



Where big data and small data converge - *It's still just me*

Matt Meffan, Director, Vision Critical

MENU

Coffee

Espresso - \$3 (10 min)
by: [illegible]

Filter - \$2
by: [illegible]

Food

Granola - \$5
by: [illegible]

Protein Bars - \$4
by: [illegible]

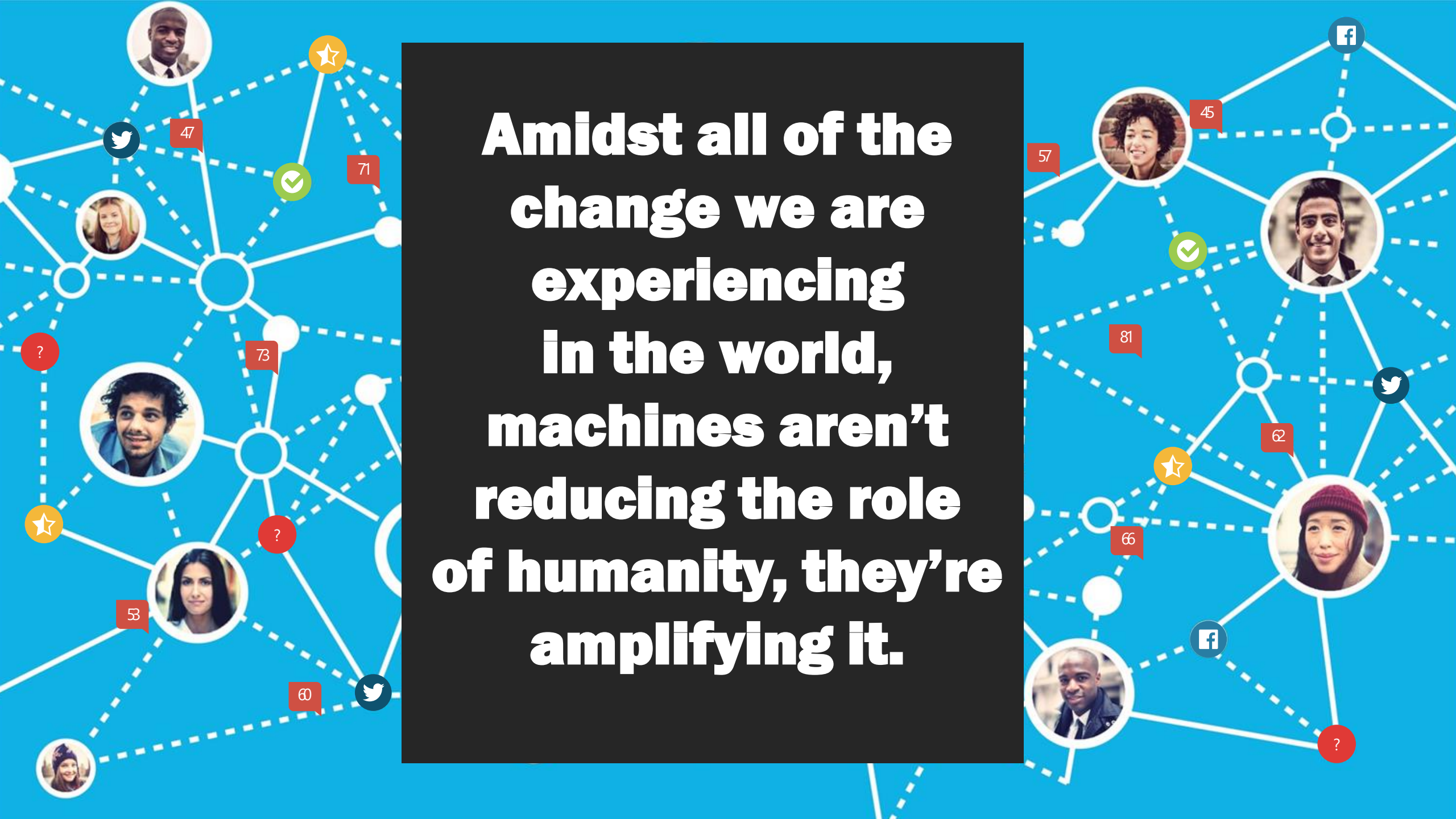
Salads - \$12
by: [illegible]

Drinks

Cold Pressed Green Juice - 150 & 3
by: [illegible]

Water - \$2.5
by: [illegible]





**Amidst all of the
change we are
experiencing
in the world,
machines aren't
reducing the role
of humanity, they're
amplifying it.**

By 2017, 89% of businesses expect customer experience to be their primary differentiator.



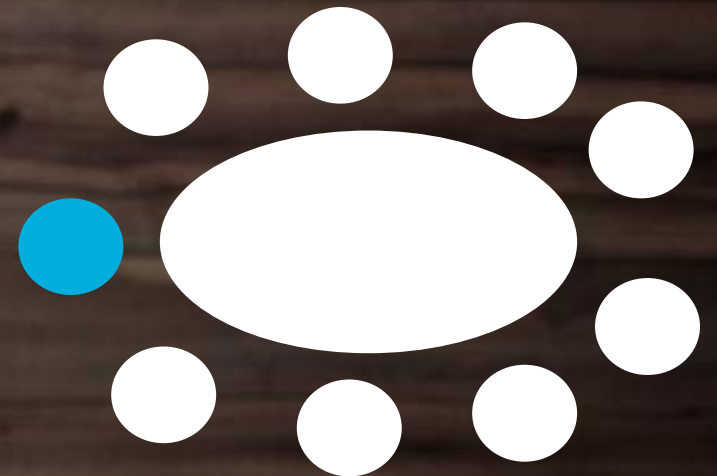
Gartner

A portrait of Jeff Bezos, the founder and CEO of Amazon, sitting on a dark, textured couch. He is wearing a blue button-down shirt and has a slight smile, looking off-camera to the right. The background is a rustic wooden wall.

**Listen to the
customer and invent
for the customer.**

“

Jeff Bezos,
Founder and CEO, Amazon



A long-exposure photograph of a multi-lane highway at night. The image shows bright white and blue light trails from vehicles moving away from the viewer on the left side of the road, and red light trails from vehicles moving towards the viewer on the right side. The road curves into the distance under a dark sky.

**Every company wants to
become more customer-led,
obsessed, centric.**

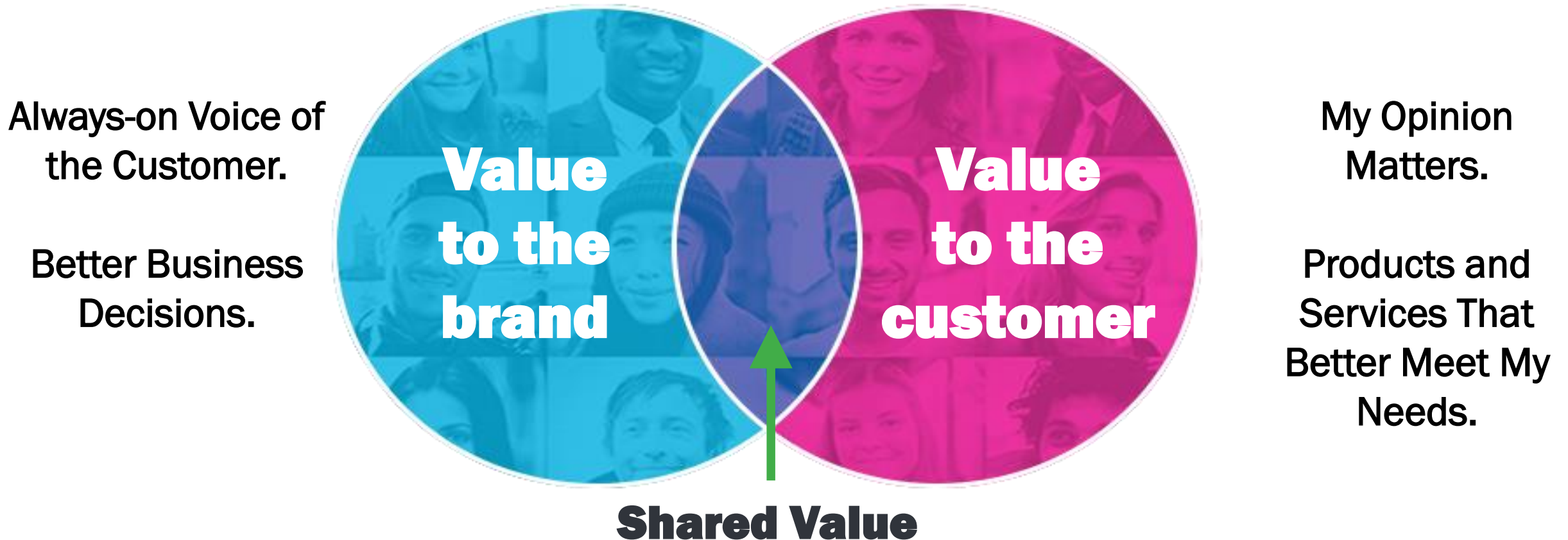
But Why?

Ultimately,
it's about the
Relationship



Being customer-led means more than just a transactional exchange

This mutualism isn't just something that we've cooked up.



**Being customer-led means
building better customer relationships**

**Long-term
customer
relationships**



**Greater
customer
lifetime value**

The Importance of

Relationship Memory

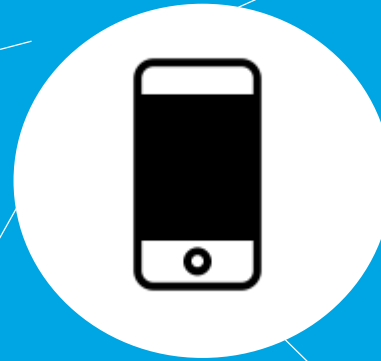
Uncover insight without starting from
scratch every time.

Without asking repetitive questions.

..or without asking questions at all.



Three examples





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MY TELSTRA EXPERIENCE



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Thank you

Matt Meffan

Director

Vision Critical