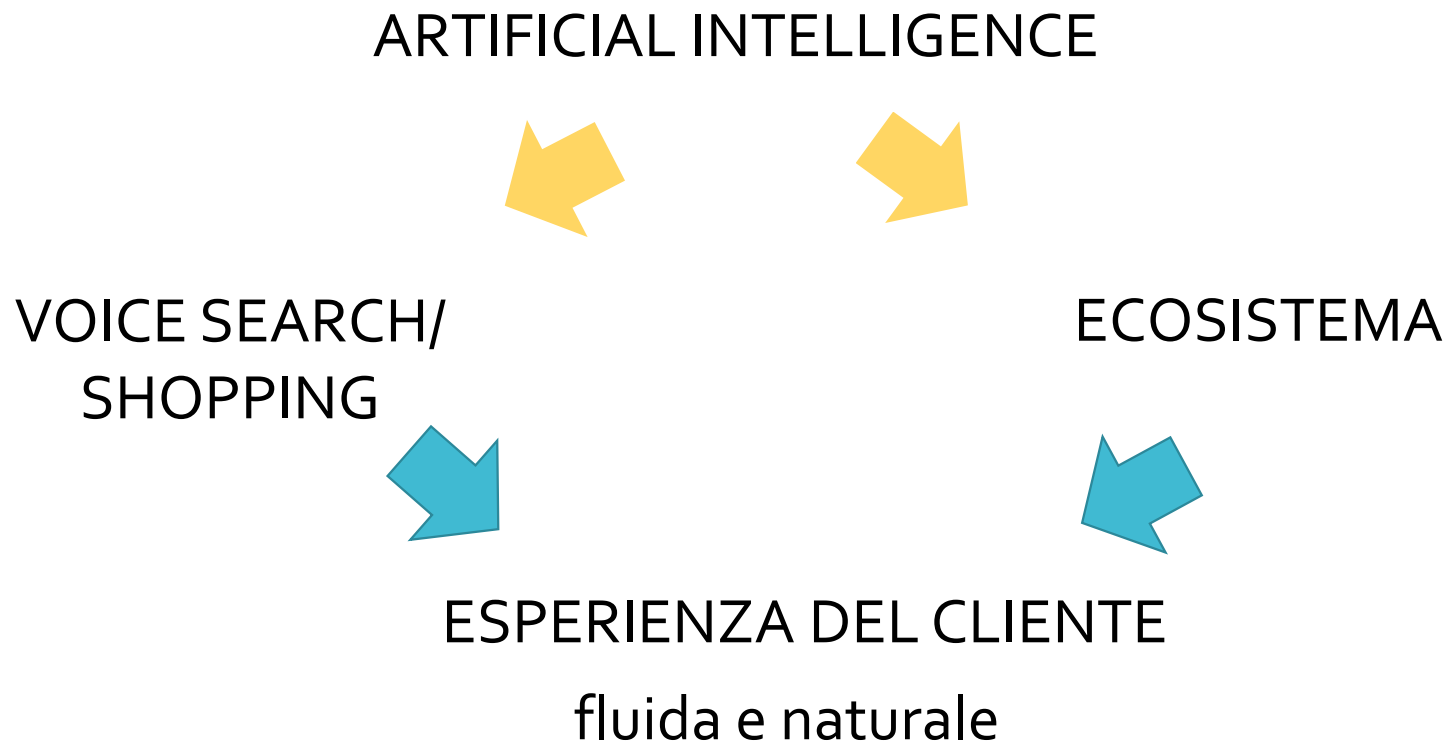
VOICE SEARCH/
SHOPPING



ECOSISTEMA



ESPERIENZA DEL CLIENTE
fluida e naturale



INTELLIGENZA ARTIFICIALE

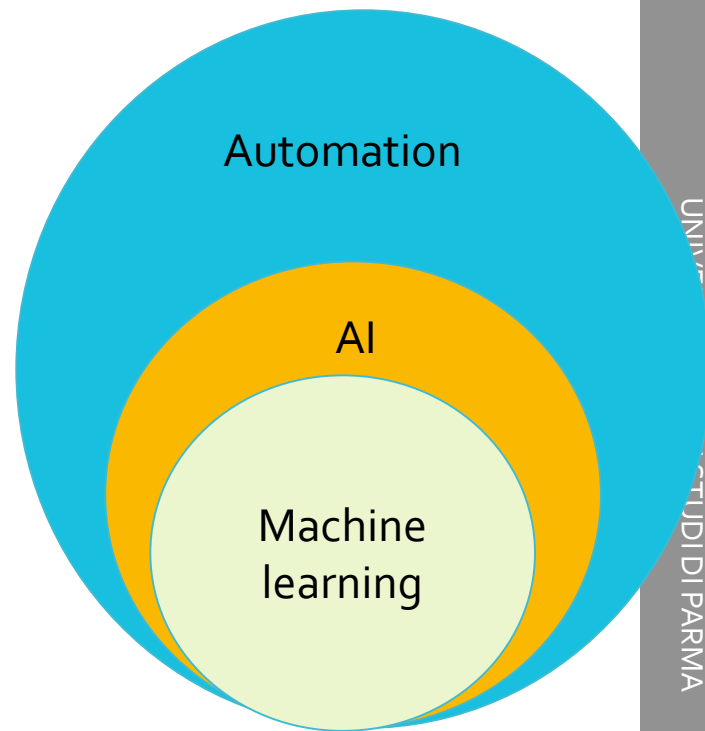
E' un campo di studi interdisciplinare dedicato a costruire macchine "intelligenti", ovvero macchine che svolgono compiti in modi che imitano le qualità dell'intelligenza umana

Adattato da N. J. Nilsson, *The Quest for Artificial Intelligence*

MACHINE LEARNING

E' un campo di ricerca specifico all'interno dell'Intelligenza Artificiale dedicato a sviluppare software che fa previsioni sempre più accurate (ecco perchè "learning"), senza essere specificamente programmato per farlo

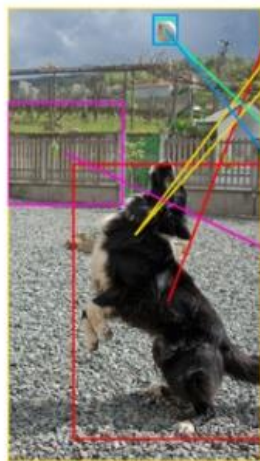
Adattato da A. Samuel, 1959



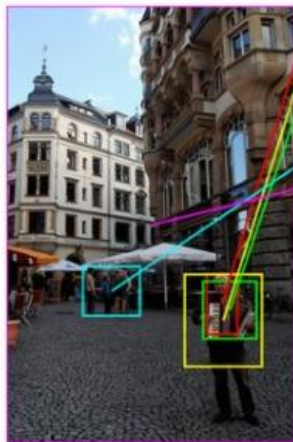
AI, Marketing e Customer Experience



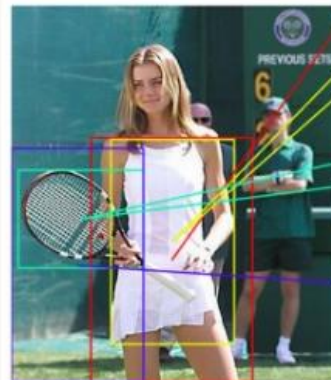
Image recognition



1.31 dog
0.31 plays
0.45 catch
-0.02 with
0.25 white
1.62 ball
-0.10 near
-0.07 wooden
0.22 fence



0.26 man
0.31 playing
1.51 accordion
-0.07 among
-0.08 in
0.42 public
0.30 area



1.12 woman
-0.28 in
1.23 white
1.45 dress
0.06 standing
-0.13 with
3.58 tennis
1.81 racket
0.06 two
0.05 people
-0.14 in
0.30 green
-0.09 behind
-0.14 her

“the future of search
will be about pictures
rather than keywords”



Visual search

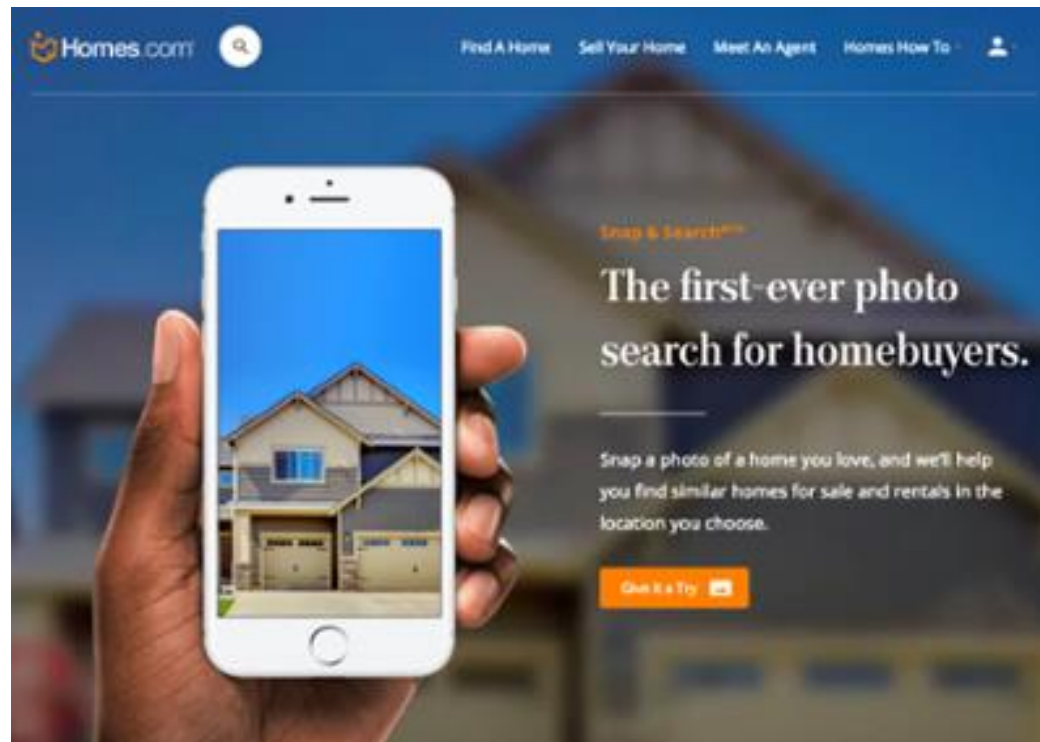


"snap and search"

Accorcia il path to purchase

Collega l'ispirazione offline
con l'acquisto online

Stimola l'acquisto d'impulso



Asos deploys image search functionality to fashion app



Pinterest will power visual search on the Samsung Galaxy

Il più grande dataset di immagini al mondo con oltre 100 miliardi di “human-curated ideas”

H&M customers can search for items by uploading a picture they either took themselves or from a social media platform



WOMEN DIVIDED MEN KIDS H&M HOME SALE #HMXME Search products 

#HMXME

Shop the looks you love from social media. Find our customers' styles and be inspired here.

[VIEW ALL](#)

LADIES

MEN

H&M HOME



Vente-Privée acquires image recognition startup

17 October 2018



PREDICTED CONCEPT

PROBABILITY

Opticwhite

0.930

Social listening
e brand exposure
evaluation

Subscription
+
AI
+
Esclusività

**Conierge systems
for top customers**



The easiest way to shop.

Jetblack is a members-only personal shopping and concierge service that combines the convenience of e-commerce with the customized attention of a personal assistant

Introducing **Jetblack** — Next-Gen Conversational Commerce

- Personal shopping over text message
- Fast and free delivery (same or next day for most items)
- Courier delivery in lightweight, recyclable bags
- Free gift wrapping and handwritten gift cards
- Curated recommendations
- On-demand access to category experts
- Competitive pricing on all items
- Hassle-free returns — we'll pick it up!
- NO minimum spend (including rush)

Stitch Fix

"Styling service on demand"

fondato nel 2011

5,700 dipendenti

400 brands di abbigliamento



Content creation – copy writing

IBM Watson Writes Thousands of Ads for Toyota



"Yes, it's for fans of possibility"

"Mother Nature approved"

"This car is an ode to tech"

"The future is available now"

"It will turn heads on the moon"

Content creation – brand name generation



By 2019 about 40% of retailers will develop customer experience architecture supported by artificial intelligence, with such platforms providing up to a 30% conversion increase and a 25% revenue bump due to hyper-micro personalization

IDC Retail Insights

FRA TRE ANNI, QUALI FORNITORI DI SERVIZI
UTILizzerETE **SICURAMENTE**
PER LA VOSTRA STRATEGIA DI LOYALTY?

1° POSTO:

**FORNITORI DI SOLUZIONI DI MARKETING
AUTOMATION E DI ANALYTICS**

GRAZIE!