

GLI ECOSISTEMI DI RELAZIONE CON IL CLIENTE: DALLA VENDITA ALLA LOYALTY

.....

CREARE VALORE NELL'ERA DELL'IPERCONNESSIONE

Agenda



1. Dati e modelli



2. Platform based
competition



3. Piattaforme e
distorsioni



4. Le relazioni di
oggi



5. Q&A

Siamo sempre più iperconnessi

Jan 2021

statista 

10.07bn IoT Device connessi
previsti per il 2021

Feb 2020



87% di consumatori inizia il
proprio viaggio on line

Sep 2016

63 percent of people would consider
messaging an **online chatbot** to
communicate with a business or brand

Data is exploding: we need A.I.



90% of existing digital data has been produced over the
last 2 years (175bn TB), by last IBM CEO Study 2021

Sep 2016

BUSINESS
INSIDER

Messaging apps are now
bigger than social networks

15.6 billion usd - ricavi da voice
assistant nel 2020

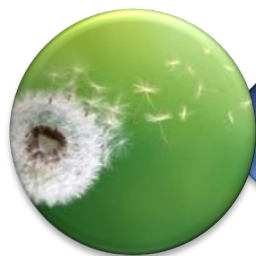
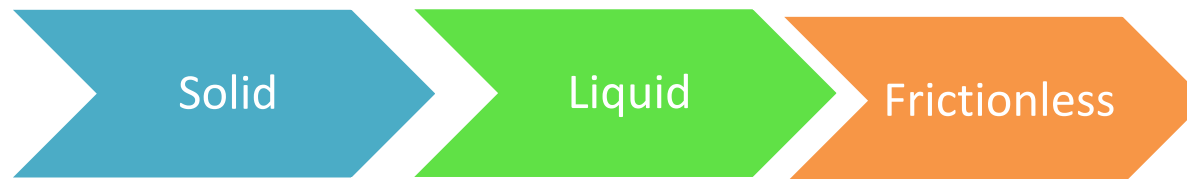
June 2017



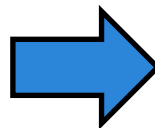
18 Million to use **Voice Payments**
this Year, on way to 78 Million

82% dei consumatori si attende
una risposta immediata

✕ E la tecnologia modifica i comportamenti di consumo



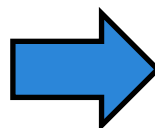
Effimero



LONTANANZA DEL POSSESSO
TEMPORANEITÀ
RICERCA DELLA VARIETÀ



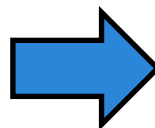
**Basato
sull'accesso**



ACCESSO AL BENE VS PROPRIETÀ
SENSIBILI AL PREZZO
FLESSIBILITÀ
TEMPORANEITÀ NELL'USO

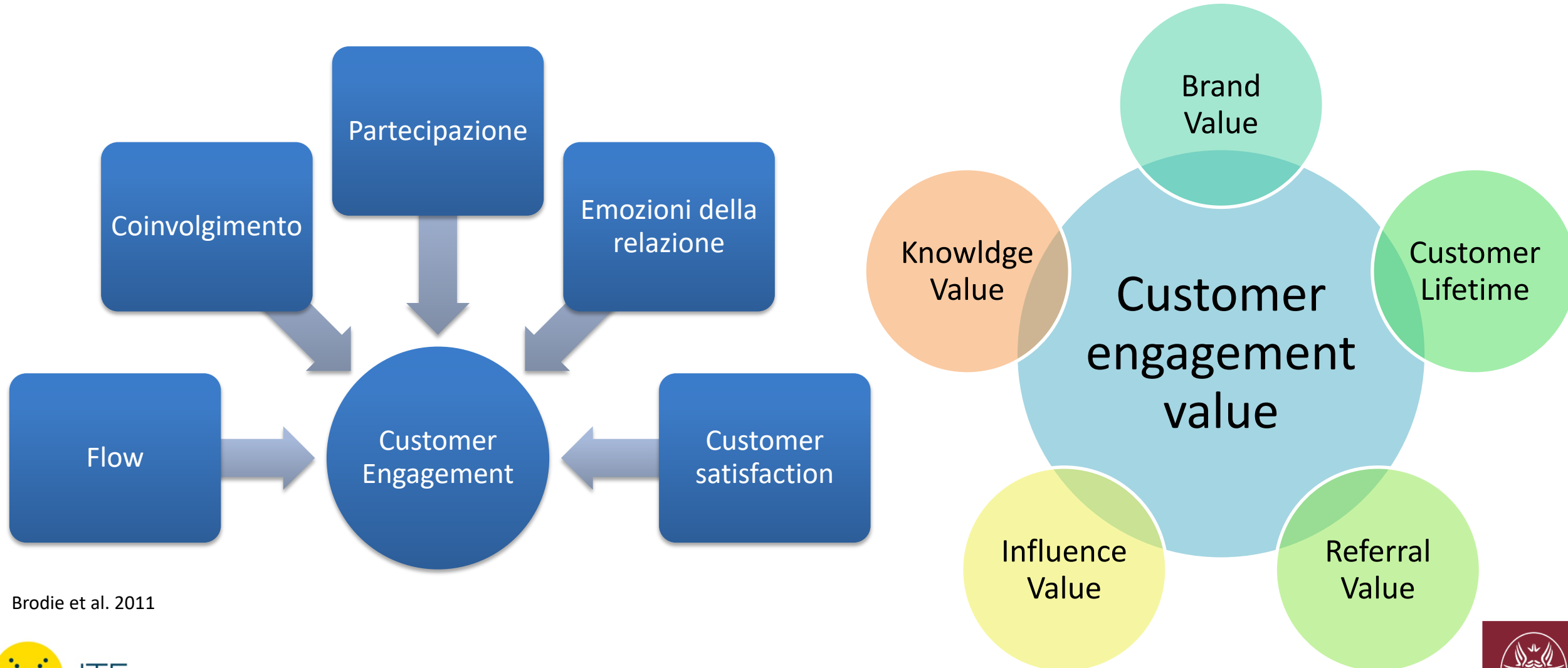


**Avverso alla
materialità**



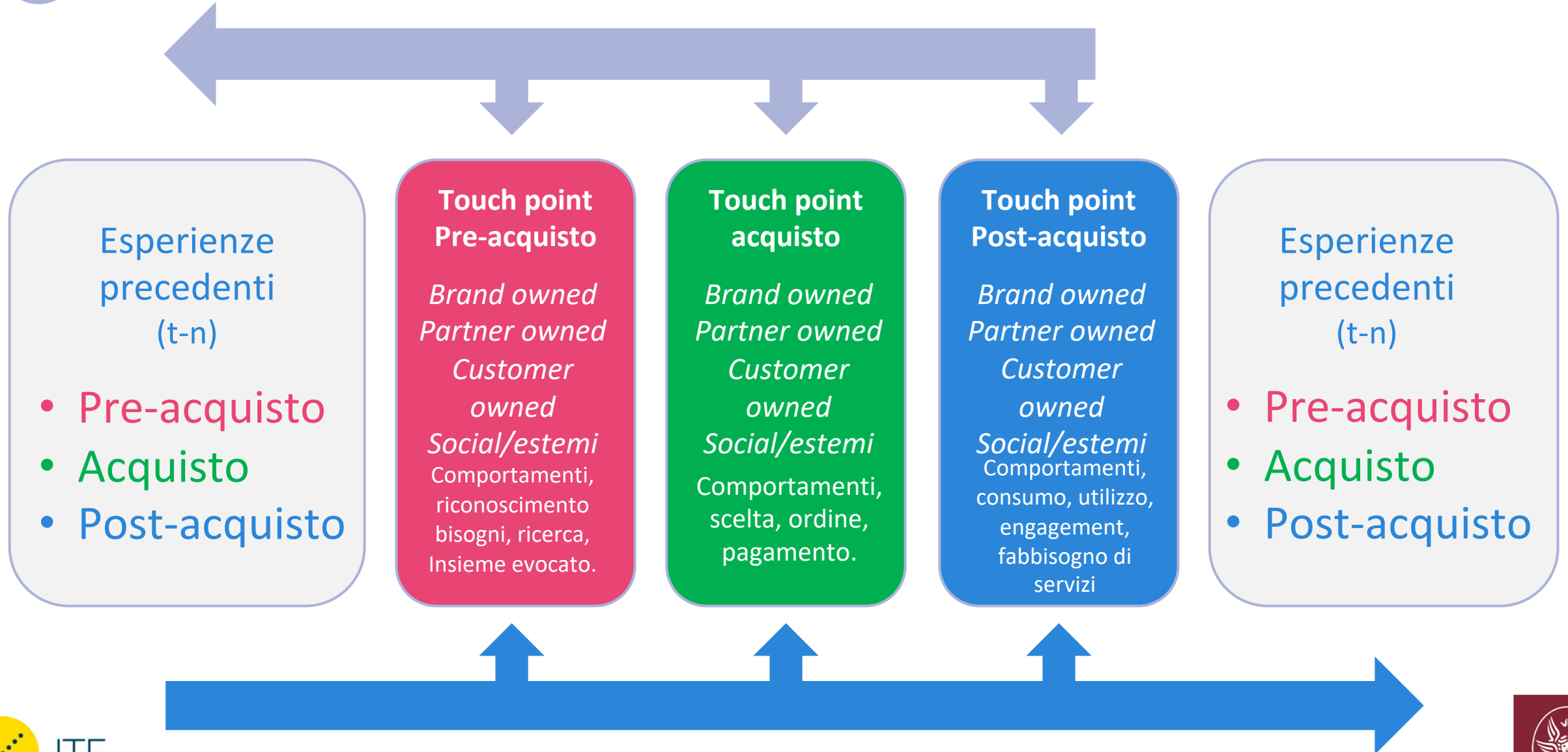
DA PRODOTTI A SERVIZI
PRODOTTI PIÙ «LEGGERI»
LA DIFFUSIONE DELL' «EFFETTO IKEA»

✕ Il valore per il cliente? Una dimensione sempre più ...diffusa



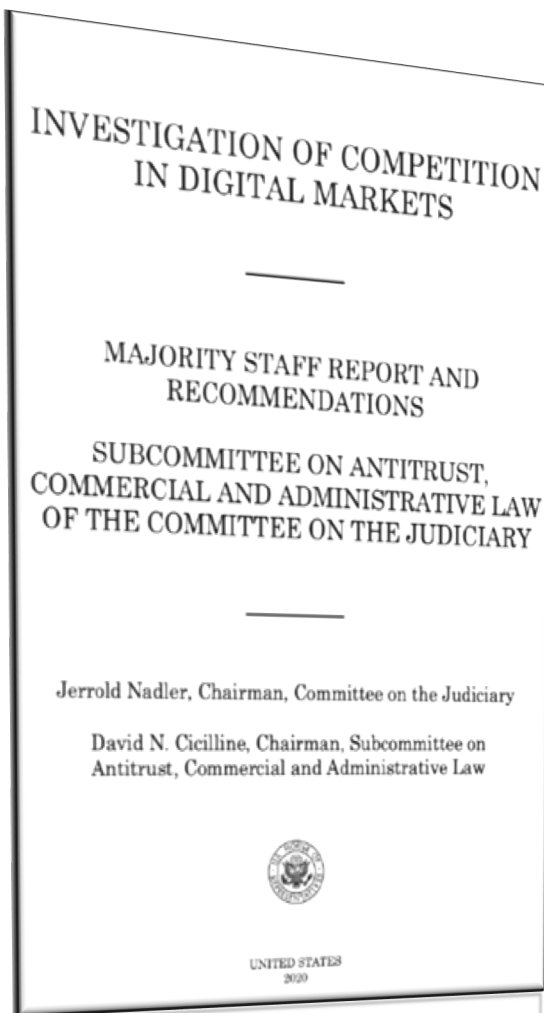
Brodie et al. 2011

Platform based competition: da dove partire





Piattaforme, dati e... distorsioni



Google maintained its search monopoly **by grabbing information from third parties** without permission to improve search results.

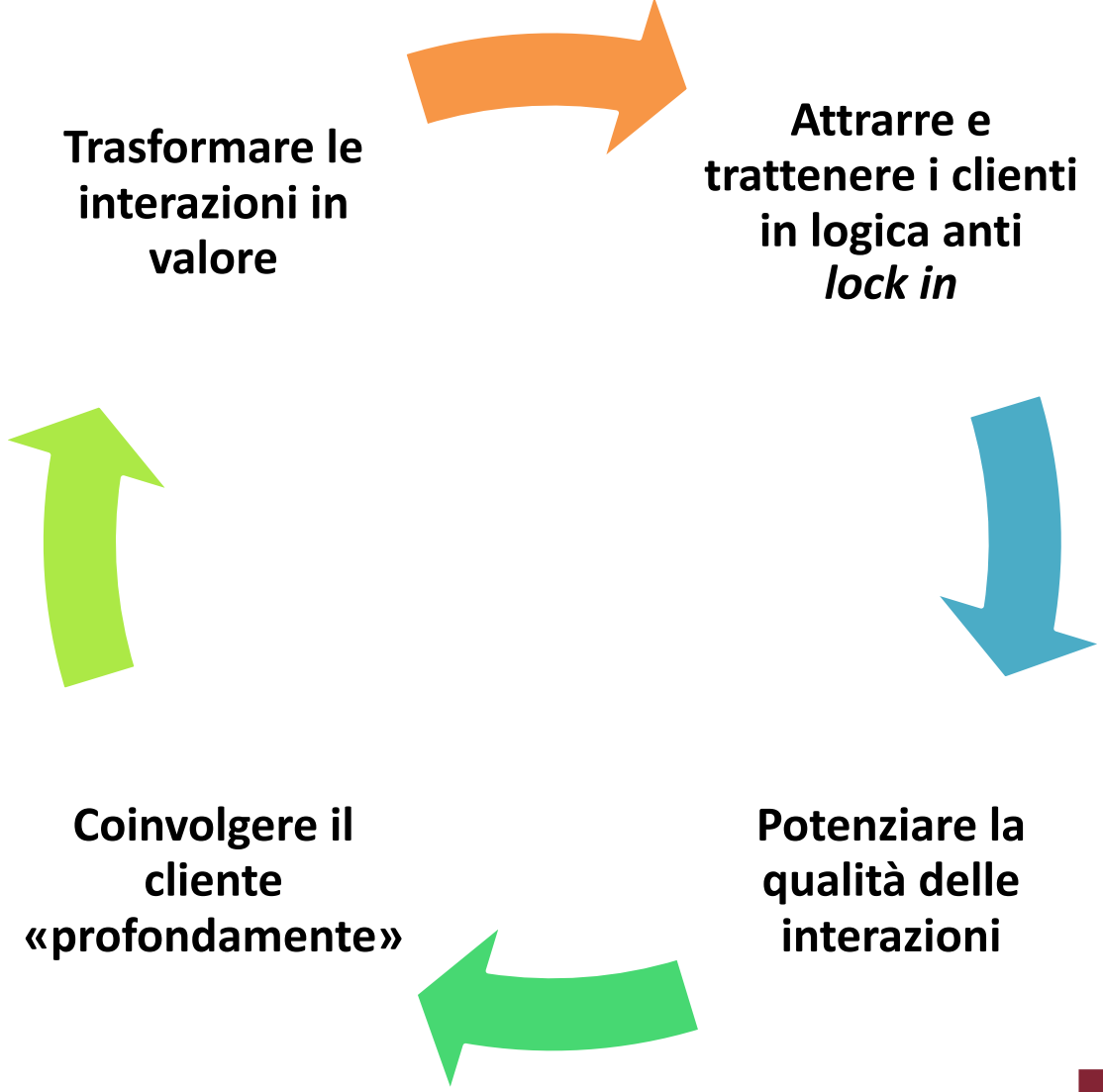
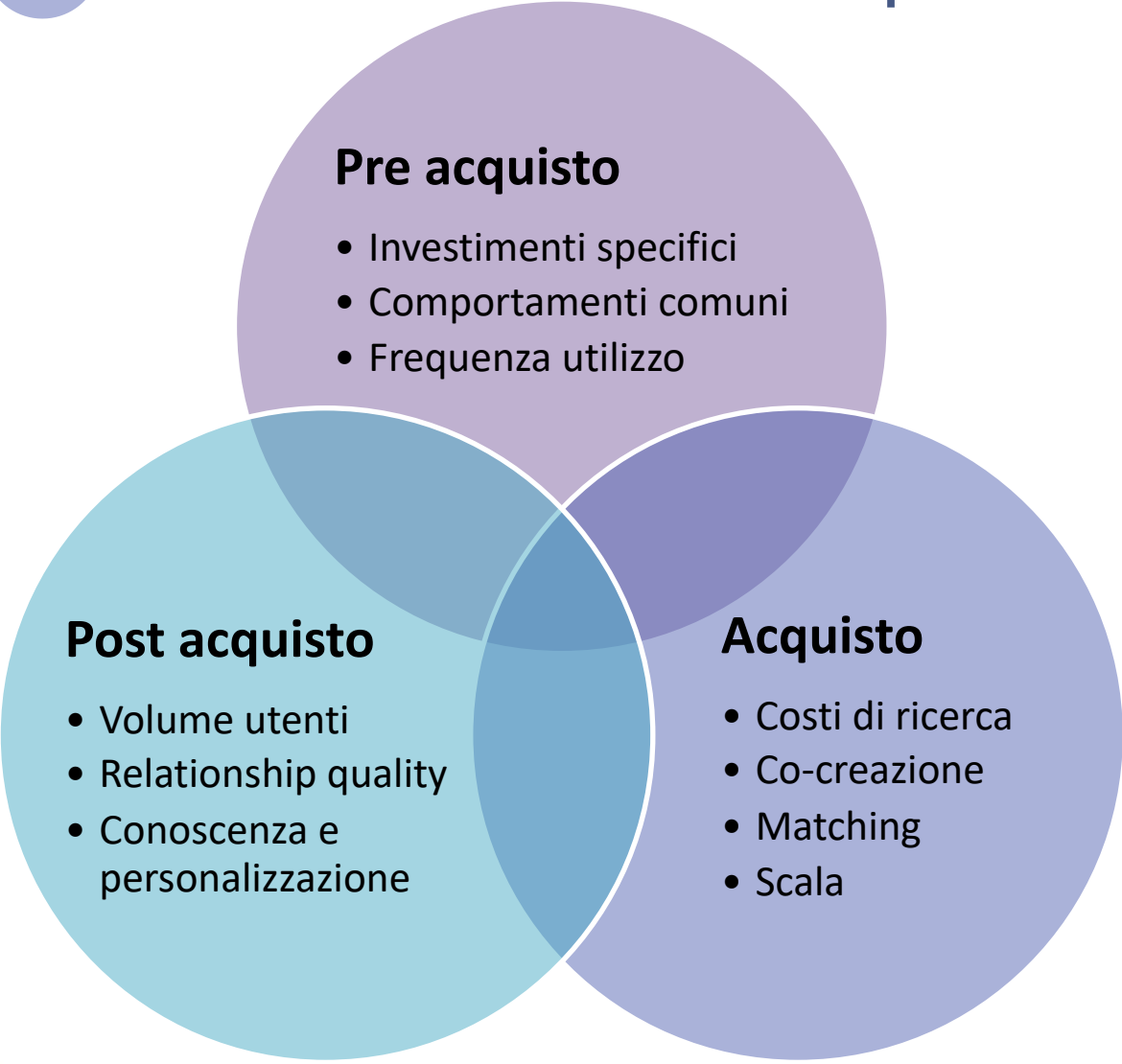
• Amazon harvests the sales and product data from its marketplace to **spot hot-selling items, copy them and offer its own competing products, typically at lower prices.**

Facebook has grown so overwhelmingly powerful that internal findings **suggest its greatest competition exists within itself.**

Apple **has used its control over the App Store to punish rivals** including by ranking them lower in search results, restricting how they communicate with customers, and removing them outright from the store.



Platform based competition: risultati attesi





Le presentazioni di oggi

Piattaforme as a service ed Ecosistemi per innovare e competere nella nuova era digitale – Martellone (CRIF)

Trasformare le interazioni in valore

L'estensione della relazione Banca Cliente nell'ecosistema digital retail - Bodecchi (Bper Banca)

Attrarre e trattenere i clienti in logica anti lock in

Customer Centricity in Cassa Centrale Banca: processi digitali e open innovation - Bonetti e Piasini (Cassa centrale Banca e Intesa IBM)

Potenziare la qualità delle interazioni

Dalla Loyalty a un ecosistema di engagement per la clientela e i prospect – Marchetti (Intesa San Paolo)

Coinvolgere il cliente «profondamente»

