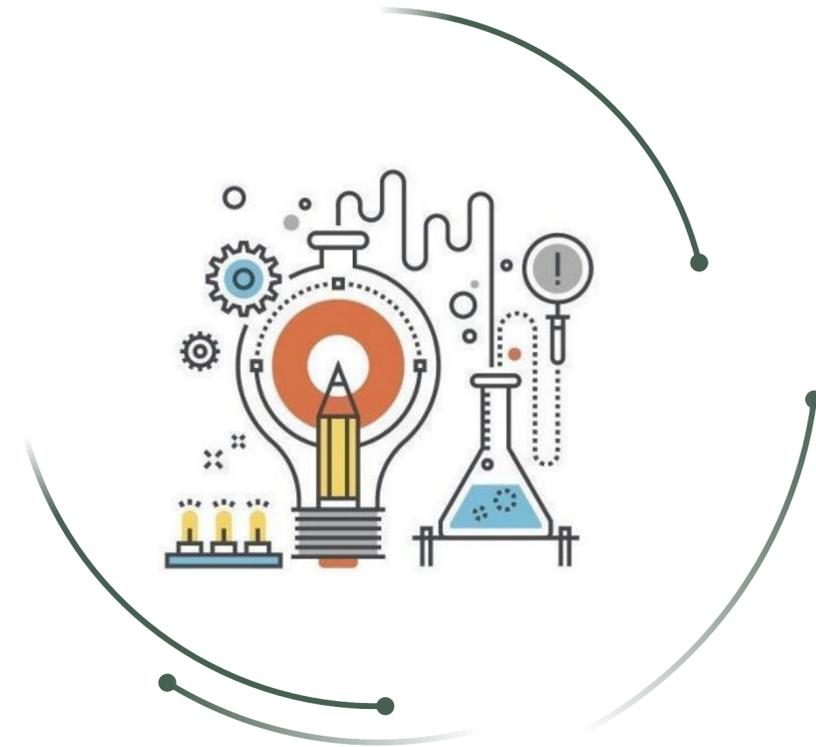
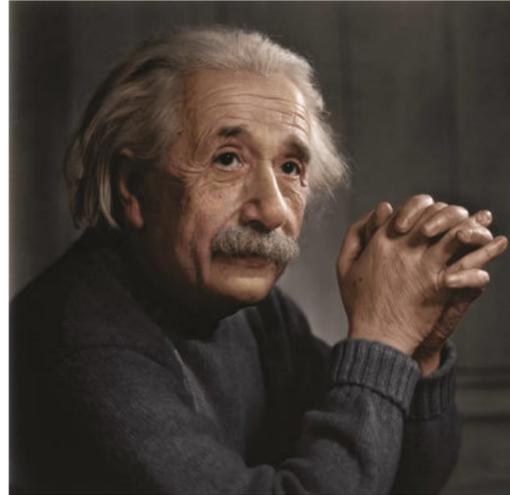


The power of



Commercial Experimentation



Albert Einstein

“No amount of experimentation can ever prove me right; a single experiment can prove me wrong”



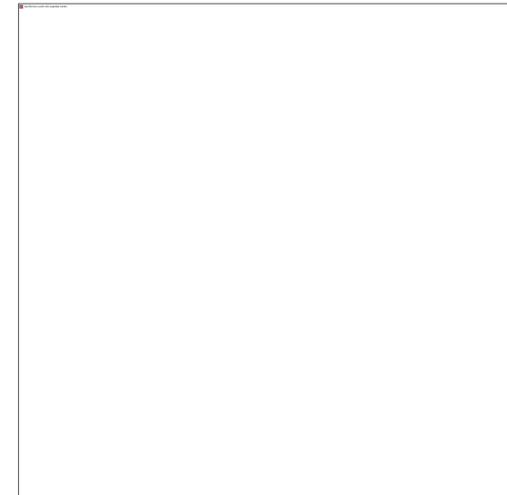
Jeff Bezos

“To be innovative you have to experiment. If you want to have more inventions you need to do more experiments. It’s that simple”



Richard Branson

“We experiment endlessly, with new products, new methods, new companies and new marketing”



Bill Gates

“Reward worthy failure experimentation”

Customer Experience in 2022

External landscape



Customer Experience in 2022

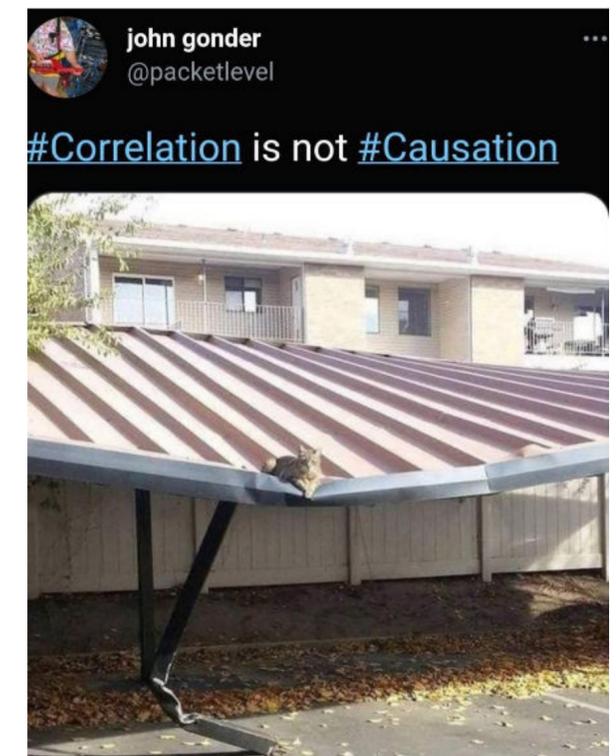
Why experiment?



**Your data is not enough.
It will never be.**

We rely on the data we have.
Not on the data that is available.

- Get customer and market insights continuously
- Validate or reject your assumptions
- Simply to answer a question!



Using experimentation to improve Customer Experience

NETFLIX

Strong experimentation culture

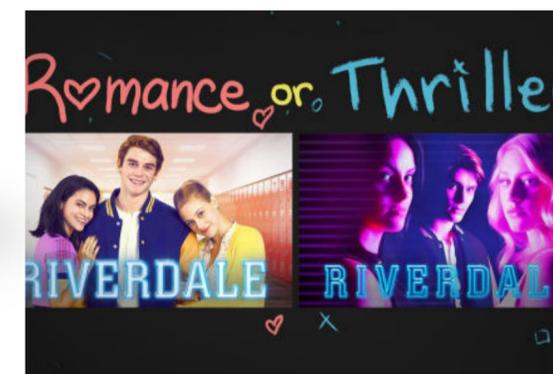
“Experimentation provides the framework to ensure that data, not opinion, is used to make decisions on the innovative ideas that we propose”

<https://www.youtube.com/watch?v=WRGW6xHLy3k>

<https://netflixtechblog.com/tagged/experimentation>



Offers 3.5bil experiences
Each user gets unique version of Netflix



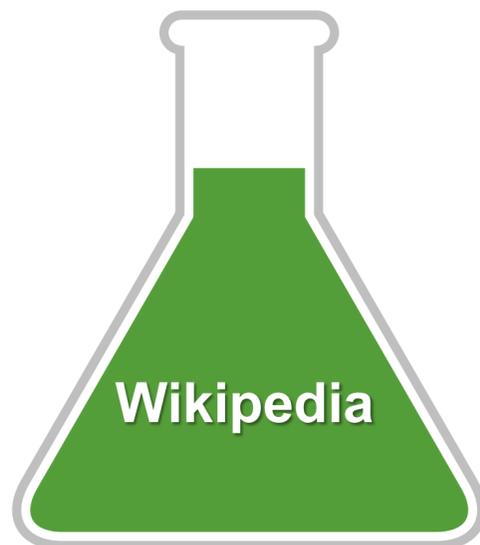
Using experimentation to improve Customer Experience

- **Booking** – More than 25.000 experiments a year
- **Microsoft** – One of the largest experimentation systems on the planet (2000 experiment treatments start per month)
- **Google, Amazon** even the **UK government**
- **81%** of the most experimentally mature organizations stated experimentation is considered important to **transforming the digital customer experience***

What is an experiment

Large-scale
randomized
controlled trials
which guide
decisions

“A procedure
carried out to
support or refute
a hypothesis”



What is **NOT** an experiment

Experimentation is not
Operational Excellence.



Experiment lifecycle in 3 phases

1

Distill your marketing strategy *Identify the value*

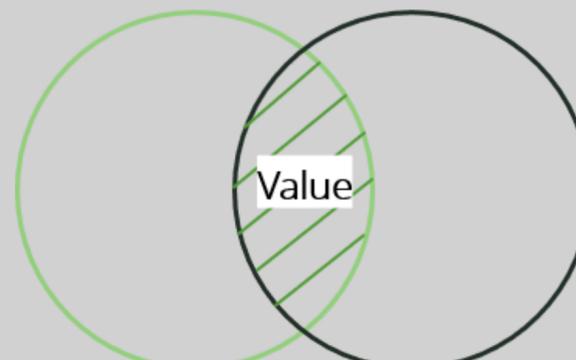
- Customer Journeys
- Target Audiences /personas
- Business value, customer value (CPIs)
- Opportunities & moment of truth



2

Generate Hypothesis *How to create value*

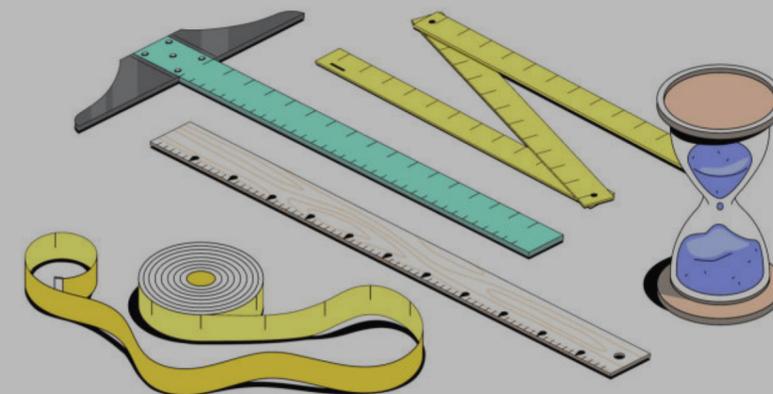
- Come up with assumptions
- Prioritize and group your assumptions
- Generate Hypothesis (If This Then That)
- Create a backlog



3

Design & run your experiment

- Design based on your main assumptions / Hypothesis
- Work on an MVP if possible
- Decide what, where & how to measure (Short term metrics that lead to long term value - lifetime customer value)

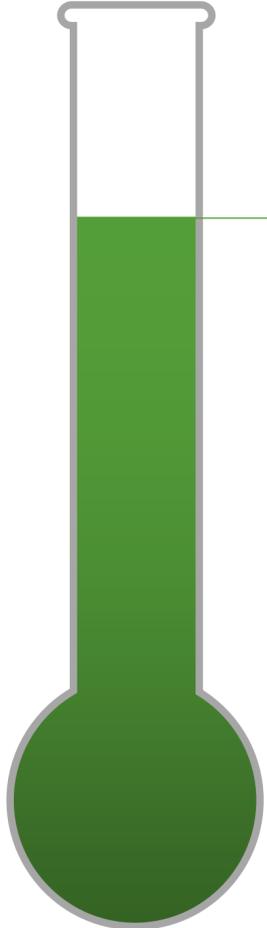


What do we do with the outcomes?
Are we flexible in changing?

Real life examples

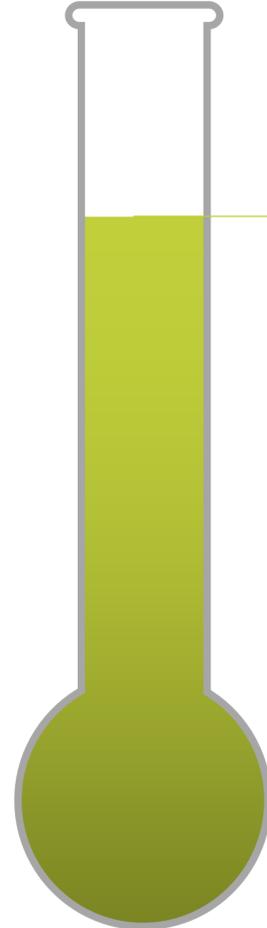
Randomize – Measure – Get surprised

Laptops in class



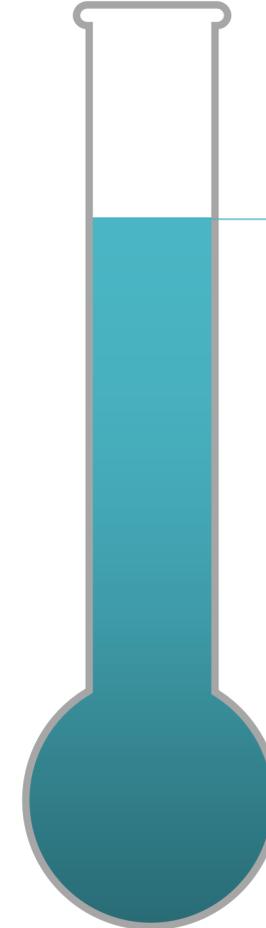
Variables matter
Randomization
is key

Microsoft support



Align on what you
want to achieve &
Measure carefully

Black & Decker



Results may
surprise you

Tips & Tricks

How to make it work

- **Keep it simple. It is not rocket science. Just be curious!**
- **Small Changes can have a Big Impact on the outcomes and the metrics. Experiment with your experiment if needed!**
- **Be flexible and ready to adapt**
- **Experiment often - and also fail fast & often**
 - *To have a great idea, have a lot of them*
Thomas Edison
 - *If you have to kiss a lot of frogs to find a prince, find more frogs and kiss them faster and faster*
Mike Moran, Do it Wrong Quickly

Create an Experimental Organization

Integrate experiments on company's culture

81% of the most **experimentally mature organizations** stated experimentation is considered important to transforming the **digital customer experience***

81%

57%

Agreed that their organization is **committed to building a culture of experimentation***

Embed experimentation on your **ways of working**. **Agile** will help but not necessary. Free resources and **embrace failure**

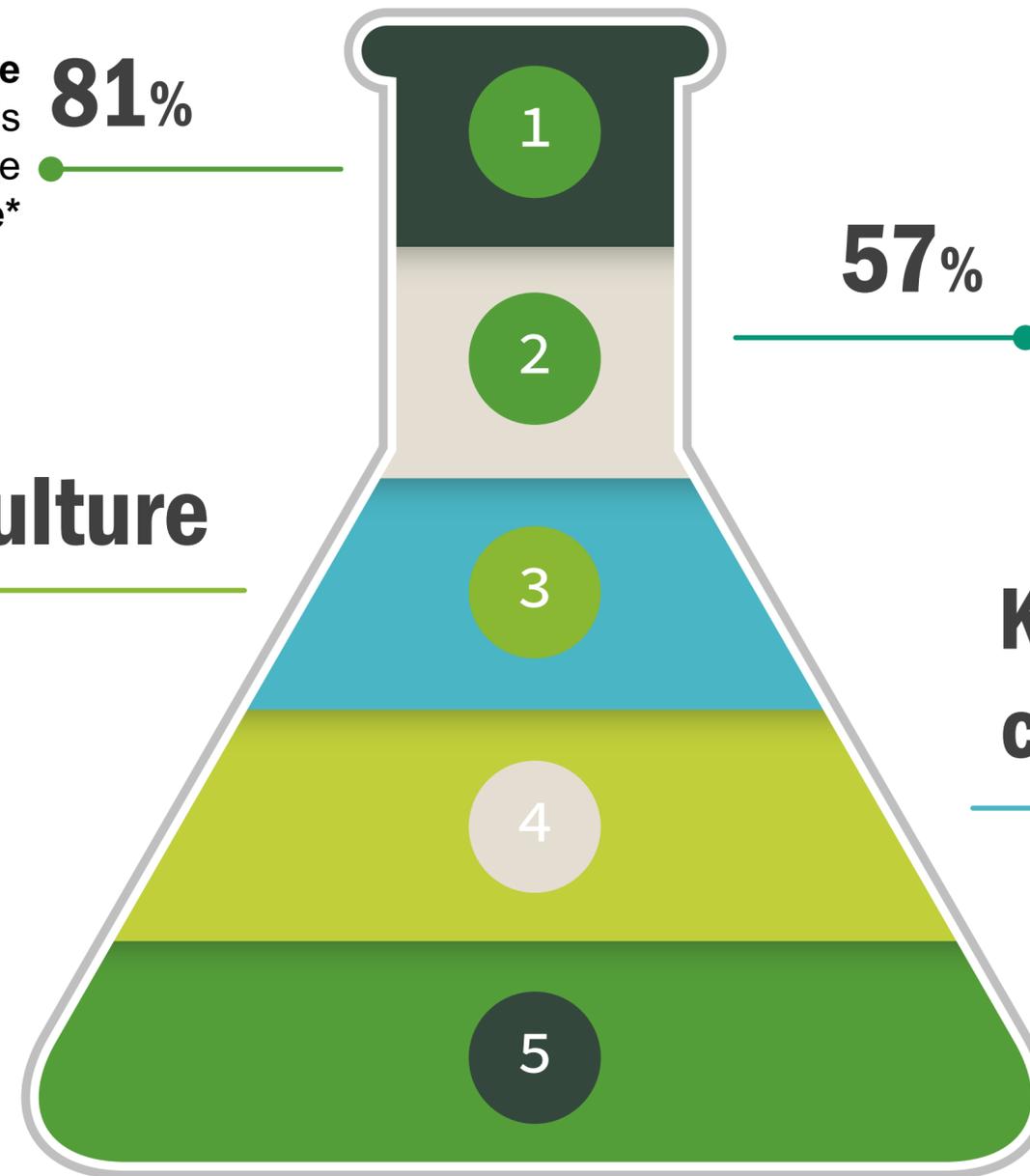
Culture

Keep it coming

Establish a Hypothesis & Experiments' **pipeline** and make sure it is still relevant over time

Develop skills / capabilities for **data analysis** and shape cross-functional teams (depending on complexity)

Talent





It is not the water that is powerful...

It is all about the process of dripping...

Thank you_

Sources

- ▶ <https://www.cxfocus.com.au/customer-experience/experimentation-the-vital-ingredient-for-great-digital-experiences/>
- ▶ <https://en.wikipedia.org/wiki/Experiment>
- ▶ <https://hbr.org/podcast/2020/02/how-to-set-up-and-learn-from-experiments>