

## Analyst Meet 2019

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### Experience

#### CORPORATE PARTICIPANTS:

##### **Ben Wiener**

Chief Executive Officer - WongDoody

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I am Ben Weiner. I am the CEO of WongDoody. We are an Experience company that was acquired by Infosys about 18 months ago. For the next 15 minutes, I am going to throw a lot of marketing jargon at you, while you nap after lunch. But first some legal jargon – this is all safe harbor.

As I mentioned, we are an 'Experience' company. We develop next generation customer experiences that are hopefully beautiful and intuitive and turn customers into loyalists and turn employees into employees for life. Because in a world where technology is becoming increasingly commoditized and where consumer expectations are ever ratcheted upwards, 'Experience' is often the only differentiator companies have left. And in the interest of making this a good 'Experience', I am going to shoot some PowerPoint in favor of a video that I hope wakes you up a little. So let's play it up.

We are part of the emerging 'Experience' ecosystem inside of Infosys. In North America, we take the lead with design and experience. We have our counter parts in the United Kingdom (Brilliant Basics) and all of this Experience is on top of the massive digital delivery capabilities of Infosys.

Sure there are lots of other agencies out there in the Experience practice but nobody is sitting on top of the talent pool of 1,400 engineers who can deploy the Adobe Experience Cloud, nobody is sitting on top of thousands of Data scientists. We bring a level of scale and technological credibility to the experience practice that is unrivalled.

It is a little bit of marketing jargon – Experience is what matters to the customers. It makes them 7 times more likely to buy, 15 times more likely to share positive word of mouth. This really is a battleground in the Customer Experience (CX) comparative services where people are competing but the reality is 8/10 companies have a stagnant CX ranking. It is low in stagnant, not high in stagnant. CX has not really evolved. If you think about the first time you got a text message from airlines telling you flight is delayed. You thought, Oh! It is really cool. Now you pretty much expect that to happen. You expect to be able to deposit your check from your phone. Every single expectation that you have is ratcheted up by the last bit of experiences we have had. You can now apply for a mortgage in United States because that is exactly same as a click as it takes for you to order a pizza, during a television commercial while watching a football game. So really complicated context, financial transactions, hundreds of thousands of dollars in debt as you have been ordering a pizza. What are that reasons we have stagnation CX, as it because all those walking around the same user journey, they sit down in front of a computer, they have to solve a problem and they have begun experiencing this on a very narrow context.

We take a much more substantive view of the world. People do not stop doing, people when they go to work and start and people may leave again. They come to work and either order their lunch in the post, and yet many companies are sitting upon the same, unusable boring cumbersome screens for eight hours a day being unproductive.

If you think of a digital shopping and physical shopping anymore, they will walk into a Nordstrom and they expect lot of the personalization that they will get on nordstrom.com. Then they go on to Nordstrom.com, they do not expect exact same back robes, the pyjamas and shoes in a box, they want some element of that Nordstrom experience to translate over. How we bring those experience seamlessly is how we create 'Human Experiences' (HX). Your behaviors and your expectations is constantly being raised.

The winners, the people who have built great experiences, get rewarded with 'Data'. Karmesh will talk about that but 'Data' is the holy grail and the way to get 'Data' is to go and get good

Experiences. People use very good experiences more to actually consume more data, the insight we get from that data builds even better experiences and we start a virtuous loop of continuous improvement.

There are two elements for building great experiences. The first is insight and with Infosys, we have built a proprietary agile insight platform called the 'Motherboard'. Big data is great but qualitative data is the holy grail to understand why people actually do things and nobody has this innovative process of gathering qualitative data until now. We have a proprietary platform populated by thousands of consumers who have opted in to provide us with the market research in almost real time, segmented by people in its financial decisions, segmented by people who have children at home, we can put almost and even out to our community and get feedback back from customers, whether it is helping a client evolve their B2C strategy by testing price of the assets in any business models, whether it is pushing the MBP of an application to test usability, whether it is asking on behalf of the chocolate manufacturer, which of the 2 flavors is more appealing. This is very organized and because of Infosys, this platform is AI enabled. We can send consumers to the supermarket with their cell phone, they can upload videos and they will be transcribed in real time. In next future that we adding to Infosys is the consumers will be able to get picture of what's in the fridge or what is in the medicine cabinet and AI will recognize the brands and products that we are setting here. How much capsule is actually left in the bottle and give us real time grants as to what is going on in the home of American consumer.

The other element to building great experience is creativity, how do you judge creativity, it is subjective, it is in the eye of the beholder. But the reality is some experiences are better than others, some things are more beautiful, more intuitive and more usable. We have been able to build an 'Experience' practice which has received a vast amount of trade recognition globally. We have received 74 awards in the last 2 years for the experiences that we have built. The results are more important, but this creative recognition would allow us to attract and to retain the best creative talent inside the Infosys ecosystem and that produces great works for our clients.

Creativity is what enhances our end-to-end differentiation. You would have noticed or our customers are looking to bigger more impactful work with a fewer number of partners who can truly enable their transformation journey. They are not just looking for IP service providers, they are looking for vision and execution that will help utilize their ability to compete in this highly disrupted world. By bringing creativity within the front-end of the Infosys sales process, we have been able to differentiate and we have been able to win.

A client that hired us recently shared that the legacy consultants \_\_\_\_\_ clients. We got the unique insight and unique creative approach that differentiated us. Unless you think that creativity is too soft and fluffy, we are creating strategic insights evolved through our marketing workshop, our Human Experience workshop turned into a prototype design. Before you know it, it is like the \$50 or a \$60 million in technology implementation revenue without an RFP. So creatively and experience are business drivers too.

To share really briefly a couple of stories, one for a global power brand, they were kicking butt on every front - online sales, brand equity, everything that you can look for, except for the loyalty program. The loyalty program is underpenetrated and loyalty program is very important because when you sell through wholesalers, then you get directly into the customer's loyalty program. Thing about the loyalty program is, most of them are kind of stuck. You sign up for something and basically you trade away an endless amount of spend, in exchange for some meaningless royalty points that you never redeem and it is hard to sign up for. We create a royalty program that you can sign up for in the store using the QR code. Instead of rewarding your points, you rewarded the audience with exclusive merchandise and activate the customer integration that were not be available to anyone else.

For a giant oil gas company, the competition for the petroleum engineers is fierce. where you have to build in employee preference. So they wanted to create experience, consistent global employee experience that answers the important questions at the right time like how does onboarding work or how do let my boss know about maternity leave. So we moved a whole host of different HR applications onto one single platform that saves the money from HR implementation perspective and delivered increased employee satisfaction.

Another area we see massive demand is helping clients figure out what to do with their legacy real estate. Every bank has more branches that you don't need to go into because you can deposit your cheque from your phone and apply for mortgage while sitting in front of TV. We defined ways to create a new life, physical spaces in the digital realms and it is not just bank. We have one of our clients which has giant telecom provider has thousands of stores, he merges with another one, and he has more thousands of stores. What do you do with that real estate when you are done? Or drug store or healthcare insurance coming together to create front-line and primary care in a place where you used to go by these purity. These are the kinds of things which are helping clients grapple with through our retail innovation practice.

Last but not least, for a giant European telecom, we integrated all the different lines of business into one application. They sell broadband over here and if you are a broadband customer, there is one app. If you want a cable services from them, there is another app we have to go on to. If you wanted a manager to phone, we have to go to the web to the app. They had no single view of the customer and the customer had no single way of interacting. From a data and marketing perspective, they could not serve up the next best action, they could not serve up the next best offer, they could not cross sell; and in the world of telecom, cross sell is everything. We moved all of those different applications in platform into the palm of the continuous hand and created a centralized marketing video repository on the backhand that increased the efficiency and the uptake of the app management.

What lies ahead is more growth and more scale. We have growth and extensive onshore capabilities. We had talent pool who created that live offshore and in offshore cost structure then we can deploy through an agency model. We have a new pipeline for liberal arts colleges for junior designers, junior data scientists that we can deploy in a hosted model. A traditional agency model, is an expensive way of doing things, but also creativity to manage services, building hybrid offerings, customized for each client where we get the services for any of the offerings they want.

Lastly, Experience requires different kinds of collaboration inside the enterprise. Marketing people can't build great experiences alone, they need new technology. CTO can't build great experiences in the world, they need marketing people. Those two organizations, are in different floors, different buildings, different cities, have never talked to each other. They do not know how to come together to build the next generation of experiences. That is an opportunity for Infosys to own thought leadership in this area. So we launched the C+C awards, which is a platform for recognizing the best collaboration between CTOs and CMOs. I will be handing out our first award next fall at Confluence.

In the meantime, though, we will be sharing best practices in thought leadership around that collaboration to a series of events, choose the proprietary research that we will launch at World Economic Forum and to extending the presence of Infosys in places where it has not been, getting in front of CMOs who are the buyers of the future and places like the Association of National Advertisers and the Cannes Lions International Festival of Creativity.

Lastly, we are doing our part to help Infosys sell more broadly. Having been around for 18 months, this is a company that is way too humble about what it has done. We are working with the Infosys marketing team for telling our story a little proudly and a little more loudly and help our clients Navigate their Next.

Thank you.

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