Enhancing Digital Experiences with Real-time Analytics

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Speakers

John Reilly
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CA STATE LOTTERY

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SYMSOFT SOLUTIONS
Continuous, Consistent Experience
Complex Customer Journeys

- **Awareness**
- **Research**
- **Selection**
- **Order**
- **Acquire**
- **Review**
- **Repeat**

- **Web**
- **E-Mail**
- **Social**
- **Mobile**
- **Store**
- **Call Center**
- **Brochure**
Complex Customer Journeys

Source: Forrester Research
Personalized Service
Relationship economy

FROM

TRANSACTIONS

GUESSING PREFERENCES

TO

RELATIONSHIPS

PREDICTING PURCHASE INTENT
How does it matter to Government?
Serving the same people
Digital Marketing / Government

Increase the bottom line

• Increased Revenue
• Reduce Costs
• Increase Efficiency

Increase customer satisfaction

• Effective product and service delivery
• Enhance customer experience
• Build relationship of trust and loyalty

symsoftsolutions.com
“the tax board can learn lessons from web retailers on everything from customer service to online search functionality”

Cathy Cleek - CIO
Franchise Tax Board
OTech Overview

Serving 295 active state and local government agencies
Service Catalog
Serving 37 million Californians and more
Customer Focus

› Transition from Technology Provider to Service Provider
› Responsive to customer needs
› Improve implementation and deployment timeframes
› Actionable Service Catalog
› Dashboards for data-driven decision making for customers
› Strong partnership with customers
The Vision

Digital Transformation

SAVE

GROW

SUSTAIN

SECURE
Digital Transformation

- Mobility and Cloud
- Big Data / Open Data
- Sensors / Internet of Things
- 3D Printing
- Robotics

- Artificial Intelligence
- Electric Vehicles
- Unmanned Aerial Vehicles
- eMoney
- ....
### Digital Transformation

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The Experience Economy

Commodity
1¢ to 2¢ a cup

Goods
5¢ to 25¢ a cup

Experience
$2 to $5 a cup

Source: Gartner
Digital Transformation
Brand Experiences

Disney

Apple

Amazon

Facebook

CA.GOV

Calottery
Service Fulfillment @ OTech

› 295+ agencies, departments, boards and bureaus (G2G)

› 37 million Californians and more (G2C)
  • Improved Customer Service – anywhere, anytime
  • Better Data Analytics
  • Interface to other IT Service Management modules
  • Enterprise Digitization
Digital Marketing Vision
California State Lottery
California State Lottery

- Providing supplemental funding to California public education
California State Lottery - Objectives

Increase the amount of money going to California’s public schools.

Build a stronger and more competitive lottery and become one of the largest and most profitable lotteries in the country.
Digital Program Plan – Objectives

Primary

- Growing Playership of Lottery Games
- Communicate more effectively and efficiently to players
Digital Marketing Program Strategy

Engage stakeholders digitally

• Persuade players to become registered loyal players
• Utilize efficient communication channels to reach target audiences
• Engage users when they want and where they are

Utilize Digital Engagement Data for informed and timely decisions to improve effectiveness and efficiency

• Improve consumer experience
Digital Marketing – Continuous Improvement

- **Connect** – Generate consumer awareness and interactions through digital properties
- **Collect** – Gather actionable data from player engagements
- **Intellect** – Analysis resulting in business facts and insights, and player facts and insights
- **Perfect** – Timely collaborative decision making to increase effectiveness and efficiency
California Lottery – Current Situation

› Players are anonymous - historically.
› Current Loyalty program has been in place for 5 years
› Playerbase has been flat.
› Limited paid media resources.
› Must provide multiple messages to try and engage visitors.
calottery.com/play

10-12 million visitors per month
Digital Marketing Program Strategy

Engage stakeholders digitally

- Using low cost methods to reach target audiences
- Engaging users when they want and where they are
- **Use real time analytics for personalized experiences**

Utilize Digital Engagement Data for informed and timely decisions to improve effectiveness and efficiency

- Improved consumer experience
Serve Users Relevant Messages
Incent to Persuade

Here is your SuperLotto Plus® FREE play coupon.

$1 ONE FREE PLAY

OFFER EXPIRES MAY 31, 2015. VALID ONCE FOR ONE FREE PLAY ONLY.

Coupon good for one FREE SuperLotto Plus® Quick Pick® Play.

Print out this coupon and redeem at any California Lottery retailer!
Retargeting
Design the Experience
Digital Analytics – the basis for relationship economy

› Collection, Measurement, Analysis, Reporting and Use of Digital Data

› Understanding historical patterns, and predicting usage for the future
Towards what objective?

Dogbert consults:

You need a dashboard application to track your key metrics.

That way you'll have more data to ignore when you make your decisions based on company politics.

Will the data be accurate?

Okay, let's pretend that matters.
Understand your users and their needs

› Target Groups, Personas
› Preferences
› Scenarios, Behaviors
User Segmentation

› Basic
  • New Visitors vs. Returning Visitors
  • By device (mobile, tablet or website)
  • By Browser or Operating system
  • Site Search vs. Navigation

› Advanced
  • Purchase behavior
  • Demographics
Social & Business

Explicit

Implicit

Contextual

Targeting Rules

Personalization

Explicit

Implicit

Contextual

symsoftsolutions.com
Real time analytics in action

Demo

• Built using Sitecore Content Management System
• Creating personalized experiences based on implicit data collection
Actionable analytics
Frustration
“Why can’t you do this for me?”

Delight
“You can do this for me?”

Creepiness
“You did this for me?”
Want to learn more?

Talk to us!

www.symsoftsolutions.com

(916) 567-1740
Thank You

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