



DrupalCon

EUROPE 2020
DECEMBER 8-11





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The future of digital experiences is ...?

Ruth Cheesley - Mautic Project Lead @ Acquia

@RCheesley



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OUR LIVES, CHANGED

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DIGITAL TRANSFORMATION
IS **YEARS** AWAY. I DON'T
SEE OUR COMPANY
HAVING TO CHANGE
ANY TIME SOON.



BEHAVIOURS, CHANGED

COVID-19

TOM
FISH
BURNE

@RCheesley

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ocaddo

EXPECTATIONS, CHANGED

You are in a virtual queue

Please wait here - don't close or refresh this page.

You are position 8077 of 8083. Your wait time will be about two hours.

for the wait. Demand is very high at the moment so you may have to wait a little longer than usual to access the website.
We have no new delivery slots for the next few days so please only wait if you are trying to edit an imminent order.
This page will automatically refresh in 4 seconds.
prioritise deliveries for existing registered customers. We will not be

@RCheesley

Photo by [Annie Spratt](#) on [Unsplash](#)



The future of digital experiences
is different

“I bought that product in store two weeks ago, why are you telling me about special offers for it now?”

“Why are you sending me news about in store offers 200 miles from where I live?”

“Your call centre rep has no clue that I’m a loyal customer”

Consumers Expect More From Their Interactions With Brands

“You’re always showing me ads for things I don’t care about.”



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“My mother died last year, I love your brand but I really wish I could stop seeing these ads and emails about Mother’s Day”

“I’m a size 16 but you always show me clothes worn by size 6 models and promotions for items that you don’t stock in my size”

“I just want to try out your product to see if it will work for us, I don’t want to be bombarded by sales pitches!”

“I wish that I could pick out some items online and have the option to try on in store, rather than have to find them on the shop floor first”

***Relevance, Empathy & Convenience
Is Expected At Every Interaction***



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DIGITAL AGILITY IS NOW A SURVIVAL SKILL

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My Vision for the Future of Digital Experiences



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32474.009

FRictionless EXPERIENCES

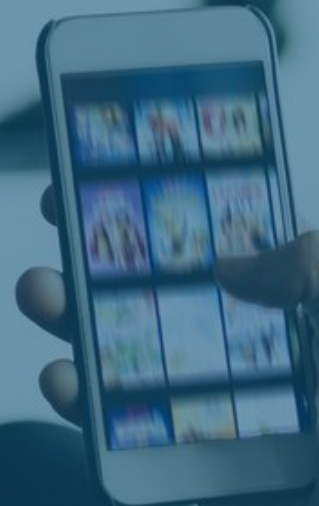
-12423.621

-21247.352



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TRUST IS THE NEW CURRENCY



Cracking the code to fabulous dressing is about understanding what styles work for you. Your personal style guide will help you pick clothing that compliments your style and brings out the best in you.




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Your Must Have Dress
Fit & flare

The key to dressing your silhouette is to balance out your proportions. Fuller skirts and longer tops skim over your hips. Look for lower necklines that flatter your face. Avoid anything too bulky.

Your Must Have Dress
Fit & flare


Emphasising your waist in a fit & flare dress or one with a fuller skirt detracts...
[Read more >](#)



SEE YOUR DRESS GUIDE


Your Must Have Top
Fitted top

Beautiful blouses are a must have in everyone's wardrobe. For you, a body skimming fit...
[Read more >](#)



SEE YOUR TOP GUIDE

Your Must Have Trouser
Wide leg



Your Must Have Jeans
Bootcut



Your key colours:
Your key colours are recommended by us, based on your complexion and hair colour, and are only a guide.

PERSONALISATION ADDS VALUE TO THE CUSTOMER





Your Must Have Skirt
A-line

The falling soft A-line shape of this...

NEW IN CLOTHING SHOES BRANDS LINGERIE SALE THE INSPIRATION

ONLINE
PERSONAL STYLIST

HOW IT WORKS

-  Take the quiz to find the perfect styles for you
-  Discover your personal style recommendations
-  Tell us what you like & dislike to keep your edits up to date
-  Check your wardrobe and inbox for edits tailored to you

WHAT COLOUR ARE YOUR EYES?

-  Blue
-  Grey
-  Green
-  Hazel
-  Amber
-  Brown

Don't forget, you'll need to create your own Online Personal Stylist profile to get access to your recommendations. To create your profile, follow the prompts at the end of the quiz!



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CORONA
EXIT
STRATEGY



***ADAPTIVE TO
CHANGES IN
BEHAVIOUR***



The Future of Digital Experiences is Blocked Because



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***WE REALLY
DON'T KNOW
OUR CUSTOMERS***

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Disconnected systems are the root cause





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We need all
the things to
do all the
things!

We need
them now!

Disconnected systems result from an outcome focused approach

**OUTCOME
FOCUSED**

Siloed, duplicate customer data

**DATA &
CUSTOMER
FOCUSED**

Unified customer data



How Do We Fix Broken Digital Experiences And Make Them Awesome?



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CUSTOMER FIRST, DATA FIRST



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PROFILE JOURNEY TRANSACTIONS MACHINE LEARNING IDENTITIES HOUSEHOLDS CROSS-BRAND CUSTOMER

SINGLE SOURCE OF TRUTH

REVENUE - LIFETIME
\$2,840.00
TRANSACTION COUNT - LIFETIME: 5

AVERAGE DISCOUNT RATE (DEMO)
0-5%

AVERAGE ANNUAL TRANSACTIONS - GROUP
2 - 3 orders/year

AVERAGE ORDER VALUE - GROUP
\$ 500+



RECENT EVENTS

- Cortex Discovery**
Name: oval serving dish glass melt
Source Product Number: 101203358
- Product Browsed**
Name: Blue pasta bowl
Source Product Number: 101203357
- Cart Updated**
Name: Caicos Sarah Maria
Source Product Number: 101203364

Revenue - Lifetime \$2,840.00

RECENT TRANSACTION ITEMS

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TOOLS TO ENABLE DIGITAL AGILITY

Click a 'slot' to personalize

1

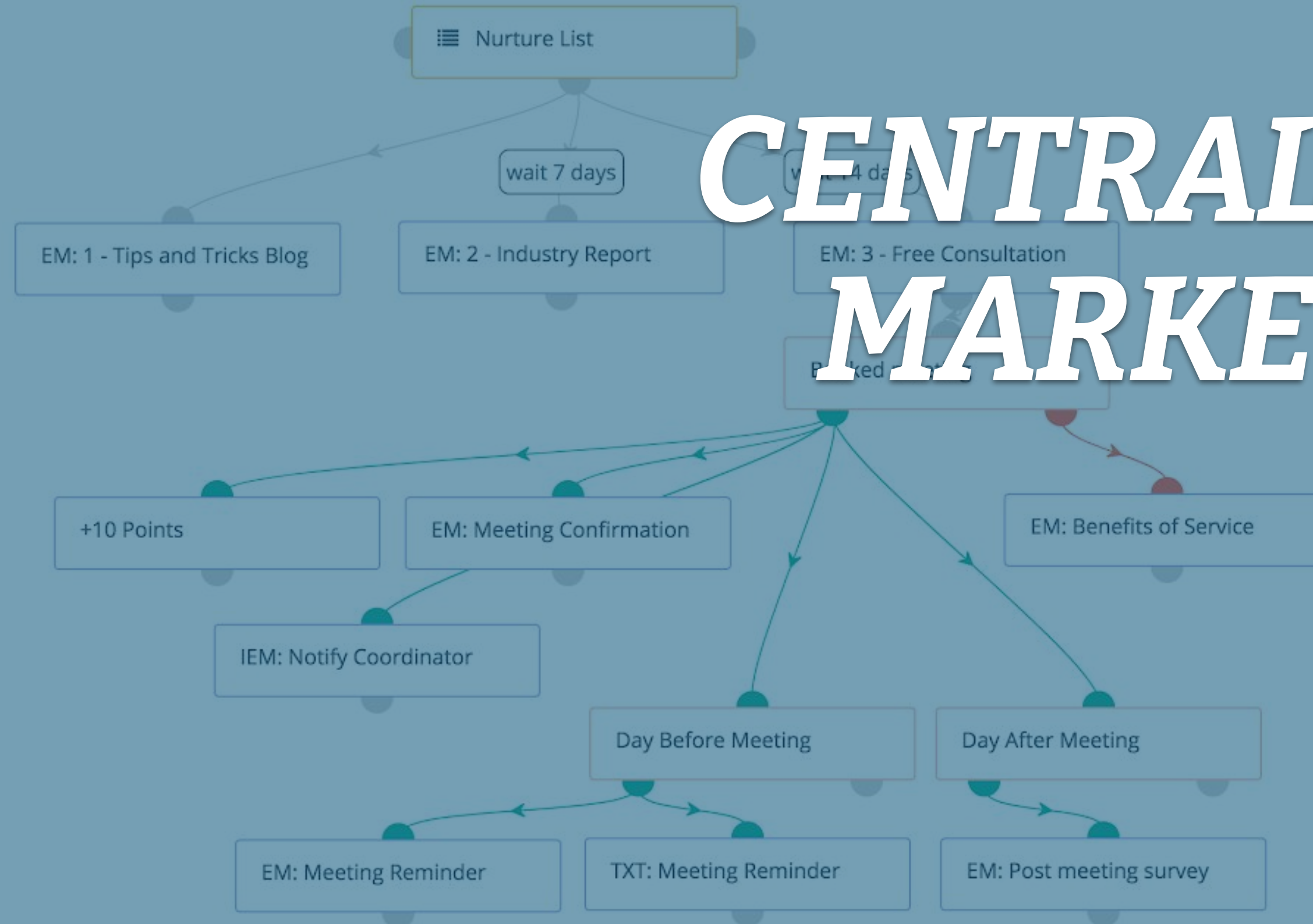
Your site



3

Search and find the perfect digital experience for that segment

CENTRALISED MARKETING



Customer and data-driven strategy

Plan your strategy around the data. Seek to understand and deliver meaningful value to the customer.

Single, unified customer profile

Create a single source of truth (customer data platform) that spans all places your customer interacts with you.



Tools to deploy resources quickly

Ensure all of your tools integrate with your data platform and allow you to quickly pivot and deploy new experiences.

Multi-channel campaigns

Ensure your orchestration tool allows you to create multi-channel personalised campaigns.

Personalised Digital Experience

When all these pieces are in place, you are well positioned to begin personalising the whole customer journey across online and offline experiences

Start small, and build iteratively, ensuring that you are always delivering value to the customer and the business.



How Is Open Source Helping Us Deliver The Digital Experiences Of The Future?

OPEN SOURCE SOLUTIONS

PIMCORE®

 unomi



A photograph of a laptop on a desk. The laptop screen shows a website with a recipe titled "Just Cook" featuring a dish with tomatoes and a video titled "The Cut". The website also has an "ABOUT" section and a "MADE WITH LOVE" tagline. A person's hands are visible typing on the laptop keyboard. The background includes a white vase with greenery and a yellow and white checkered tablecloth.

REDUCING COMPLEXITY FOR USERS

The background is a complex, abstract digital pattern. It features a dense network of thin, glowing lines in shades of blue, green, and yellow, resembling a circuit board or data flow. Interspersed among these lines are numerous small, multi-colored dots (blue, green, yellow, purple, pink) that look like data points or nodes. The overall effect is a sense of dynamic, interconnected technology.

OPEN INTEGRATIONS



You Can Be A Part Of Shaping
Open Source Digital
Experiences Of The Future

CROSS-PROJECT COLLABORATIONS

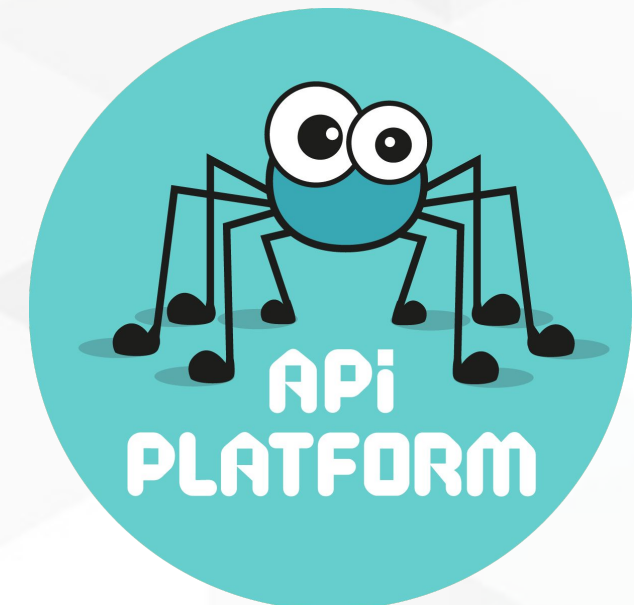
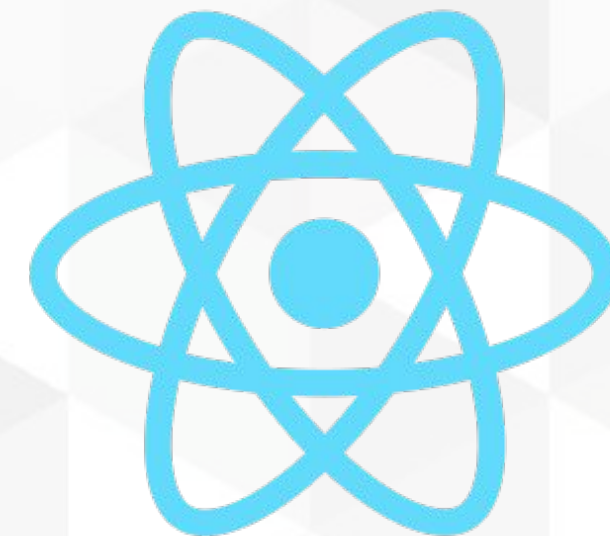


@RChesley



NEXT GENERATION MAUTIC

 **Symfony 5**





The Future Of Digital Experiences Is ...

Ruth Cheesley

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mautic.org

acquia.com

noti.st/rcheesley for slides & resources

@RCheesley





“

What questions can I answer?

”

@RCheesley



Join us for contribution opportunities

Friday, December 11, 2020

Mentored
Contribution

First Time
Contributor Workshop

General
Contribution

[#DrupalContributions](#)

What did you think?

Locate this session at the DrupalCon Europe website:

<https://events.drupal.org/europe2020/preliminary-program/>



Thank you!