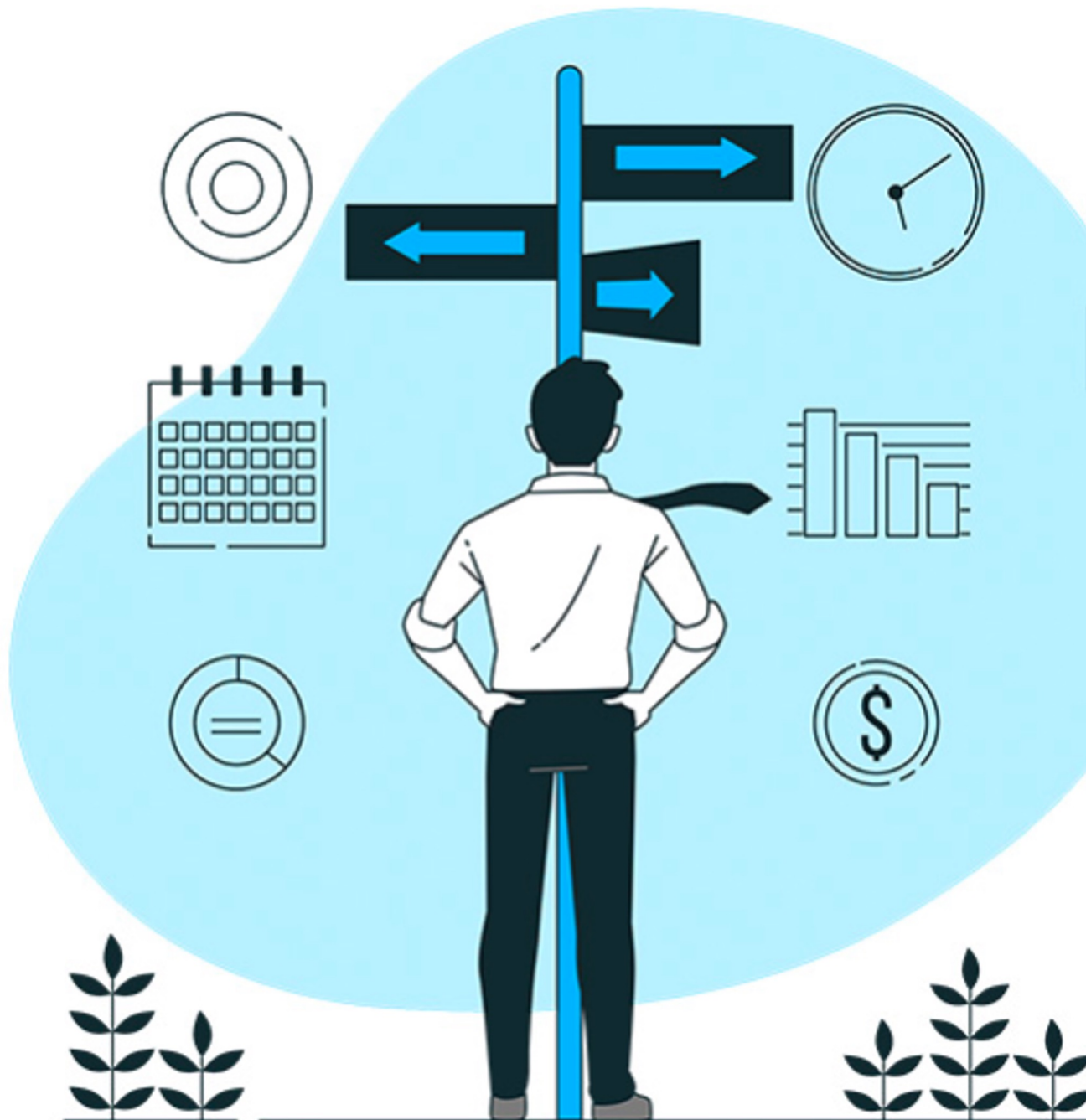




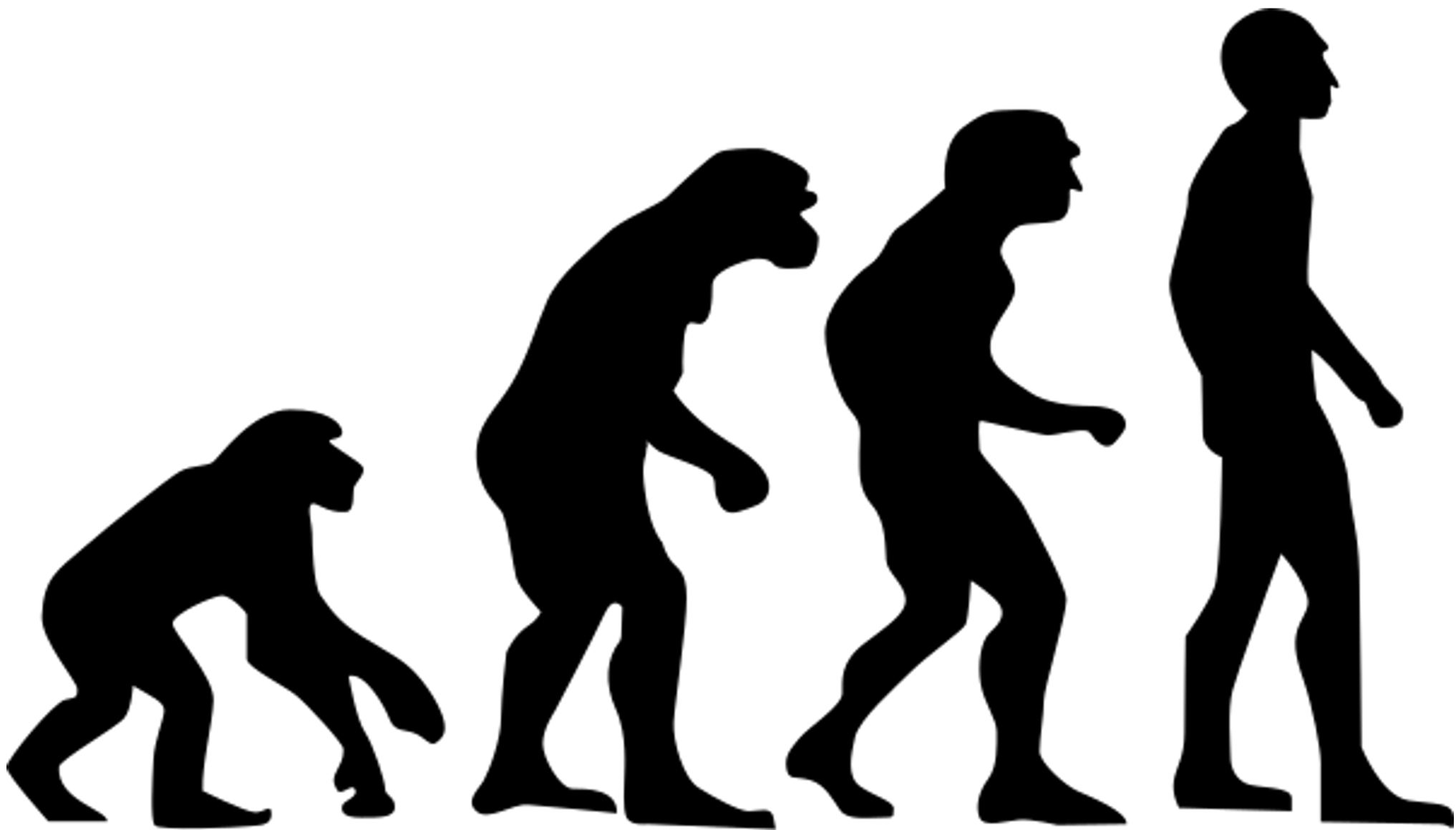
Hogyan érezzünk rá az adatközpontú gondolkodásra?

Szerémi Zsolt - iSTYLE

Internet Hungary 2022.10.05

DATA, DATA EVERYWHERE





Adatgyűjtés

Adathasználat

**Adataalapú
döntése**

**Adatvezérelt
döntések**

ADAT ALAPÚSÁG VS ADAT VEZÉRELTSÉG



Adat alapú

Adat vezérelt

Döntés

Emberi
Intelligencia

Adat alapon
tanul

Tanulás

Manuális

Automatikus

Döntési
kapacitás

Alacsony

Skálázható

Adat alapú

Adat vezérelt

Preferencia

Nincs információ

Megértett

Döntéshoz
atal

Nincs információ

Tudott

Csatorna

Nincs információ

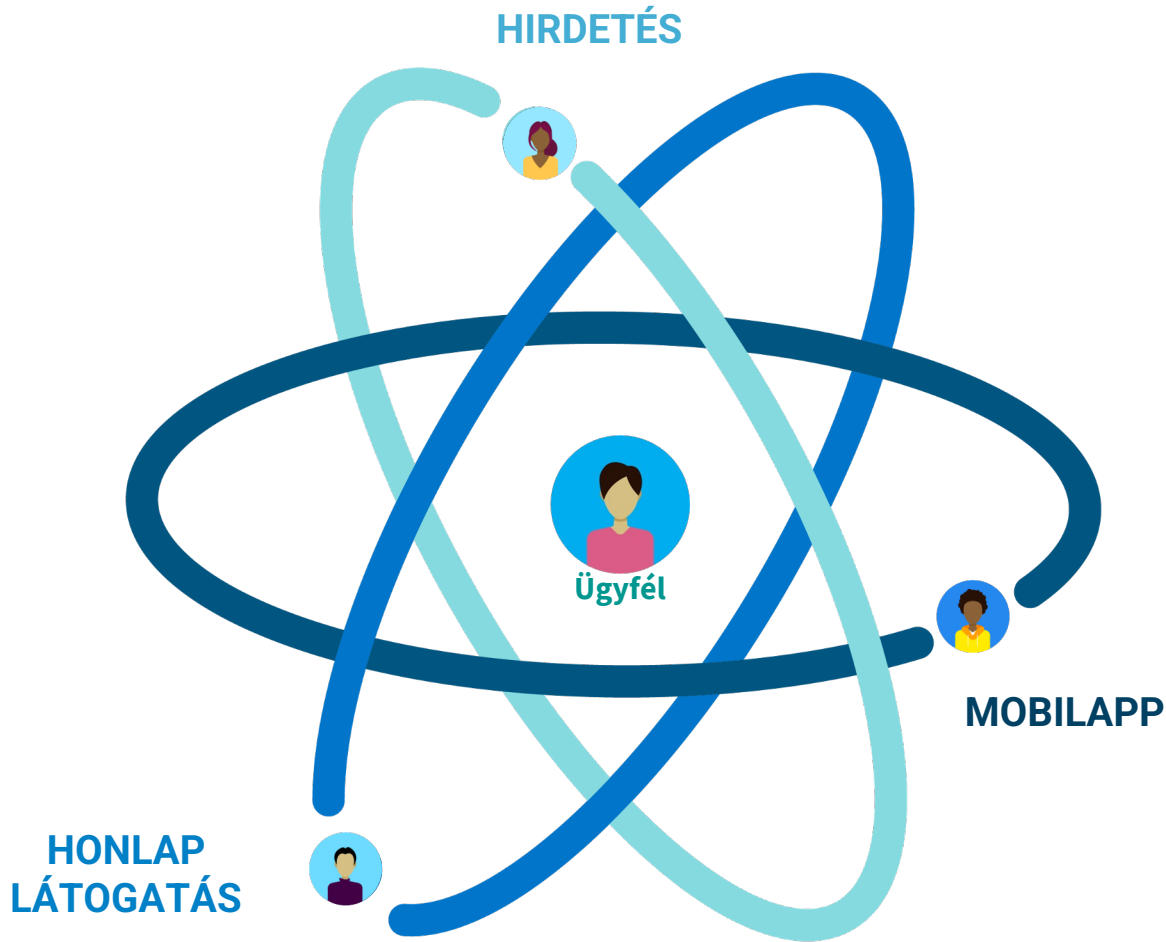
Felismert

MIÉRT??



- (1)Termékek számossága
- (2)Rengeteg adat áll elő az ügyfélút során
- (3)Logisztikai optimalizálás
- (4)Célzás költségének optimalizálása
- (5)Árverseny

Az adat központú gondolkodás = központban az ügyfél



- Weboldal:
 - a. 1st party (clickstream),
 - b. Cookie
 - c. GA/BQ (own data)
- Webshop
- eDM/hirlevél
- Chat
- Applikáció
- Forgalmi adatok (GA/PPC/RTB)
- DWH: products, sales
- 3. feles adatbázis vásárlás

Customer journey map

Online Retailer

Stage	Awareness	Consideration	Decision		Purchase/Delivery		Post-experience	
Customer activity	- Referrals - Adverts	Research and compare alternatives	Add products to shopping cart	Place an order	Receive order	Contact customer service	Place new order	Refer friends, write review
Customer goal	No specific goal. General interest only.	Find the best online retailer for their needs	Easily locate, find information about and select products	Easily place an order with clear guidance	Receive order as requested and on time	Easily contact customer support for help	Repeat positive customer experience	Provide feedback and refer peers
Touchpoints	- Word of mouth - Traditional media - Social media - Search	- Website - Social media - Customer reviews	- Website (desktop, tablet, phone)	- Website (desktop, tablet, phone)	- Order tracking - Packaging	- Website - Phone - Email - Chat	- Website - Order tracking/delivery - Customer service	- Email - Word of mouth - Social media
Experiences								
Positive								
Negative								
Neutral								
	'I'm interested and want to know more'	'I'd like to be sure about my decision'	'I'm excited and hopeful'	'Paying was fast and straightforward'	'My items arrived on time, I'm happy'	'There's a problem with my order, I'm frustrated'	'My experience was great again'	'Sharing with friends is easy'
Business goal	- Increase brand awareness	- Increase website traffic	- Increase shopping cart value - Increase conversion rate	- Increase online sales - Increase customer retention	- Minimise delivery window - Improve order accuracy	- Minimise call waiting time - Increase customer service satisfaction	- Increase customer retention - Increase order value/frequency	- Increase brand advocacy - Attract new customers
KPIs	- Reach - Awareness	- New/return website visitors	- Shopping cart value - Conversion rate	- Conversion rate - Repeat sales	- Delivery window - Customer complaints/refunds	- Call waiting time - Customer service success rate	- Retention rate - Order value/frequency	- Reviews - Referrals - Viral coefficient
Organisational activity	- Offline and online marketing - Public Relations (PR)	- Offline and online marketing	- Optimise online shopping experience - Implement subscriber/loyalty program	- Optimise buyer experience, order handling, data collection	- Optimise logistics, packing and delivery	- Optimise customer service channels and self-service support (e.g. FAQ, Chatbot)	- Improve personalisation for return customers - Email/social strategy for repeat shoppers	- Manage customer feedback - Implement referral scheme - Allow for easy social sharing



**NOT
ENOUGH**

Adat vezéreltség = esemény + azonnali tanulás +
azonnali reakció



iphone 14



iphone 14 Pro



iphone 14
Pro Max



Airpods



Apple Watch



iphone 13

3



iphone 13 Pro

1

2

3



iPhone 13
ProMax

2

1

3



iphone 12

1

3

2



iphone 12
Pro

1

2

3

