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# Operationalize CX at Scale

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PAPASTRATOS SA / PHILIP MORRIS INTERNATIONAL

CX Summit

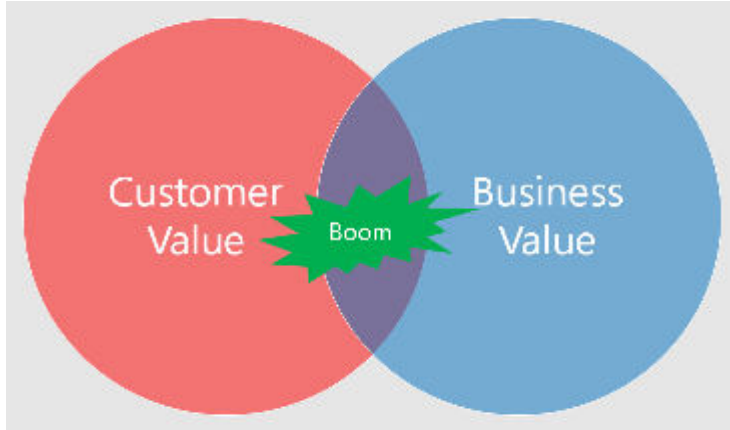


## Big Tobacco Has Caught Startup Fever

**“We’re not in a pricing war.  
We’re in an innovation war”**



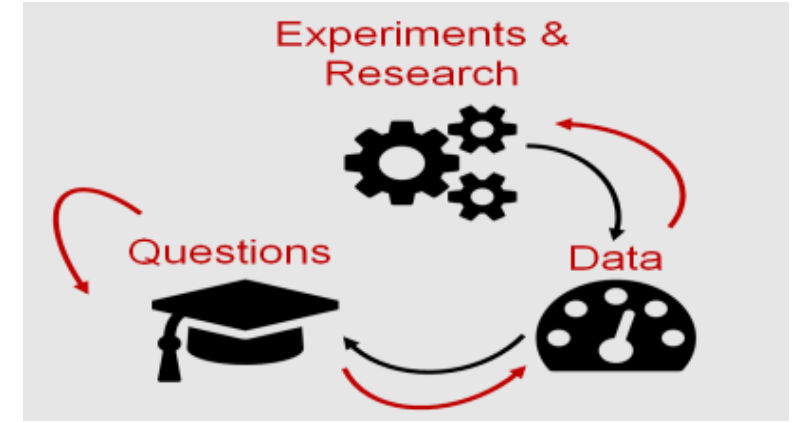
# Internal Transformation



**SWEET SPOT**



**DISRUPTIVE THINKING**



**DATA DRIVEN MINDSET**

## **CX** AT THE CORE OF OPERATIONS

**STRUCTURE & INTELIGENCE CAPABILITIES**

**GOVERNANCE & CULTURE MANAGEMENT**

## 3+1 Pillars of Work

**Consumer Journey  
Analytics & XP Design**

**Consumer Data  
Science**

**Consumer Strategies &  
Actions**

**Programs  
Management**

**Macro & Micro  
View**

**Behavioral consumer  
patterns**

**Campaigns, Programs,  
Route to Market**

**Cross – functional  
collaboration**

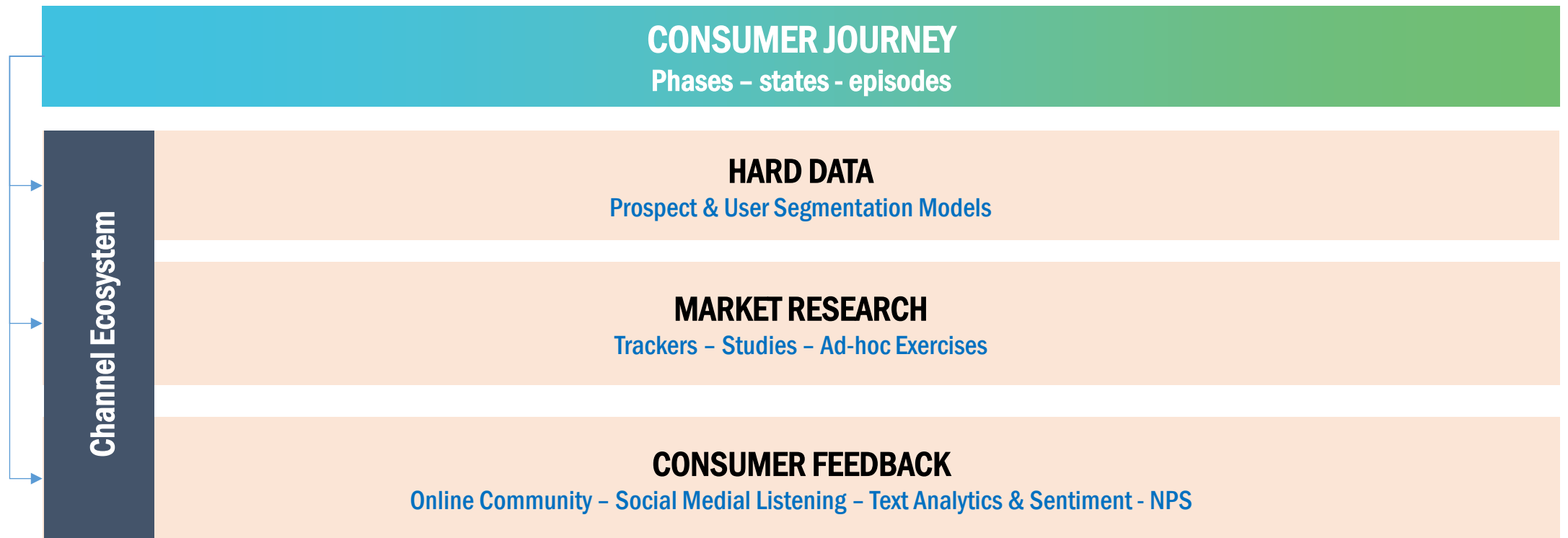
**Needs, Pains, XP Gaps**

**Segmentations & Consumer 360  
view**

**Omni – Channel Deployment**

**Efficient & Agile Ways of working**

# Consumer Monitoring & Understanding Toolkit



## Real Time Data Driven Journey

What's still critical ?

What has changed ?

Opportunities ahead ?

# Road to CX Personalization

## PROSPECTS & USER DATA



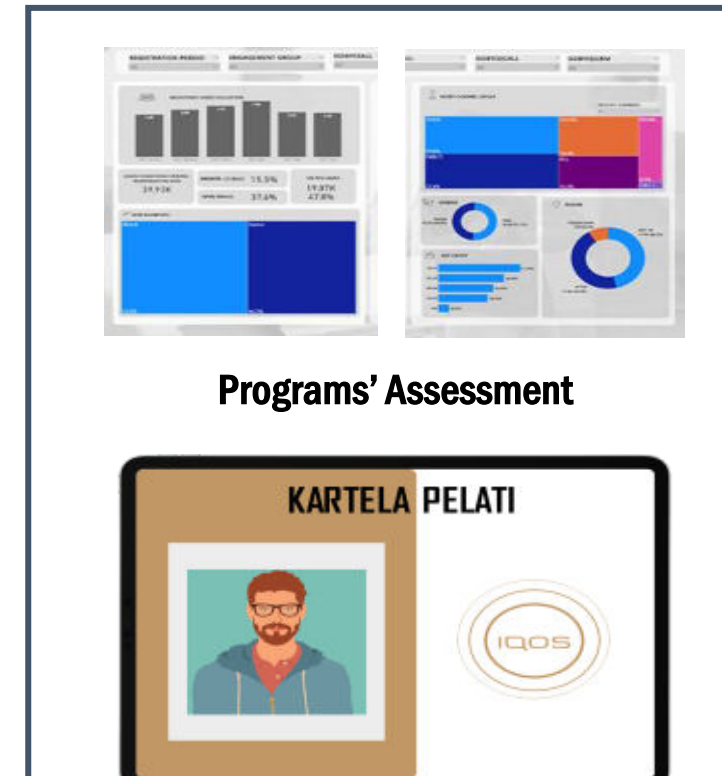
360 Consumer View

## INTELLIGENCE



ML Modeling

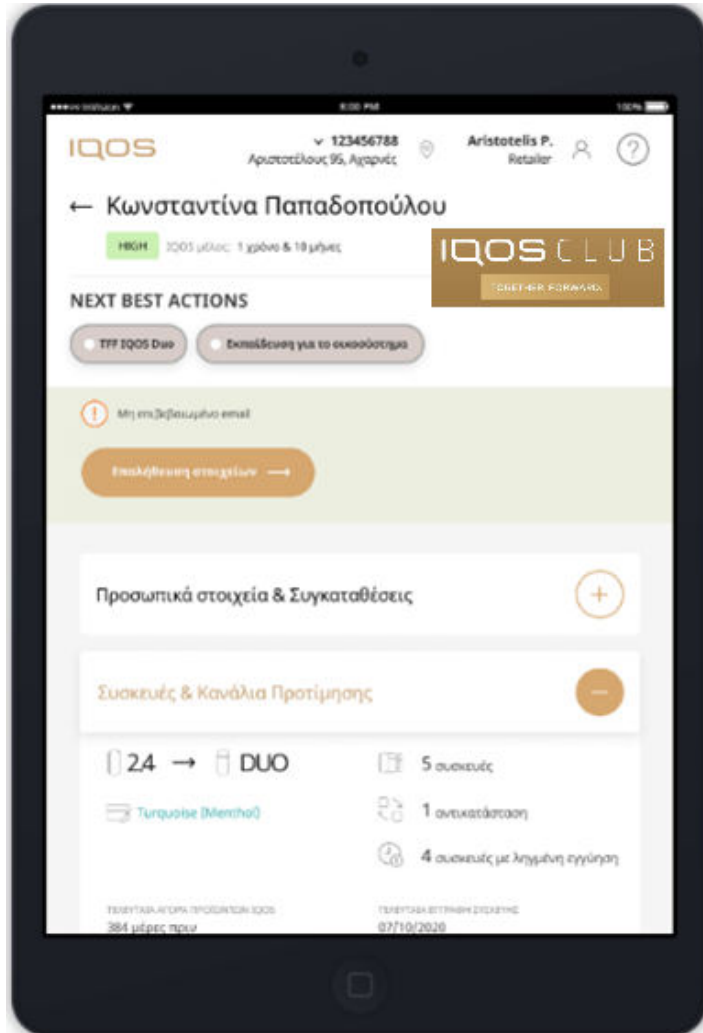
## DECISION MAKING



Consumer ID @ Front liners

# CX Personalization tool | Physical & remote channels

Consumer ID



CONSUMER INFO

NEXT BEST ACTIONS



*Field Force / Agent gets feedback from consumer*

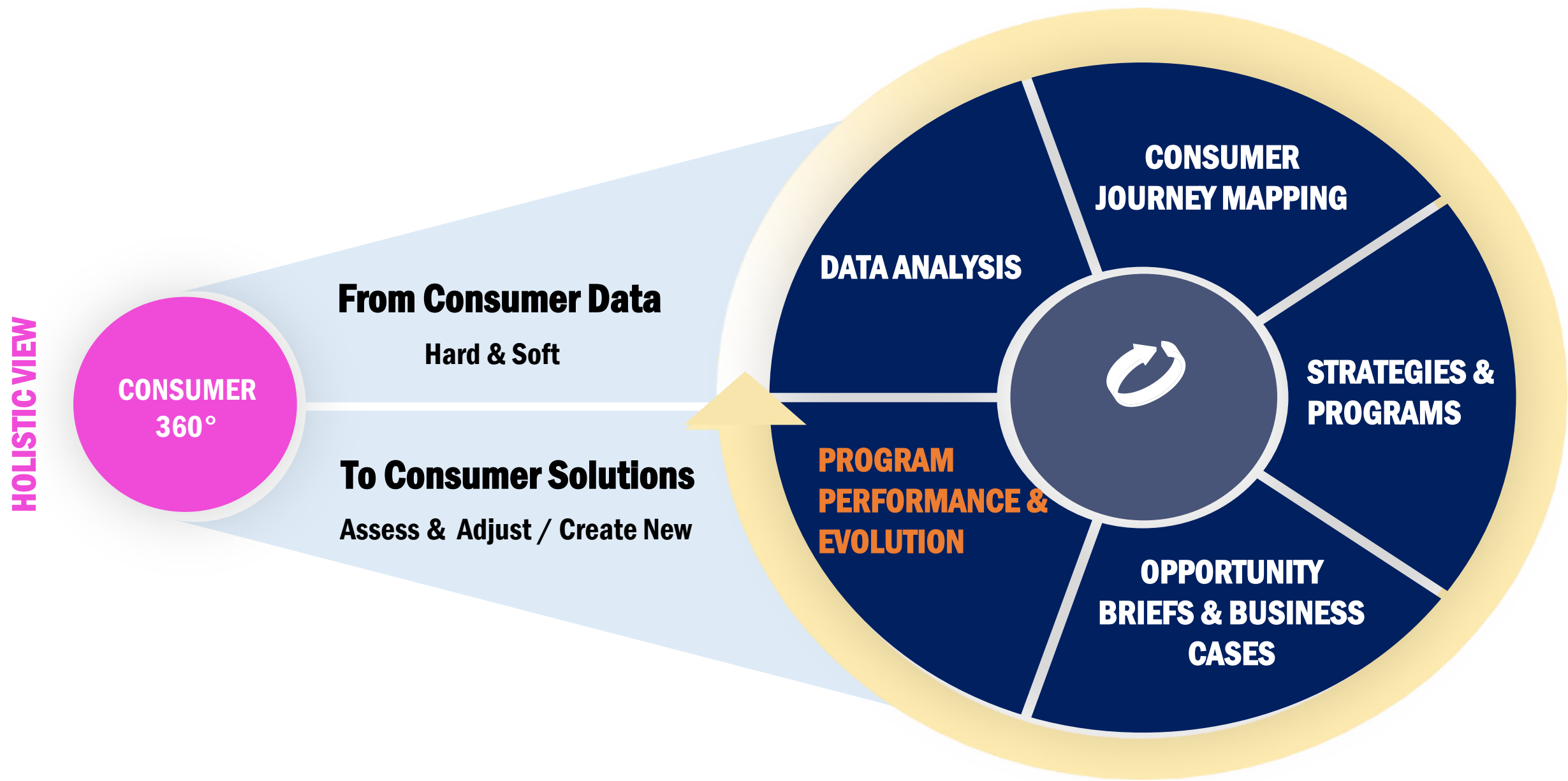


DATA PLATFORM UPDATED

PREFERENCE RECORDED



# 360 Strategy - From Insights to Programs and back!





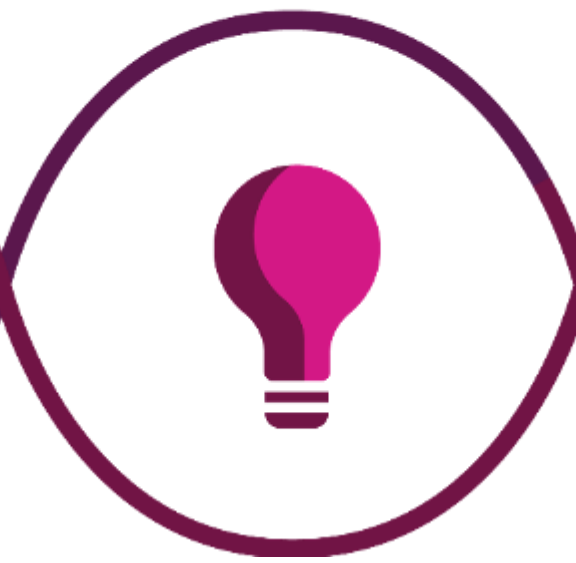
# Ways of Working - Fast experimentation

**FFWD** >>

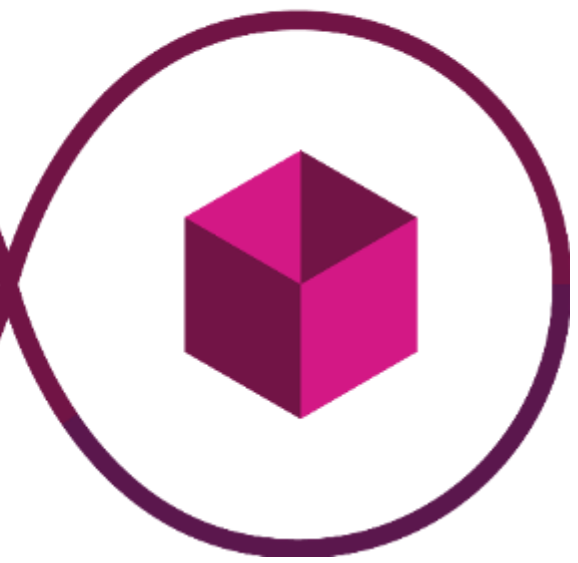
**EMPATHIZE**



**EXPLORE**



**EXECUTE**



Are we doing  
the right thing?



Are we doing  
the thing right?

# Operationalize CX at Scale

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**PUT CX AT THE CORE**

**BUILD ON CX CAPABILITIES**

**NURTURE THE CX CULTURE**

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