

Digital Customer Experience

Brands as Customer Communities: What's
In It For You (Everything!)

Booth Fellers - [@BoothFellers](#)

Strategic Accounts Director, Lithium

WHAT DO YOU STAND TO LOSE?

67%

of customers cite a bad experience as the number one reason for churn

Source: ThinkJar Research

@LithiumTech #PRNews #shakeupshow



71%

Of consumers who stop using a brand because of a bad experience are unlikely to ever use them again.

Source: Nielsen/Lithium

@LithiumTech #PRNews #shakeupshow

business losing
\$62bn

Per year through
a poor customer
service
experience.



Source: New Voice Media, 2016

@LithiumTech #PRNews #shakeupshow

THE GOOD NEWS?

73%

consumers would spend more on a product if it was from a brand they loved

Source: Lithium/Nielsen

@LithiumTech #PRNews #shakeupshow

WHAT DO YOU STAND TO WIN?



Those who have the best experiences spend

140% ↑

more than those who have the poorest experiences

SEPHORA

“As we opened our doors to the Beauty Talk community, it was flooded with clients dying to talk beauty with each other.”

Bridget Dolan
VP Interactive Media, Sephora

customer spending

average customer

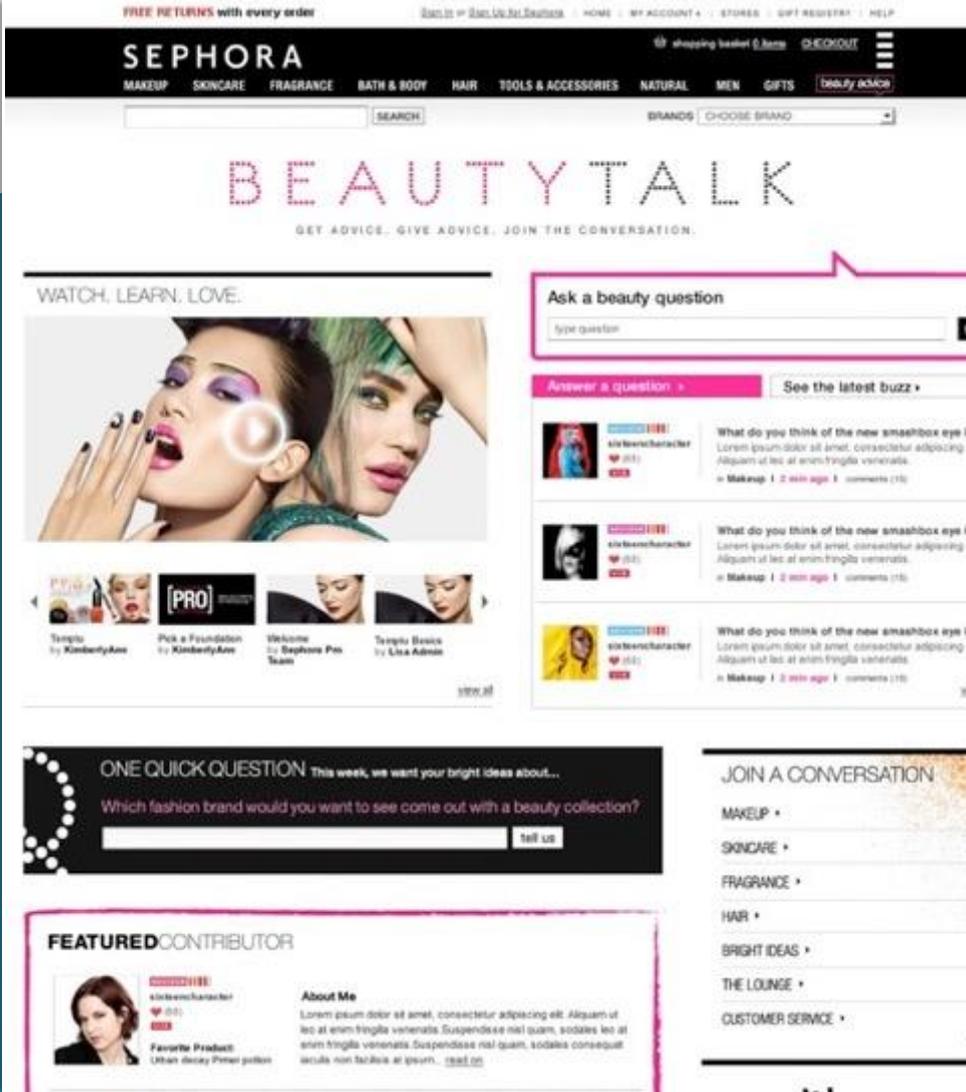
2.5x community user

superfan **10x**



Beauty Talk
superfans spend
an average of
33 hours

per month on
Beauty Talk



SEPHORA

weekly beauty challenges to increase engagement

WEEKLY BEAUTY CHALLENGE: FAVORITE RED LIPSTICK
conducted / HOSTESS [icon] / On 07-01-2013 11:04 [icon] [icon]

Okay, okay, I know what you're thinking: "Candace, it is hot as the dickens outside, who in the world is thinking about lipstick?" Well, I am (I work at a beauty company, what do you want from me?) Because July 4th is rapidly approaching, and I always rock the "Red" in "Red, White & Blue" with a bold (and patriotic) lip.



SEPHORA
SHOW & TELL

live chats with celebrity and beauty experts

BEAUTYTALK THE LOUNGE SEPHORA SHOW & TELL

FEATURED THREAD: CAUDALIE LIVE CHAT
conducted / HOSTESS [icon] / 111 signs [icon]

Do you miss yesterday's live chat with Caudalie co-founder Marie? She gave some great skincare recommendations and revealed all her secrets.

Here's a quick recap: you can view the full thread here! [#SephoraLive](#)

LIVE SKINCARE Q&A WITH CAUDALIE
Live from Paris! Participants in our chat with Caudalie co-founder Marie. This 15-part chat has lasted between 10 and 15 PM. Ask a question of your own, share secrets, and get the insider scoop on Caudalie's best-selling products.

LIVE HAIRSTYLING Q&A WITH DRYBAR
conducted / HOSTESS [icon] / On 07-01-2013 02:10 [icon]

LIVE Q&A WITH ALLI WEBB
Ask Drybar founder Alli Webb a hair question—exclusively on BeautyTalk.
July 10 - 10-11am PST

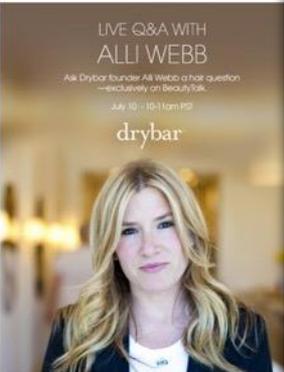
LIVE SKINCARE Q&A WITH CAUDALIE
The best search for sensitive skin is "Vitamin C 5000" sunscreen serum. For a clear & glowing complexion, try the gentle buffing cream here: regenerating concentrate 100% natural dry face oil at night. #SephoraLive

LIVE HAIRSTYLING Q&A WITH DRYBAR
On a 10 year old woman with aging skin (she lives, sagging, dark, puffiness on her face). What Caudalie products would you recommend? #SephoraLive

BEAUTYTALK ASK THE EXPERTS

LIVE Q&A WITH ALLI WEBB
Ask Drybar founder Alli Webb a hair question—exclusively on BeautyTalk.
July 10 - 10-11am PST

drybar



LIVE NAIL ART Q&A WITH CIATE
conducted / HOSTESS [icon] / On 10-2013 03:41 [icon]

LIVE Q&A WITH CHARLOTTE KNIGHT
Ask Ciate founder and creative director Charlotte Knight a nail art question—exclusively on BeautyTalk.
June 25 - 12-1pm PST

ciate



FREE RETURNS with every order
Sign In | Sign Up for Rewards | HOME | MY ACCOUNT | STORES | GIFT REGISTRY | HELP
Shipping | Terms & Conditions | CHECKOUT

SEPHORA
MAKEUP | SKINCARE | FRAGRANCE | BATH & BODY | HAIR | TOOLS & ACCESSORIES | MEN | GIFTS | SEPHORA TV | BEAUTYTALK

SEARCH | BRANDS | CHOOSE BRAND

BEAUTYTALK

Get real-time answers, expert advice and your fix for all things beauty.

Beauty advice home | beauty talk | ask the experts... | ask the experts | conversations | [live chat with kat von d](#)

KAT VON D LIVE Q&A SESSION
Your chance to ask the makeup expert, tattoo artist, and TV star a beauty question—exclusively on BeautyTalk.
March 15th from 12-1pm PST [GO TO THE DISCUSSION](#)

ASK THE EXPERTS [Go To](#)

Topic Options | Message Listing | Previous Topic | Next Topic

Live Chat with Kat Von D [1](#) [6](#) [7](#) [8](#) [27](#)

Re: OPEN NOW! Live Chat with Kat Von D
Hey Kat! I have a big blackhead on the corner of my nose, all the junk is out of it and now there is a big hole left and I hate it! What can I do to get rid of it or cover it up? BTW you are super gorgeous and I love you! xoxo

03-15-2012 12:02
message 162 of 276 (1,144 views)
[icon] (1)
Options

Re: OPEN NOW! Live Chat with Kat Von D
Howdy,
I love your eyeshadow palette. However, I never use eyeshadows up before the expiration date. Do you have any tips or tricks for making eyeshadow palette last longer? or favorite way to sanitize them?

03-15-2012 12:02
message 163 of 276 (1,140 views)
[icon] (1)
Options

Re: OPEN NOW! Live Chat with Kat Von D
How do you do a smokey eye without making it look like a raccoon under your eye? You seem to always have dark make up under your eye but it never looks like too much or like a raccoon! you are amazing by the way :3

03-15-2012 12:03
message 164 of 276 (1,142 views)
[icon] (1)
Options

Ask a beauty question
type question or keywords
[search]

CONVERSATION BOARDS
ASK THE EXPERTS | MAKEUP | SKINCARE | FRAGRANCE | HAIR | BRIGHT IDEAS | THE LOUNGE | CUSTOMER SERVICE

Welcome
[sign in](#) or [register](#)

THE EXPERTS
sara | joe | gilbert



 **ROGERS**™



Goal

Deliver outstanding customer experience through the integration of Facebook Messenger



Solution

Leverage Lithium Response to support their first-on-the-market launch of customer support via Facebook Messenger



72%

PARTNER CHANNEL
CSAT INCREASE
SINCE LAUNCHING
SUPPORT
VIA FACEBOOK
MESSENGER

4x

SOCIAL VOLUME
HAS
QUADRUPLED
SINCE 2015



REDUCED
RESPONSE TIME
FROM 45 MIN IN
2015 TO UNDER

15 min in
2016



“Our Lithium-powered community has provided peer support, product reviews, and questions answered by experts– all of which have enriched our consumers’ shopping experience. “

Francisco Campos Dominguez
Social Media Manager, Leroy Merlin Spain



in-store employees
active in community



24 min
average time on site



15,000
registered users in
first 3 months





“BarclaycardTravel.com is a one of a kind travel community where Barclaycard card members and non-card members can share travel experiences and earn miles towards travel rewards. Lithium’s community platform was the driving force behind our successful community marketing initiative.”

Jennifer Hitchens
Community Manager, Barclaycard US



This marketing campaign drove over
+31k new registrations



+26k Dream Trip submissions
by community members



430k page views during sweepstakes
versus 230k average per month



THE GREAT
GETAWAY
GIVEAWAY

Dream up a journey for a chance to live it.

\$20,000

GRAND PRIZE

\$5,000

FIRST PRIZE



"Barclaycard Ring's innovative levels of simplicity, transparency, and service are impacting the way we do business...we believe this is the way all companies will engage with customers in the future."

Paul Wilmore

General Manager Consumer Markets, Barclaycard

decreased customer complaints by **50%**

customer retention improved by **25%**

Along with other customer experience initiatives, Barclaycard Ring contributed to **\$10M**



Welcome, Juniper Last login 05/29 4:43 p.m. ET via web

[KaelaC](#) | [Sign Out](#) | [My Settings](#) | [Help](#) | [Switch User](#)

New Messages

[Your Profile](#) | [Contact Us](#)

[← Account Summary](#)

[What's new](#) | [Connect](#) | [Track](#) | [Influence](#) | [Blog](#)



[Your community activity](#) | [Your achievements](#) | [Your subscription options](#) | [Your email subscriptions](#)

Your achievements

Think of your achievements page as your trophy case: it shows all of the stuff you've accomplished with Barclaycard Ring. The more you do, the more badges and status you earn. The things that get acknowledged as achievements are activities that help make Barclaycard Ring more profitable and successful. This is good news for you, because the more estimated profits Barclaycard Ring makes, the more you get through Giveback™.

Your ring



Things you can do

- Refer a friend**
For every new member we get, we'll add another \$20 to the community Giveback.
- Join a discussion**
Chime in on a conversation or start your own.
- Give a kudo**
Check out the community discussions and add kudos to what you like
- Answer a question**
Help a fellow member in the Ask & Answer area.

Things you've done this month

- You're an active member**
Here's a little shout-out just for paying on time and using your Barclaycard Ring MasterCard®.
- Went paperless**
Thanks for making the switch and helping us cut costs, not trees.
- Participated in the community**
This is what Barclaycard Ring is all about. Keep the contributions coming!

Badges

- | COMMUNITY HEALTH | COMMUNITY ENGAGEMENT | SPECIALTY |
|------------------|----------------------|-------------------------|
| Active | Helper (coming soon) | Gold Star (coming soon) |
| | | Trailblazer |

How achievements work

You can get more achievements, badges and status by doing activities like replying to discussions and



“We have an ideas section in the community where we ask members, ‘Tell us how we can make the program better.’ In most banks, they never give their customers a forum or encouragement to give them that feedback and that’s what this community is all about. It’s engaging your customers in a different way.”

Paul Wilmore

General Manager Consumer Markets, Barclaycard

Goals for Barclaycard Ring:

1. strengthen trust between bank and card member
2. provide transparency and open dialogue

Means for achieving these goals:



community + servicing site = seamless customer service



voting on product features



giveback program



annual reports



monthly financial stats

Barclaycard Ring's Annual Report

Attachments:

Annual-Report_13_links.pdf 499kb

share   

We're happy to share Barclaycard Ring's 2012-2013 Annual Report with you. This Annual Report is another effort to show transparency and information in a simple manner. Take a look! (To obtain an easy-to-read version of the Annual Report click the **Attachments** link above to view as a PDF.)



Barclaycard Ring 2012-2013 Annual Report

We're happy to share Barclaycard Ring's 2012-2013 Annual Report with you. As you may know, the vision for Barclaycard Ring was to build a simple product with long term value, offer unparalleled transparency and give cardmembers, like you, a say in how the program works. We've seen these elements come to life in the Barclaycard Ring online community over the past year—from sharing our financial stats each month to having community members vote on card features. This Annual Report is another effort to show transparency and information in a simple manner. So, we thought an infographic would be

You can find more information regarding our community financial stats on our website or in the community.



Income Statement

April 2012-March 2013

All posts (82)

- Annual Report (1)
- Bread (1)
- Budgets (1)
- Card Features (21)
- Charity (1)
- Community (10)
- Contests (1)
- Credit Line (4)
- Financial Health (12)
- Financial Planter (5)
- Financial Stats - Analysis (10)
- Football (1)
- Giveback (7)
- Guest Bloggers (10)
- Infographic (3)

Previous Next

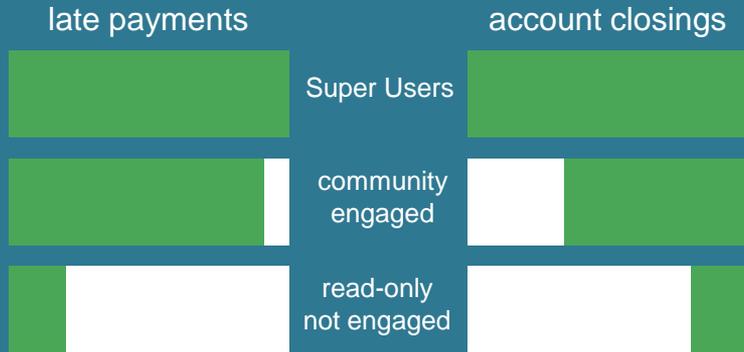
Latest posts

- Barclaycard Ring Financial Stats June 2013 Results...
- Changing the Card Design: Creative Stage: How L...
- Barclaycard Ring Financial Stats May 2013 Results:...
- Barclaycard Ring's Annual Report

60% of Barclaycard Ring customers visit servicing site as least once per month



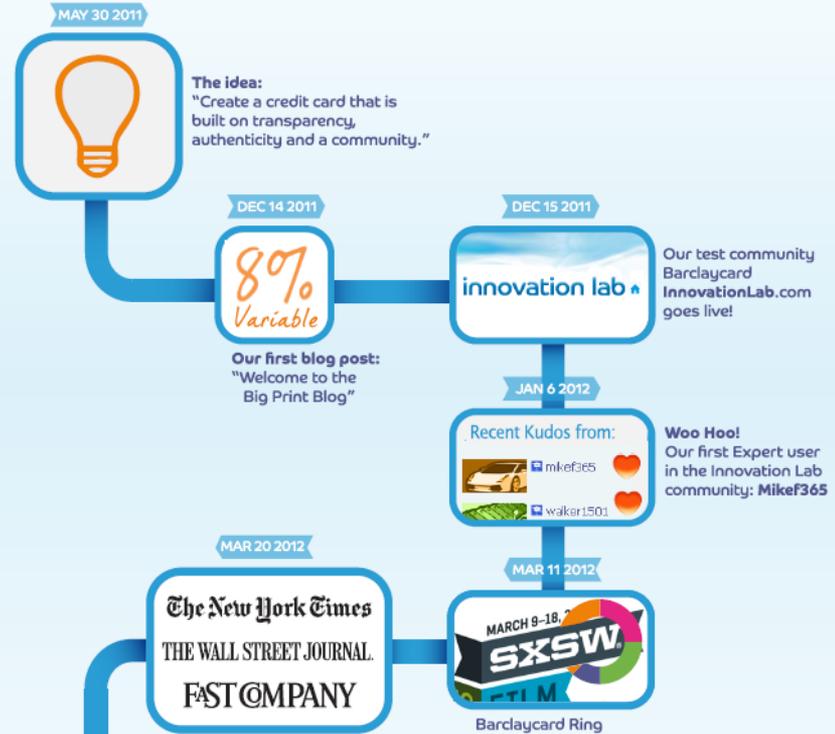
Super users and engaged community members are the most loyal customers:



Generated **\$500K** in revenue in the first 10 months

One Year Anniversary!

Here's a look at some of the milestones that helped shape who we are today!





Reduced social acknowledgement time by 20%, 5% over goal



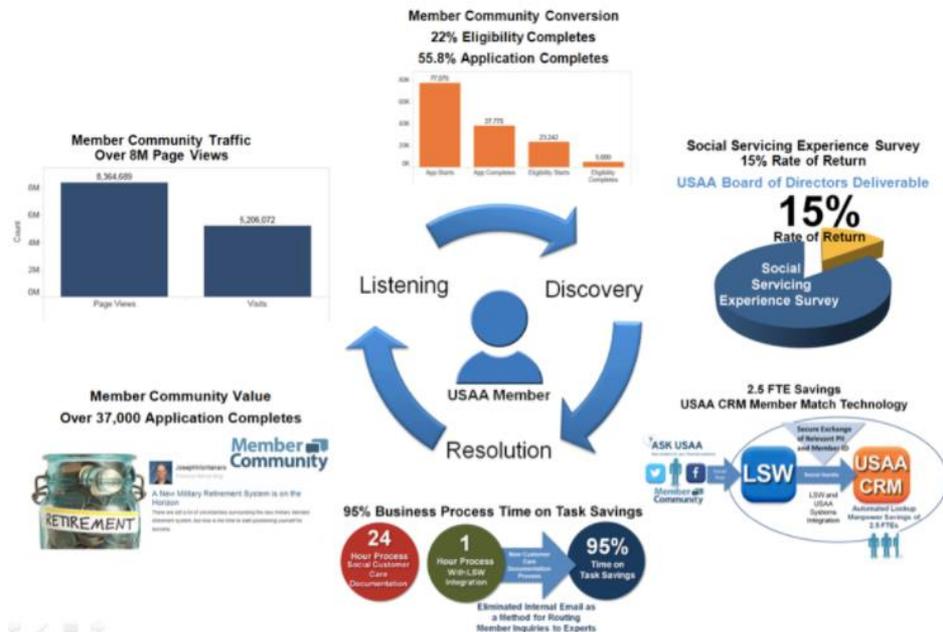
Reduced social customer care internal documentation from 24 hours to 1 hour; time on task savings of 95%



Committed to Delivering Excellent Customer Service

- Ranked #4 in the Harris Poll 2016 Reputation Quotient
- Ranked #2 in Industry Fortune; Worlds Most Admired Company 2014 to 2015
- Top ranking in the Forrester Research Customer Experience Index 2015

2015 USAA Social Service - Member Community Ecosystem



Established an enterprise social customer care SLA <30 minutes

Consorsbank!

by BNP PARIBAS

“This is a bold move for us since it puts great power in the hands of our customers. By allowing this open and public feedback from existing customers on our own platform, we provide absolute transparency into our strengths and weaknesses.”

Clemens Eckstein,
Social Solutions Architect and Project Head at Consorsbank



COMMUNITY
MEMBERS: 14K



150
COMMUNITY
INNOVATION IDEAS
IN TWO MONTHS



300% ▲

30% ▲

CONVERSION RATE:
1,500 CUSTOMERS
PER WEEK

Consors
bank!

Girokonto Sparen & Anlegen Wertpapierhandel Finanzieren Wissen

Service & Beratung | Preise & Zinsen | Über uns | B2B

Watchlist

Community

Letzte Antwort zu:
CFD-Handelsplattform

22.297 Mitglieder, 10.423 Diskussionen, 198 Gelöste Fragen

Jetzt mitmachen! >

Überblick Community Ideen Blog Seminare & Webinare Finanzwissen Hilfe

Wissen > Community

Den gesamten Wissensbereich durchsuchen...

Diskutieren Sie mit!

Tauschen Sie sich mit unseren Finanzexperten und anderen Anlegern aus und profitieren Sie von deren Erfahrungen. So können Sie in Zukunft noch besser über Ihr Geld entscheiden.

Community

Titel	Beiträge
Rund um die Community Sehen Sie sich die Profile anderer Mitglieder an, stellen Sie sich selbst vor, werfen Sie einen Blick in unsere Regeln oder erfahren Sie alle Community-Neuigkeiten. Neuestes Thema - Ihre Fragen in dieser Community	47

Girokonto & Zahlungsverkehr Girokonto, Kreditkarten, Dispokredite, Zahlungsmöglichkeiten & Co. – diskutieren Sie mit unseren Mitgliedern über Ihre Fragen zu diesen Themen. Neuestes Thema - Helfen Sie hier, bitte man kann...	1532
---	------

Wikifolio-Zertifikate



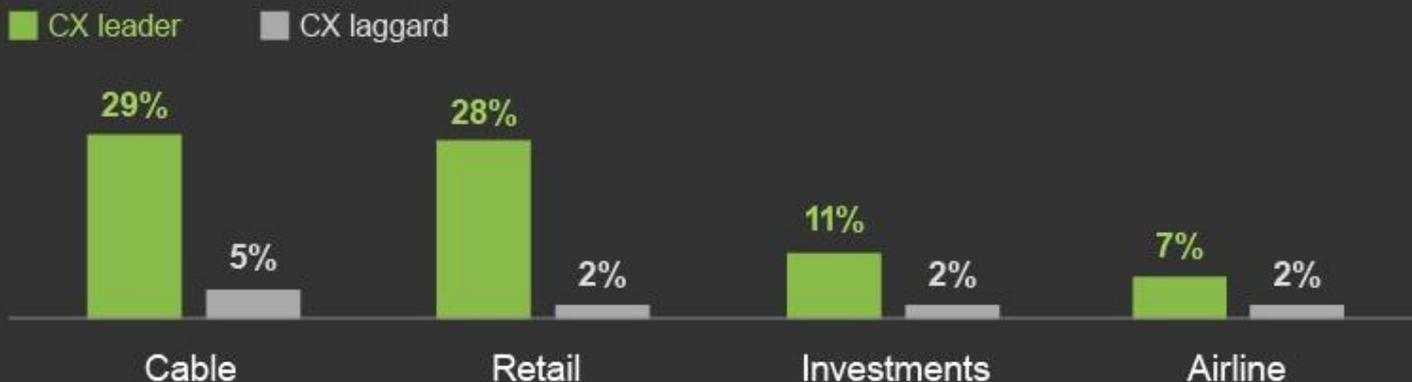
Beim Social Trading können Anleger Anlageideen und von anderer Nutzer nachbilden kann man jetzt die Handels-Traders per Zertifikat kaufen

Erfahren Sie mehr >

Über die Community

CX leaders grow revenue faster than CX laggards.

Revenue growth for individual companies in select industries, 2010 to 2015



Source: June 21, 2016, "Customer Experience Drives Revenue Growth, 2016" Forrester report

forrester.com/cxindex

FORRESTER®