

BIG DATA til gavn for vækst og velfærd – en unik dansk mulighed

Dansk erhvervslivs muligheder gennem samfundsvidenskabelig forskning baseret på big data

Lars Fløe Nielsen, Founder, CDO, Sitecore

Sep 18th 2015





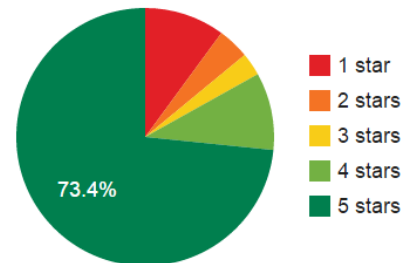
Digital Fusion reviews

Acceptable **6.7** from 0 - 10


[Review company](#)

278 reviews on Trustpilot | Latest review 169 days ago

Rating distribution



Adam Bent

1 Review



20 May 2014

Failed next day delivery

I purchased a laptop and some additional memory at 9:30am on a Friday morning., and both items were stated as in-stock. I decided to use Digital Fusion as they were by far the cheapest for this particular laptop, but this is my first ever order with them. Payment went through without a hitch and I received an email confirming the order. I also selected next day delivery as I needed the laptop on the following Monday, which obviously incurred a little bit extra for postage. No problems so far.

According to my bank the payment was taken at approximately

About www.digital-fusion.co.uk

[Visit Digital Fusion](#)

Spread the word. Tell your friends what companies they can trust. Sharing is caring.



Contact information

The Experience Economy

Customer Experiences drives loyalty and increase organizational value.



Raw beans
\$0,15/cup



Commodity
\$1,5/cup



Experience
\$3,85/cup



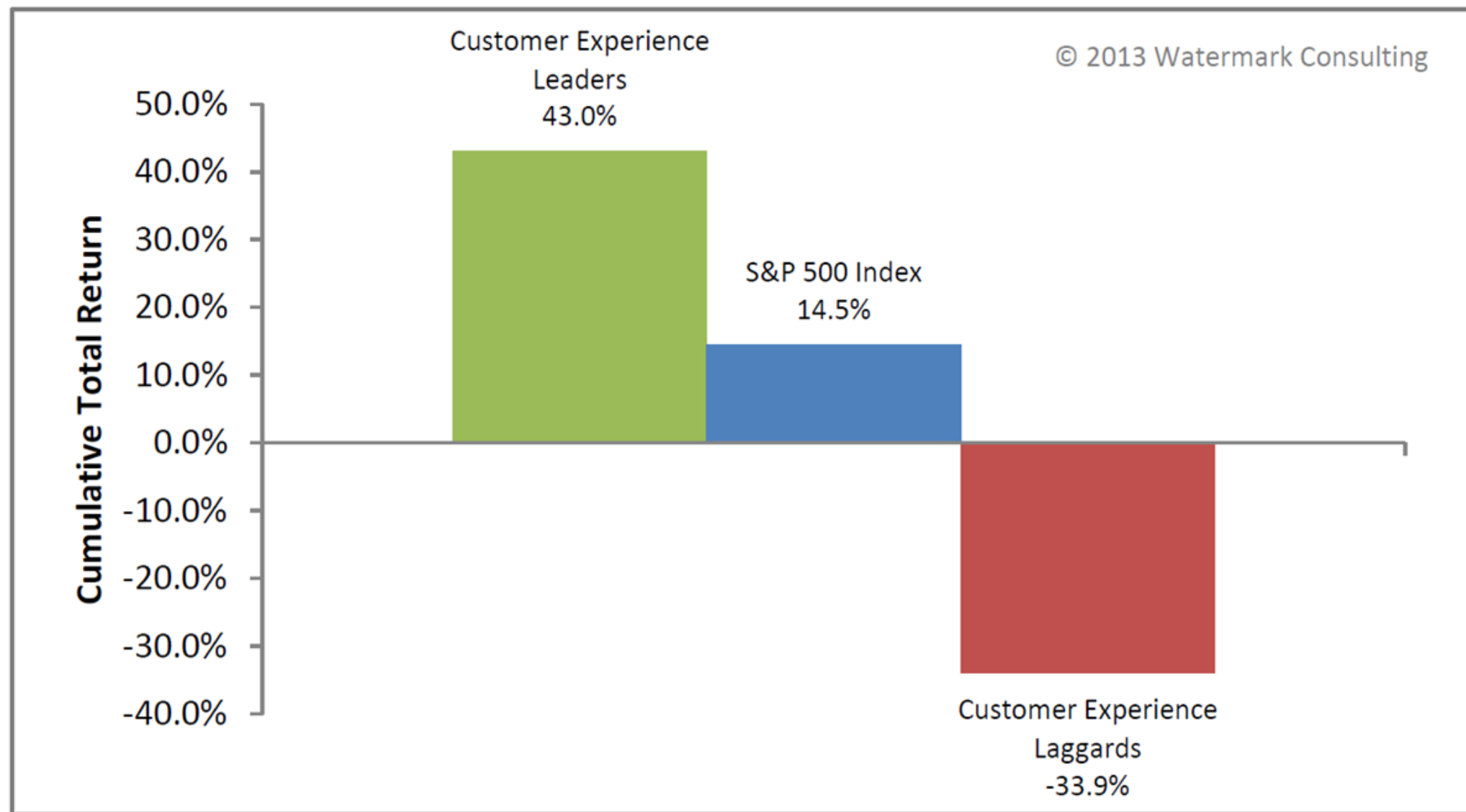
What is customer experience?

"The Customer experience is the totality of a customer's interactions with an organization."

Tim Walters, Digital Clarity Group 2014

Customer Experience Leaders Outperform the Market

6-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2012)



Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2013 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.

**By 2016, nearly
90% of companies
believe that
customer
experience will be
their primary basis
for competition**

Gartner Research Predicts
2015: Digital Marketers Will
Monetize Disruptive Forces
Published: 3 November 2014

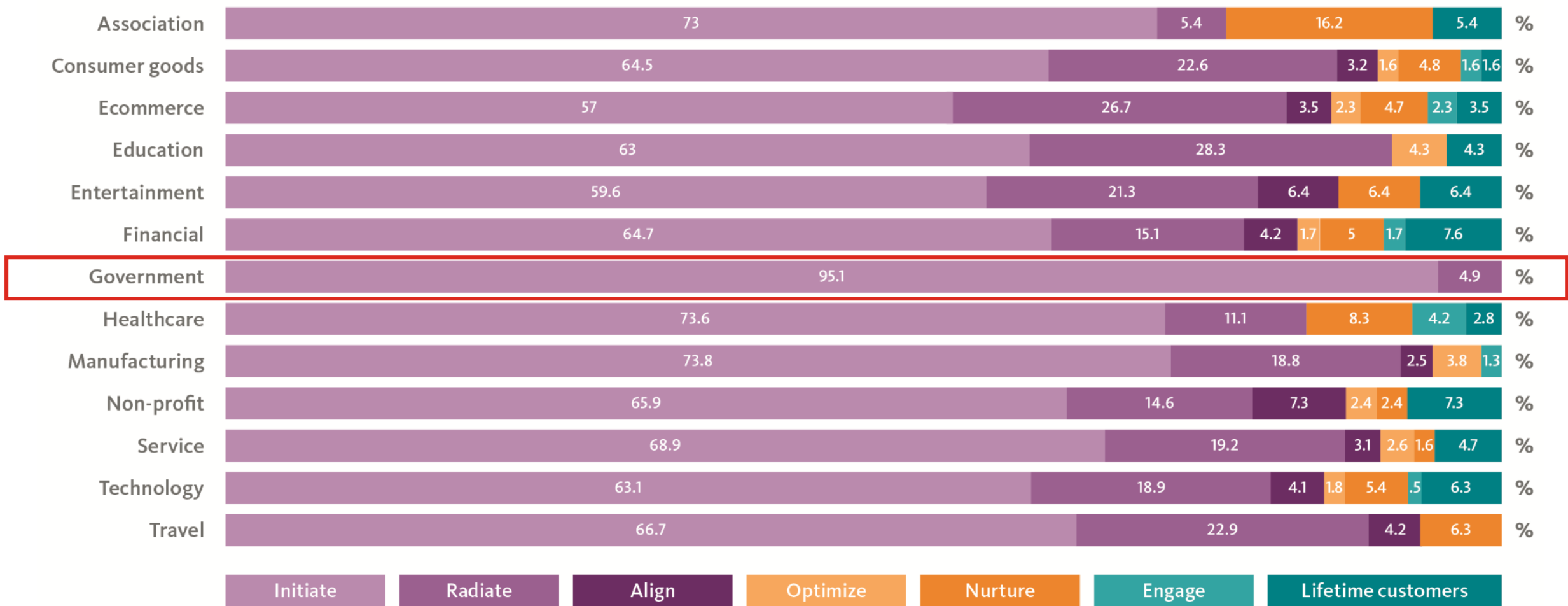


Everyone is chasing the dream of experience



But the public sector fail

- Why am I offered elderly care at www.rudersdal.dk? Or daycare? My only daughter is 7.
- Why is my mother in law offered school, children care, jobs at www.furesoe.dk when she is a senior citizen?
- Why does ku.dk provide med with ads on dinosaurs when I have explicitly been searching for internship?
- I am even logged in!

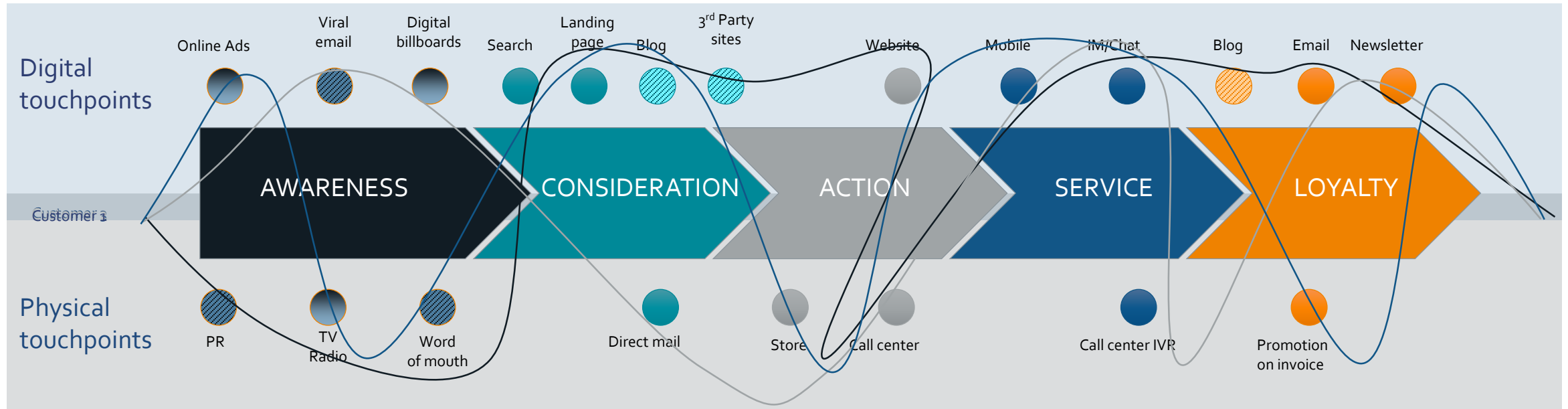


Source: Connect How to Use Data and Experience Marketing to Create Lifetime Customers, Wiley 2014
Based on 2614 business and government institutions

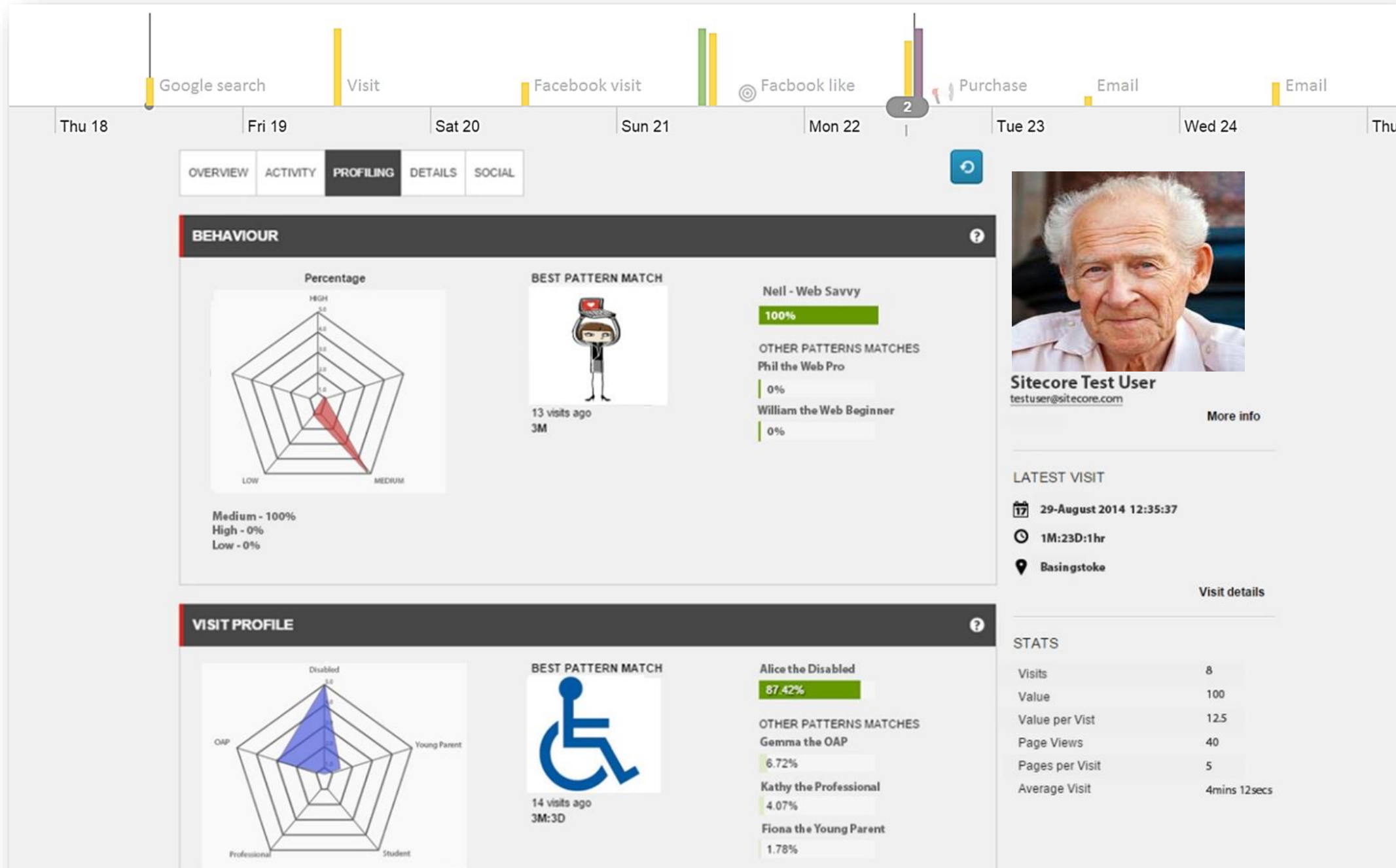
The background is a solid purple color. Overlaid on this are several concentric circles of varying shades of purple, creating a subtle pattern. On the left side, there is a white arrow pointing horizontally to the right.

Back to (Big) Data

Every citizen's journey to success is different



Decisions Are Not Made in Straight Lines



Disabled profile value

Apply for blue sign (handicap parking permit) + 10

Search for “handicap parking” + 2

Sign on to handicap event +5

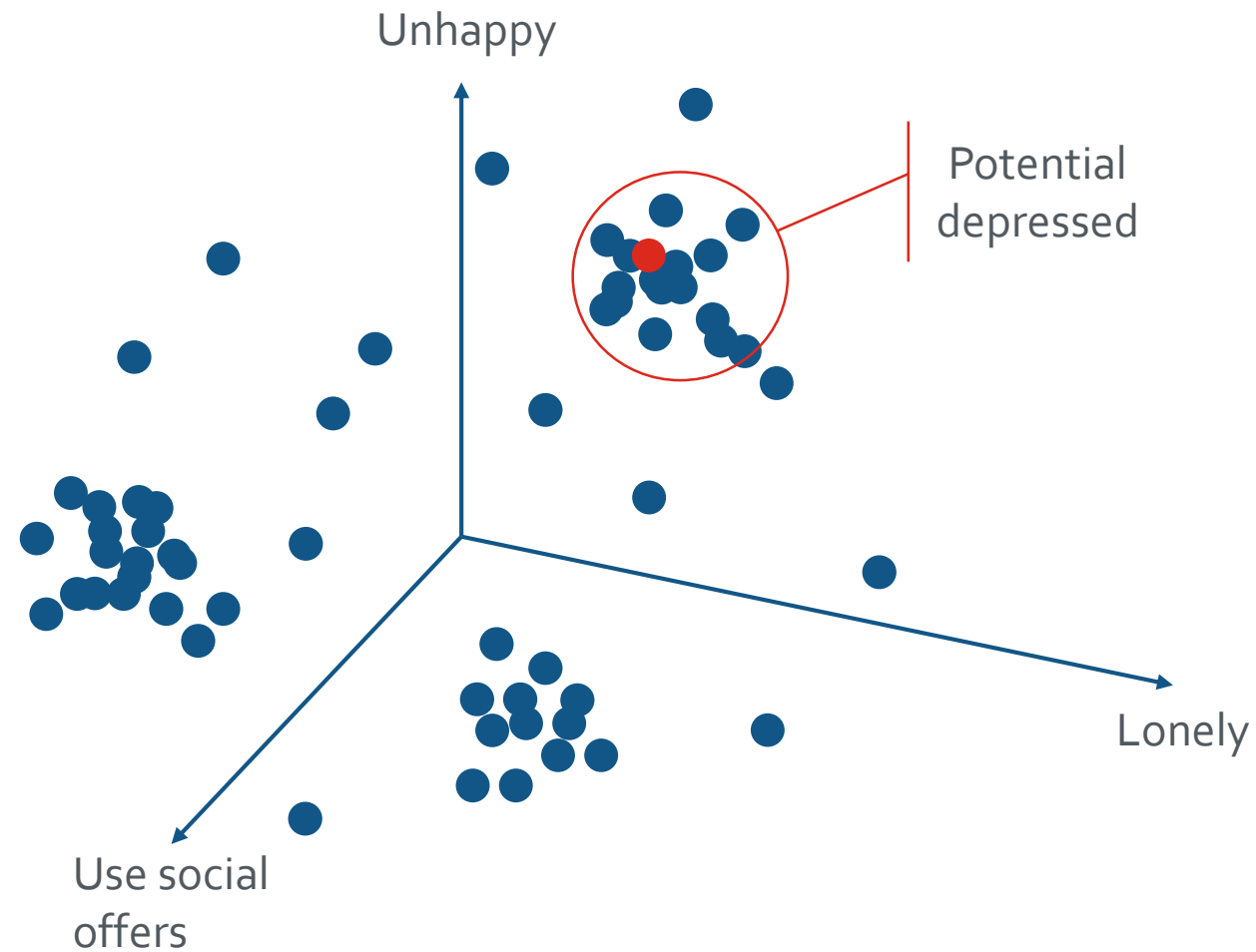
Withdraw blue sign -5

Like Scleroseforeningen at Facebook +1

Participate in “walk the Eiffel Tower” event -5

(time will degrade value)

Clustering (similar people)





Cooperation between public and private sector

Sustainable Computation Governance Project

Sitecore participating in a cross-disciplinary research project with University of Copenhagen

- Use big data to understand citizens interactions with city
- Use behavioral patterns to promote desired behaviors
- Specific research areas
 - Disambiguation of devices.
 - Understanding major behavioral or life changes
 - Use pattern knowledge to influence behavior at the right time
 - Privacy research

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Know every customer - Shape every experience