Sentinel Report

Globant

OMNIRELEVANT EXPERIENCES

Creating meaningful interactions
regardless of the channel

Sentinel Report Q1 2016 by Globant

Welcome to Globant's Sentinel Report

The Sentinel Report is one of Globant's initiatives to stay relevant through a consolidation of metrics, statements, market trends, insights, and industry updates on consumer behavior from all over the world.

This information is meant to inspire new thoughts and trigger new conversations about products, ideas, and opportunities in an effort to help us be more creative and innovative in our solutions.

Observation and action are at the core of any sustainable strategy and we believe that this is a great way to create a positive habit.

We encourage you to share this information with your colleagues and to deepen your understanding of the products and services that we present here.

Take a look and enjoy!

>Globant

Why do we keep thinking about channels
when **meaningful moments** matter the most?

There is a new way of thinking about how brands should
interact with consumers and how we should design new
strategies focused on relevancy.

To be **relevant**, or not to be

In a world where every day there are more channels and touchpoints, where there are more opportunities to communicate and interact with the consumer, where the chances of being forgotten or too annoying are on the rise; it's extremely important to stop thinking about what the new channel of contact will be, and to start thinking about the context of interactions and the moments of impact with our consumers.

To become relevant means knowing when customers will need you and how you can offer the most efficient solution. The conversation changes from an older model of thinking about channels to a more current way of thinking about moments, and knowing that channels are only a means of enhancing that moment.

Being relevant will mark the difference between an action and a sustainable strategy.

"Reducing friction in experiences produces a considerable improvement in engagement, reported up to 75%."

Omnirelevance means being aware of the moments that impact your customer and taking action throughout their digital journey.

In the past, companies have seen channels as a way of interacting with their customers. As a result, many developed big, multi-channel strategies focused on creating highways for users to navigate rather than considering what journeys those customers wanted to take.

Steering the conversation away from OMNI-CHANNEL toward OMNIRELEVANCE requires us to stop thinking about channels as a target and start thinking about moments of impact that the brand needs to be aware of in order to provide a meaningful experience to their customers.

This new shift allows brands to infuse more customer-centric thinking into their culture and to incite strategic initiatives that serve the brand's purpose more effectively.

Customers don't care about channels; customers care about relevancy and, in turn, about their personal boundaries. Customers respond to brands that simplify their lives and react to brands that interrupt their lives. They consider whether you provide pertinent information or inundate them with spam. They want you to be aware of their needs and take meaningful action, not incessantly try to sell them things that add no value to their personal experience

OMNIRELEVANCE implies being incentivized to create relevant and meaningful relationships with customers, regardless of the channel they use. It describes brands that are aware of the moments that are important to their customers and implement outreach strategies that make those moments powerful and meaningful.

Don't think about channels; think about moments.

THE IMPACT OF OMNIRELEVANCE IN YOUR DIGITAL JOURNEY

Mapping the digital journey means to observe and visualize user experiences, interactions, and emotions via products and services. This helps companies identify opportunities for improvements and reduce risk. OMNIRELEVANCE means to be aware of this journey and constantly update it with relevant data to make informed and meaningful decisions.

MOMENTS OF IMPACT

The user goes through different moments of their journey, such as DREAMING of a trip, then planning, etc. Understanding these moments sheds light on the priorities of the user.

TOUCHPOINTS

In order to create an accurate ecosystem, brands must know of and understand every context and scenario relevant to each journey and create a touchpoint with the user through technology and communication, whether it be through mobile, desktop, IoT, or another device to facilitate a positive interaction.

EMOTIONS

Throughout the journey, the user can experience a multitude of feelings, positive and negative. Being aware of the emotional process that characterizes a journey allows us to identify how to react and personalize each customer experience.

CUSTOMER JOURNEY

AWARENESS

CONSIDERATION

PURCHASE

ENJOYMENT

ADVOCACY

UNDERSTANDING MICRO-MOMENTS

ALEJANDRO DE LA VIÑA
Technical Director
Big Data at Globant

In the past year, being customer relevant has turned out to be the key factor in conversion and retention analysis. It means that the 30-second attention span that a particular product may get from a potential customer needs to capture their interest in new ways to retain its competitive edge.

Evidently that time window is not ample enough to get acquainted with the customer and serve them content that is relevant to them. In order for customers to receive content that is appropriate for them, the interval of time in which they attend to a product must be longer. Alternatively, brands could rapidly source information from open data oceans such as social media, mobile devices, or widely spread web applications, to meet customer needs.

Once retrieved, the data can be sorted into at least two separate domains that provide the specificity necessary to identify micro-moments that can be leveraged:

- **Behavioural patterns** representing routines, without setting apart online and offline characteristics, such as schedules, walking route to the office, food preferences and time spent online
- **Real-time events** that can be analyzed individually such as location, moods, musical playlist, social media activity, or even a customer's current profile status

In the end, it becomes a matter of creating a model that transforms data points into behavioural trends, providing brands with the leverage necessary to offer custom business opportunities. Once contextualized, this data can be used to turn an existing situation into a selling opportunity.

"90% of people say they use multiple screens for everyday activities, such as booking a hotel or shopping for electronics."

SOURCE: Google/Ipsos, "The New Multi-Screen World," August 2015

A HORROR STORY

GONZALO CASTRO
Technical Director
QE Studio at Globant

Once upon a time, there was a team with what they thought was a clear plan: every system requirement had been thoroughly analysed and cut down into smaller pieces; every piece had been translated into comprehensive, positive and negative test scenarios; every scenario had been shared with other team members, discussed, corrected and re-reviewed. Massive test suites were created from the heart of this seemingly robust plan, and the test team was more than happy with their doings.

Development was completed as expected, deliveries informed with a level of detail only dreamt before. But there was something that no one thought about: they left user testing to the very end. And when actual business users started to try the system... well, that's when all the yelling started. Issues, as multi-legged monsters, started to crawl into the defect management tool.

Spreading from emails, calls, live-demos, they multiplied, mumbling curses tied to devices not being supported, to entire modules of functionality not doing what was expected, to systems not integrating at all with third-party products.

This is a true software horror development story, because, what is quality after all? Clearly, it is not leaving your customer to the end. We are now living in a world where the relationship (and by this I mean trust, identification, loyalty) between a brand and a consumer is built within just a few seconds: did this airline just email me that my bags are safely located in this same airplane I'm in? Did that front desk lady just call my kids by their name and inform them of a new animated movie being shown at the hotel cinema? There's a new definition of quality that we should embrace: be there, at the right time, in the right shape, for your customers.

SO, TEST TEAMS, BE SMART... And be more than testers!

To stay relevant, to actually achieve quality, you need to do more than just expand your test strategy, design a higher amount of test cases or report up to the very last low severity defect. You need to actually involve yourself from the very beginning of the process, to do your analysis right next to the customer, to start challenging the product right after you say your name in the project's kickoff call. You need to understand the moment, to be able to identify yourself with the consumer within those seconds that define everything.
You can be the hero that impedes the horror story from occurring.
Because if you lose that moment, it has been lost forever.

The **five aspects**
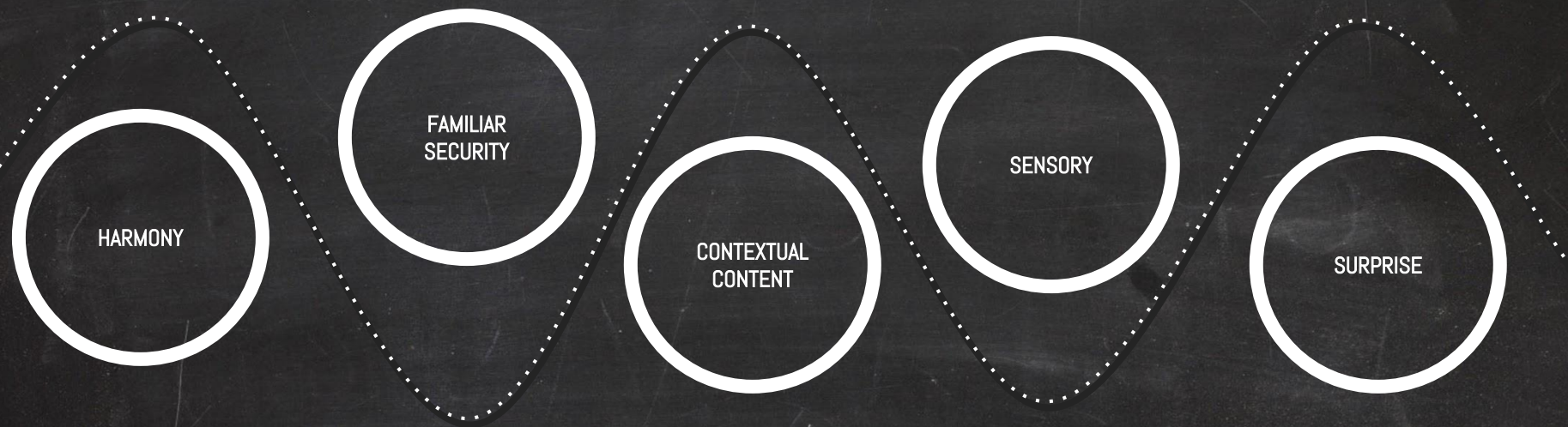## of an omnirelevant experience
by Globant

A structured approach to omnirelevant experiences

We wanted to make sure we provide a comprehensive way to talk about omnirelevant experiences, so our team of researchers at Globant came up with five concepts that define what an omnirelevant experience really is.

By breaking them down into categories, observing them, and collecting evidence, we can make sure we know what makes up these kinds of experiences, learn about their intricacies, and improve their impact on customer experience.

Focusing on omnirelevant experiences allows us to create a world where consumers are at the center of a sustainable strategy. We aim to expand upon this idea in this edition of the Sentinel Report.

This five elements that will make your experience **become omnirelevant**

HARMONY

FAMILIAR SECURITY

CONTEXTUAL CONTENT

SENSORY

SURPRISE

Here we present the five elements of an omnirelevant experience. These elements, which make up the fabric of the experience of a product or service, exist in equilibrium within an experience.
These aspects are not a formula so much as fibres that can be woven in infinite ways to construct an experience.

It is important to pay attention to each of them individually, not simply lump them together into a single category.
Each of the five elements presents itself at the right moment and in the right way to create a fulfilling, successful experience.

HARMONY

The deeply-rooted connection and affinity that this series of interactions has with a user's flow, producing a pleasant effect.

Users experience harmony when the flow of the product and the pace of their interactions with it match the natural cadence of users. Imagine a customer's experience as a synchronized dance; your service offering parallels the customer's activity at each moment. Like a couple dancing, each partner accompanies the other, converging into one.

This is the overarching concept that guides the creation of a relevant experience and takes into consideration both the emotional and technical aspects of the experience.

AREAS OF INFLUENCE:

⊜ UX   ▤ Product Definition

DO THIS

- Observe at **each moment of your journey** and check if it flows with your user's rhythm.
- Work towards **respecting your current user's rhythm**, considering principles of both semantic and syntactic connection.
- Find **equilibrium** as you add up all of the moments that the user goes through.

"53% of users recognize that relevant messages between brands and users are what influence their decision to buy a product"

FAMILIAR SECURITY

The feeling of familiarity and trust customers experience at each moment of their journey, fostering an intimate and safe relationship between the customer and the brand

Users will walk away from fun experiences that make them doubt the security of their personal information and data.

Every interaction we have with our customers should be accompanied by a feeling of confidence and sense of privacy. To be omnirelevant, we need to create trusting relationships that involve emotional intimacy at every step of the journey.

DO THIS

- Draw upon elements that generate **affinity** and **identity**.
- Build proximity through **familiar language**.
- Become your customer's **best friend and inspire this type of conversation.**
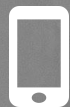
AREAS OF INFLUENCE:

Big Data   Cyber Security   Brand Personality

"Mobile makes up 88% of all 'near me' searches, with those mobile searches growing even faster at 146% year over year."

CONTEXTUAL CONTENT

Content that is able to fulfill a user's needs at any given moment.

Consumers do not need access to every piece of information or feature. They need only what is pertinent to a specific moment and context in their experience.

To be omnirelevant, the product should communicate the most essential details, and meet the user's expectations within any given context. If the product does not provide the information needed exclusively at that moment, users will feel undervalued.

DO THIS

- Identify when you need to interact with your customers and reduce or remove all interactions that are not relevant.
- Build your content to match and feed all relevant interactions, leaving out the parts that do not match the user's goals.
- Create solutions with **denotative synthesis**.

AREAS OF INFLUENCE:

⊜ Usability   ▤ Content Strategy   ⊕ Brand Personality

RELEVANT ENTERPRISE SOFTWARE

IVO RAMIREZ
Technical Director
Enterprise Consumerization
Studio at Globant

FABIAN LUQUE
Technical Manager
Enterprise Consumerization
Studio at Globant

The Enterprise Software experience has always been an afterthought. Companies usually put much more effort into building good experiences for their customers than for their employees. And that seems to make sense, since customers provide capital and employees add costs.

As a result, employees must settle for a subpar experience: countless apps with no connection between them. There is no journey or planned course, only a series of tedious, often disjointed tasks along the inefficient path to a desired outcome.

Neglecting the employee journey leads to:

- Employee frustration. The overall experience is far from the one he is used to having as a customer. This dissatisfaction can lead to an increase in employee attrition. Disillusioned employees may seek employment at companies that provide better work tools
- Low productivity. The employee must act as the controller for all of the apps. He or she will need to enter the same data several times, keep track of what he did in every application, wait until the moment is right for the tool to use it, and do some kind of quality assurance of the results with different applications

- Making bad decisions due to low traceability and reporting. It is difficult to integrate information from several disconnected data sources. That being said, there are many software products available in the market that provide astonishing experiences for employees and can easily replace preexisting systems. A good example of software that is making inroads in the enterprise are consumer products like Google Docs
- Providing poor internal tech support service is a consequence of what was mentioned above

Companies should break free from thinking about single features or applications for their employees and start focusing on redesigning the employee experience in a holistic way. After establishing their vision and mapping employee journeys, brands must envision how they can engage employees in a productive and sustainable way, and choose the appropriate communication channel with which to do so.

Only then can your company undergo the necessary and lasting changes to create a place where everyone loves to work.

SENSORY

Creating brain stimulus that will give a physical reality to the experience.

Consumers experience our products and services as multi-sensorial events. We tend to associate elegant simplicity with great products and services because they respect and inform several senses at once, like touch, temporal sense, and vision, without overwhelming or confusing them.

Using neuroscience research on sensory cognition and accessibility, and UX design, allows us to build products and services that tap into our five senses. It is not just about visual interactions; it is about compiling the right mix of sensory stimuli at each moment throughout the experience.

DO THIS

- Design for the five senses, holistically connecting them to the user's body and motion
- Try to explore and discover how people use their personal sensory capacities to enrich their own experiences and how we can support their individual processes
- Consider incorporating visual, audible, tactile and even gustatory information into your products and services

AREAS OF INFLUENCE:

Mobile   Interaction Design   Cognitive Computing

BUILDING RELEVANT FUTURES

NATALIA FREYRE
Product Team
Enterprise Consumerization
Studio at Globant

There are so many opportunities to create products that customers will need. Being relevant plays a key role in the search for untapped markets.

In the context of product development, the focus is on finding solutions to problems faced by customers. Putting product shortcomings at the center of the construction process helps reduce the number of cluttering features, shortens the time it takes to build the product, and thus reduces overall time-to-market and costs.

Being human is to question and subsequently envision solutions to problems. This tendency explains why customers will often try to tell us how the product should work, rather than what the product should do. Because of their lack of foresight and limited understanding of the mechanics of product development, customers are not in a position to come up with an optimal solution to product pitfalls. When our experienced team searches for problems, we compile an expertly-devised list of possible solutions.

Nowadays, Globant is engaged in a number of efforts with digital disruptors to both enhance customers' experiences and also focus on their employees with the promise of improving or simplifying the lives of end users. In order to meet the challenge and achieve their goals, traditional strategic models must be exchanged for ones that find new channels to enhance communication.

In order to be relevant and continue to grow, companies must evolve and adapt more quickly than the competition. Having a culture tailored to ongoing relevance guarantees future success.

Staying relevant is the step beyond being current. While being current requires constant awareness, remaining relevant entails taking action to make sure you **matter**.

SURPRISE

The level of unexpected momentum an experience or an interaction must have to catch the user's attention and leave a lasting, positive impression

There is one aspect of the experience of a relevant product that makes a difference. When the product goes outside of the expected behavior of its utility and engages with the user in an unforeseen way, it demonstrates that it knows the user and that it is useful beyond the expected scope. This can be as simple as a useful reminder, or as complex as a whole new functionality.

The important thing is that it needs to be momentary, positive, and unanticipated, leaving users feeling surprised and satisfied.

AREAS OF INFLUENCE:

≡+ Product
definition

👤 Customer
Experience

DO THIS

- Identify micro-moments of friction and provide feedback in an unexpected way
- Draw upon elements that "wink" to the user, such as humor, reflective memory and higher purposes.

BE A LEADER. BE RELEVANT.

DIEGO CARDOZO
Product Team
Continuous Evolution
Studio at Globant

The challenge of remaining a leader in the market forces companies to find the most efficient way to add value by way of improving products and services. Every new project brings with it the issue of understanding customer processes and expectations. Businesses must therefore find strategies to build solutions that point them in the right direction.

To achieve this, **the company and its employees must remain agile and focused. They must capture the information, expectations, and needs of customers and transform them into relevant products and services.**

Companies must generate the ultimate technology and tools to build solutions that allow them to be part of the customer's life now and in the future. **If you are relevant to the client, you will be part of their future.** If you are relevant and add value, customers will follow you, **allowing you to become or maintain your position as a leader.**

During 2015, the challenge was to generate digital disruptors that transformed the user experience and changed the way different generations related to technology. In 2016, we will continue to address this challenge as we tackle our current undertaking: the "naturalization" of these disruptors. In order to satisfy the needs of our customers, we must build products that implement cutting-edge innovation in the most efficient way possible. We must connect the digital and physical world in each project, focusing on both the business strategy as well as the customer experience. Both require understanding customer expectations, finding and defining their "digital journey," and developing technological solutions to their everyday problems. Our approach will drive product optimization and development, add value to our customers' experiences, and solidify our place as industry leaders.

So let's keep it up. Let's be leaders. Let's be innovators.
Let's be relevant.

RUN FOR RELEVANCY!

FEDERICO KEREKI
Technical Director
Big Data Studio at Globant

In "Through the Looking Glass", the Red Queen teaches Alice a curious lesson: "*Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!*" This same logic applies to modern companies that must struggle to stay relevant in an ever-changing world.

The current pace of the market presents a unique challenge for individuals in IT. It is easy to measure success by counting user stories or story points, but from a holistic point of view, that is dangerously narrow minded, and can lead to failure down the line. As John Thorp proposed in his book, *The Information Paradox: Realizing the Business Benefits of Information Technology*, there are four "ARE" questions that every company should ask itself:

1. Are we doing the right things?
2. Are we doing things the right way?
3. Are we getting things done well?
4. Are we getting the benefits?

The two questions in the middle have to do with governance of IT, and current agile methods have a firm grip on that: doing things the right way has to do with selecting methodologies and technologies, metrics, retrospectives, and other tools that help with detecting and removing pain points in the product development process.

However, the two remaining questions raise far more important questions: is our company moving in the right direction? And, are the current approaches performing as expected? If a business is to stay relevant, it must go beyond the boundaries of its physical and virtual industry and space, engage with customers, study societal changes, predict trends, and build a strong connection to the market. Companies must work in a "perpetual beta" with customers so that each side learns from the other. Technology should be adopted and adapted whenever new applications for customers become apparent. Finally, IT should become a leader in agile changes, so products are not just successful in technical terms, but also in business and economic terms. Businesses must run ahead at double speed, as the Red Queen suggested, going beyond current results and moving into future relevancy!

HIGHLIGHTS

Let's see some relevant actions that brands are taking towards building an omnirelevant experience.

AMAZON

Smart devices auto-replenish products

In March 2015 Amazon turned fridges and other appliances into new sales channels via their Amazon Dash Buttons. In October 2015, Amazon announced 11 partners for the Dash Replenishment Service. Amazon Prime members who own compatible connected devices such as Samsung printers, Obe pet food bowls and Brita water pitchers will have their toner, dog food and filters replenished by automated orders when stocks are low.

RELEVANCE IS EMBEDDED IN A PRODUCT-SERVICE SYSTEM'S DNA

In order to understand Amazon's success in such a disruptive enterprise, let's consider the five omnirelevance principles.

Connected objects provide ever-richer data on consumers' preferences and habits, along with the ability to reach them with tailored services. Instead of pushing buttons everywhere, Amazon chose to embrace smart brands that leverage IoT and contexts to make replenishment available as and when they're needed **(harmony)**, ultimately turning connected objects into retail channels.

In essence, DRS allows for device makers to measure consumable usage so that reordering happens automatically **(surprise)**.

For example, an automatic pet food dispenser made with built-in sensors can measure the amount of pet food remaining in its container and place an order before running out. If a customer cancels an order placed by the device, the device will notify the customer that the cancellation was recorded **(sensory)**, and that it will reorder again in 5 days **(contextual content)**.

Amazon uses its existing email infrastructure for a consistent customer experience. Customers receive emails when an order has been placed, when it has shipped, or when important changes are made to their DRS subscription settings **(familiar security)**.

Finally, we imagine that having Amazon Dash to detect, automatically order, and ship your supplies will become synonymous with running errands.

Source:
https://www.amazon.com/oc/dash-replenishment-service

OMNIRELEVANT ACTIONS EXAMPLES

TRAVELERSBOX
Airport kiosks convert leftover currency into gift cards

TravelersBox, the Israeli company enabling travelers to convert leftover foreign currency into usable digital currency, announced an expansion of its services in December 2015. Ten TravelersBox kiosks have been installed in Toronto's Pearson International Airport., which can be used to deposit coins and bills into a PayPal account, or exchange them for gift cards for retailers including iTunes, eBay and Gap. Consumers can also opt to donate their currency to charity, with a fee of 3-10% being charged on all transactions.

Source:
http://www.travelersbox.com/

DOMINO'S ANYWARE
Omnichannel strategy facilitates pizza orders via SMS, TV, tweet and smartwatch

August 2015 saw Domino's bring the brand's various ordering channels together under Domino's AnyWare. After creating a Pizza Profile, customers can order pizzas in various ways, including sending an SMS or tweeting a pizza emoji to the brand, via a TV app compatible with Samsung devices or using a Domino's app integrated into Ford's in-car SYNC AppLink; also using the brand's dedicated smartwatch app, or using Dom: a voice-ordering app with intuitive response technologies. Domino's celebrated the launch of AnyWare with a TV spot that paired celebrity users with their favorite ordering method.

Source:
https://anyware.dominos.com/

TELEFONICA RESEARCH
Researchers can detect boredom via mobile activity

In September 2015, Barcelona-based Telefónica Research published a report showing that researchers are able to detect (with an 83% accuracy rate) from a smartphone user's mobile activity whether they are bored. Research participants were given alerts to check out an article on BuzzFeed, which (unsurprisingly!) received more clicks and engagement from those who were identified as bored.

Source:
http://pielot.org/pubs/Pielot2015-UbiComp-Boredom-Detection.pdf

OMNIRELEVANT ACTIONS EXAMPLES

CONCIERGE SHOPPER
Apparel available to order via hotel concierge

In July 2015, Virgin began trials of a free apparel delivery service at its Chicago hotel. Guests can reserve apparel from Gap via the hotel's mobile app or website, selecting their preferred items which are then delivered to their room within three hours. Any items that guests do not want to keep can be left in the room's closet, with free returns by the hotel concierge.

Source:
http://virginhotels.com/gap/

MINI SINGAPORE
Automaker offers stranded drivers test drives to their destination

April 2015 saw MINI Singapore launch We Tow You Drive: a campaign offering test drives to stranded drivers. During the campaign, the automotive brand partnered with a local breakdown recovery service, responding to stranded drivers in real-time. Drivers could take a test drive in a MINI to their next destination, before giving the car back to a representative at the completion of their journey.

Source:
http://www.mini.com.sg/

CANAL PLAY
Bus shelters screen short TV shows while passengers wait

In November 2015, people waiting at bus shelters in the French city of Nancy could watch short versions of series from French TV channel, Canalplay. A touchscreen asked travelers to key in the time before their bus arrived, and they were then shown one episode of a short TV show lasting between five and eleven minutes. Viewers could also plug their headphones in to enjoy the free service, which promoted the company's new series of short format TV shows.

Source:
http://www.canalplay.com/

OMNIRELEVANT ACTIONS EXAMPLES
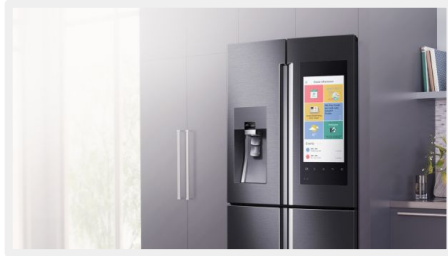
FAMILY HUB REFRIGERATOR
Smart fridge allows people to order groceries from their kitchen

Unveiled by Samsung at CES in January 2016, the Family Hub Refrigerator allows people to shop from their kitchen. The fridge features a touchscreen panel enabling people to shop for groceries at stores including FreshDirect and ShopRite, and have them delivered to their door. A camera inside the fridge also takes a photo each time the door is opened and closed, letting people know what items need re-ordering. Samsung partnered with MasterCard on grocery payment and delivery provision, but any credit card can be used to place an order. A mobile app also allows users to view inside the fridge and order items when they're not at home.

Source:
http://www.samsung.com/global/ces2016/familyhub/

PING
Etailer adds social networking facility to app

Flipkart added a free social networking feature to its mobile app in August 2015, with the aim of making online shopping a more sociable experience. Initially invite-only, Ping allows the Indian etailer's customers to talk to each other in real time, sharing pages and products, and exchanging ideas about potential purchases.

Source:
http://www.flipkart.com/share?otracker=ts_ping_PromoWidget2_1-0_banners_0

KUNG FU PANDA 3
Transport beacons automatically stream movie trailers

In March 2016, 20th Century Fox partnered with music recognition app, Shazam to promote Kung Fu Panda 3 via beacons on London buses. Around 500 beacons were installed on buses in the city, and passengers on the vehicles were prompted to open the Shazam app on their cellphones to access content from the movie. When a person pressed the Shazam button on their device, the Kung Fu Panda 3 trailer began playing, and people could also book tickets to see the movie via the app.

Source:
http://www.dreamworks.com/kungfupanda/

There is <mark>so much more</mark> you can do with these insights!

We are a team of professional researchers, designers, and subject-matter experts
that put insights into action. We create strategy reports and envision scenarios
that help build your strategy for the future.
Contact us at sentinel@globant.com and take the next step
into a more insightful strategy.

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