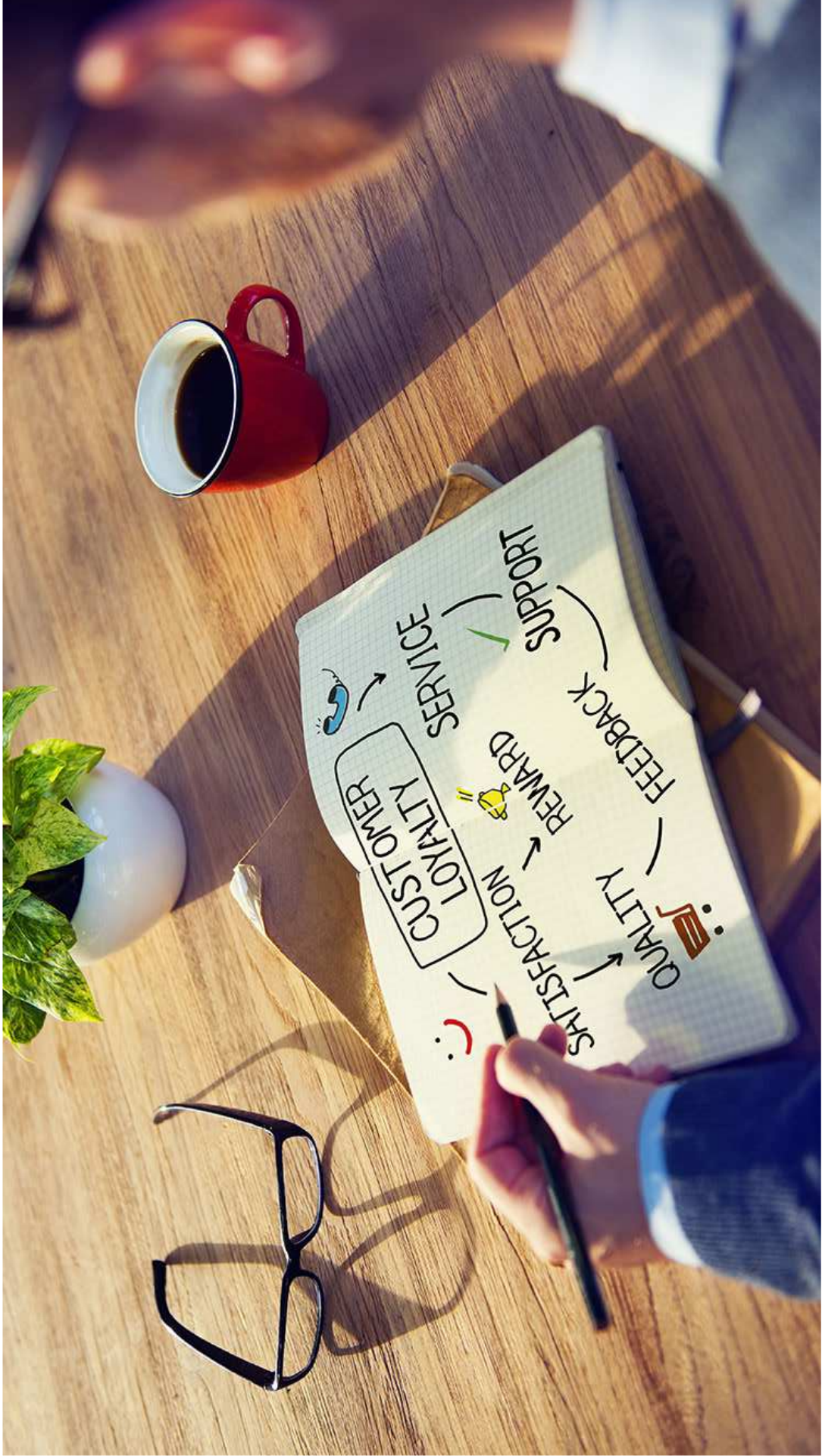
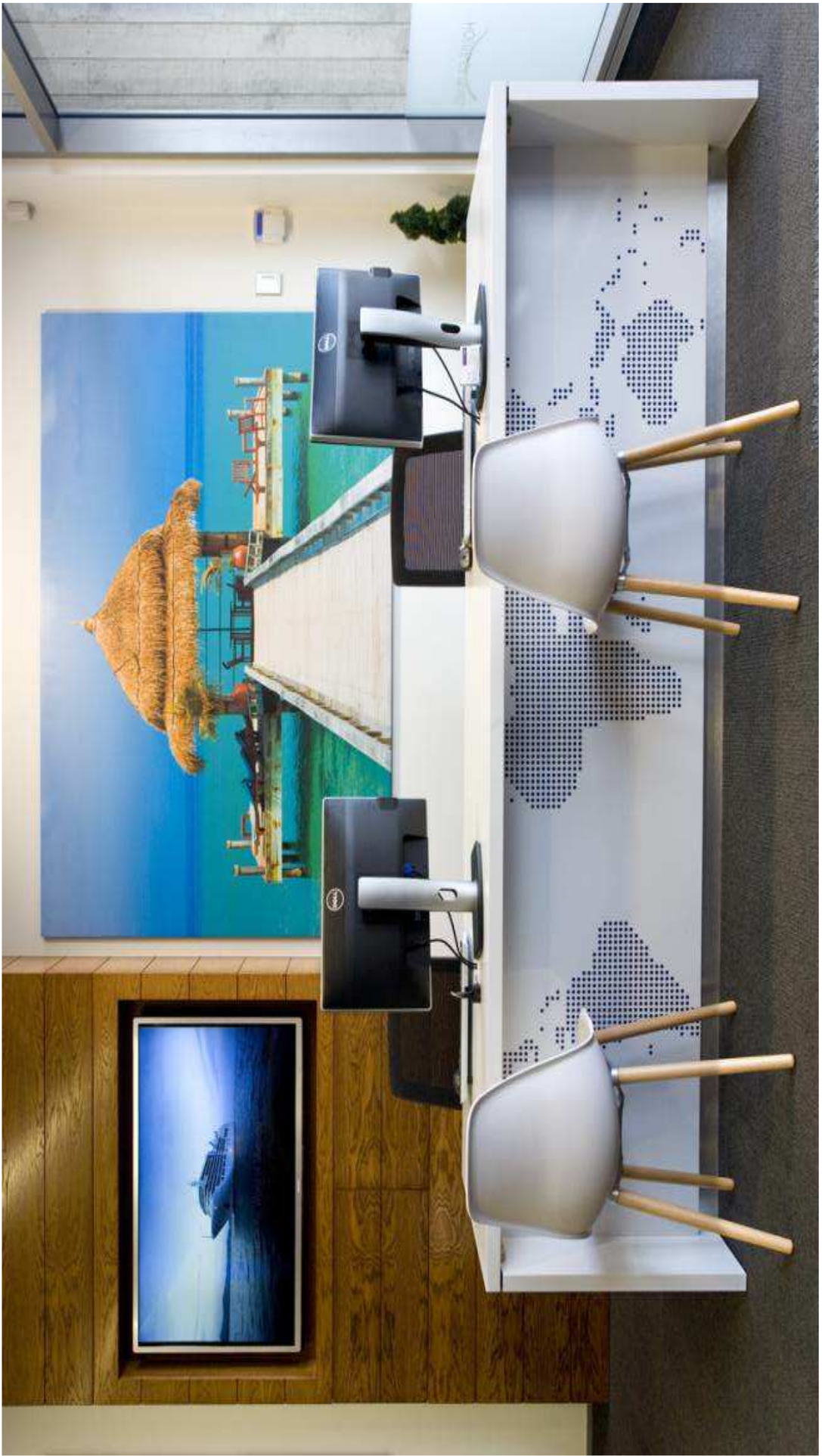


EXPERIENCIA DE CLIENTE EN LA ERA DIGITAL

Francisco Servia

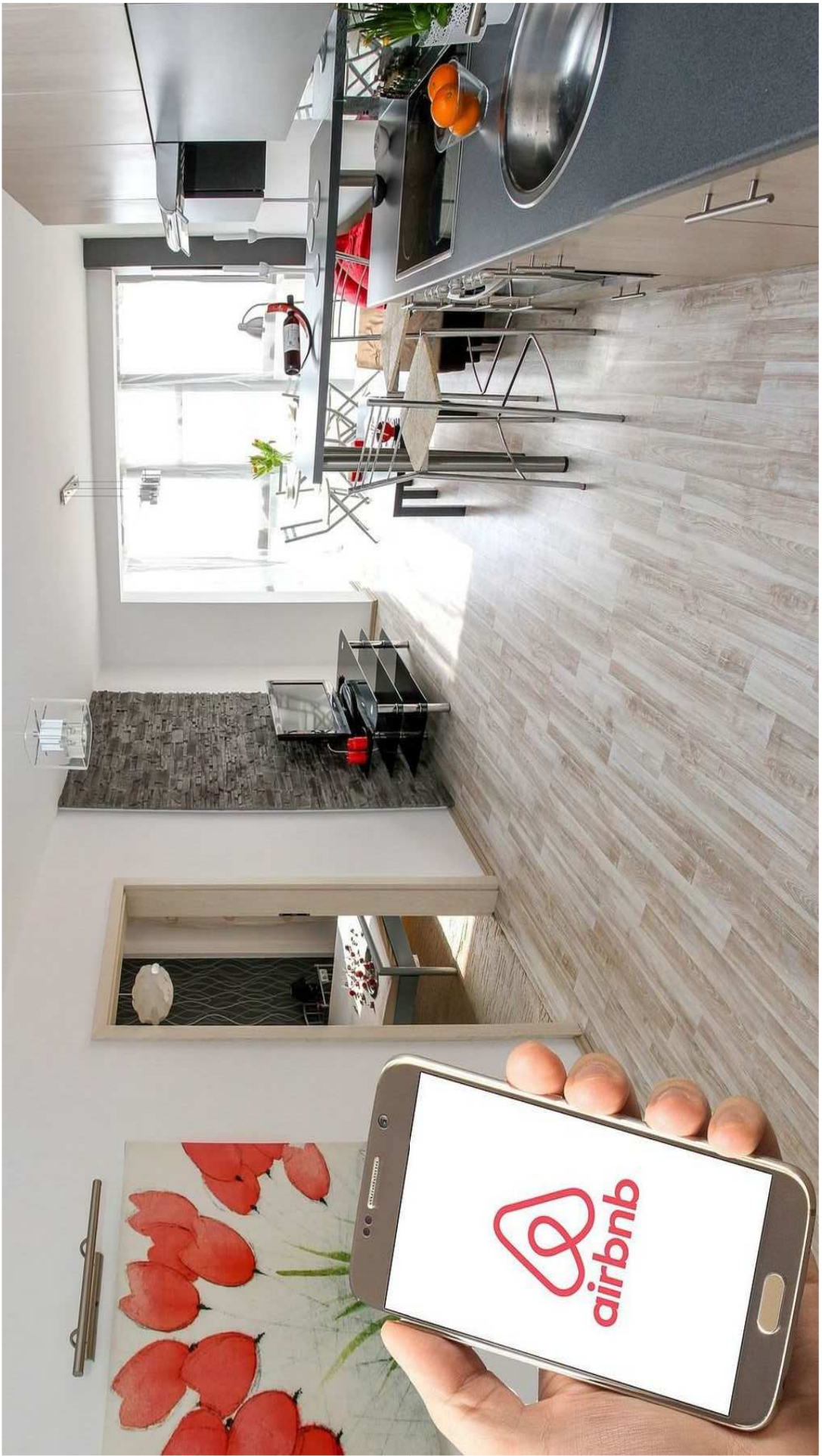


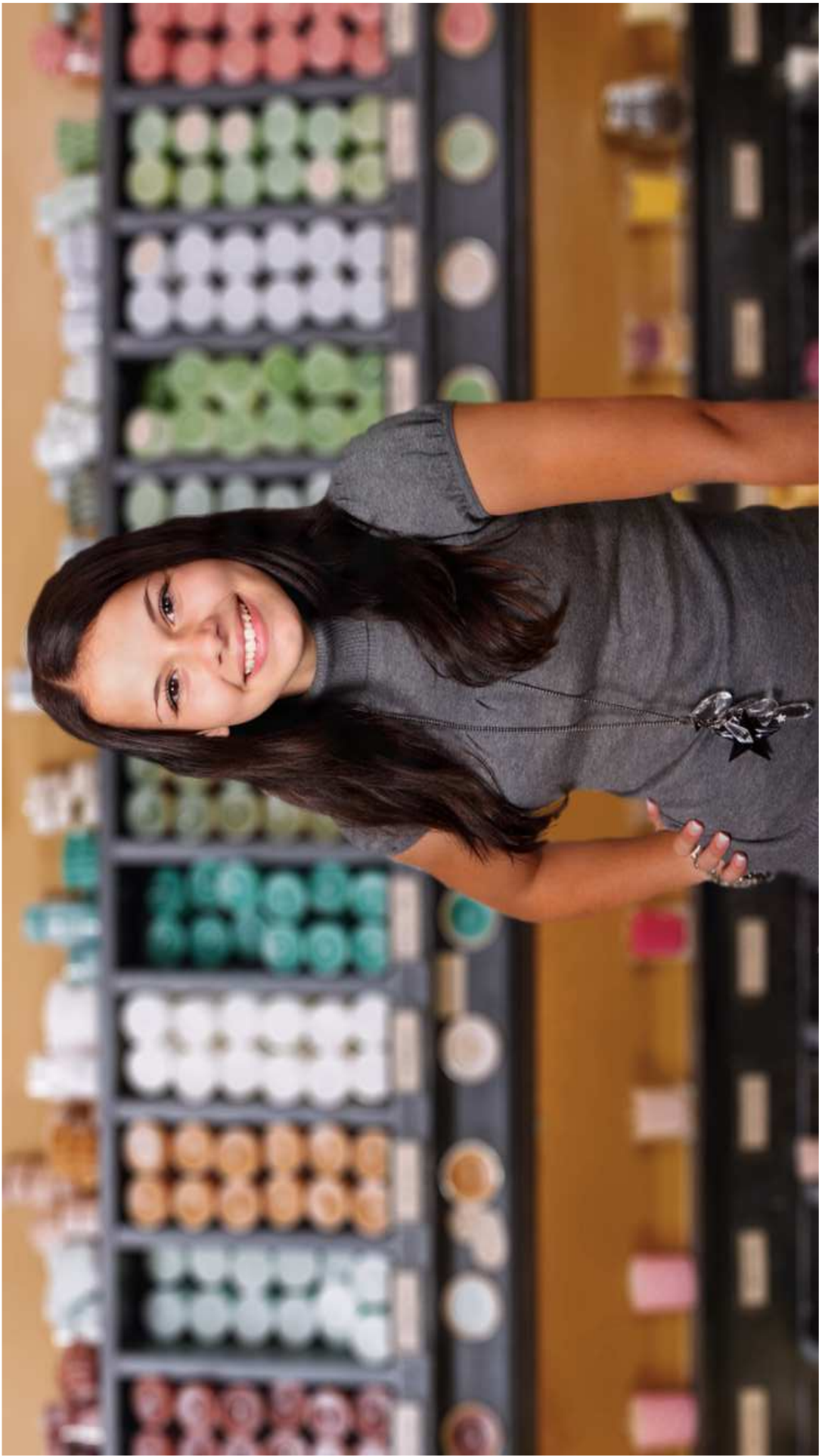




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SEARS



SEARS

STORE CLOSING

The image shows the entrance of a Sears store with several promotional signs in the windows and doors. From left to right, the signs are:

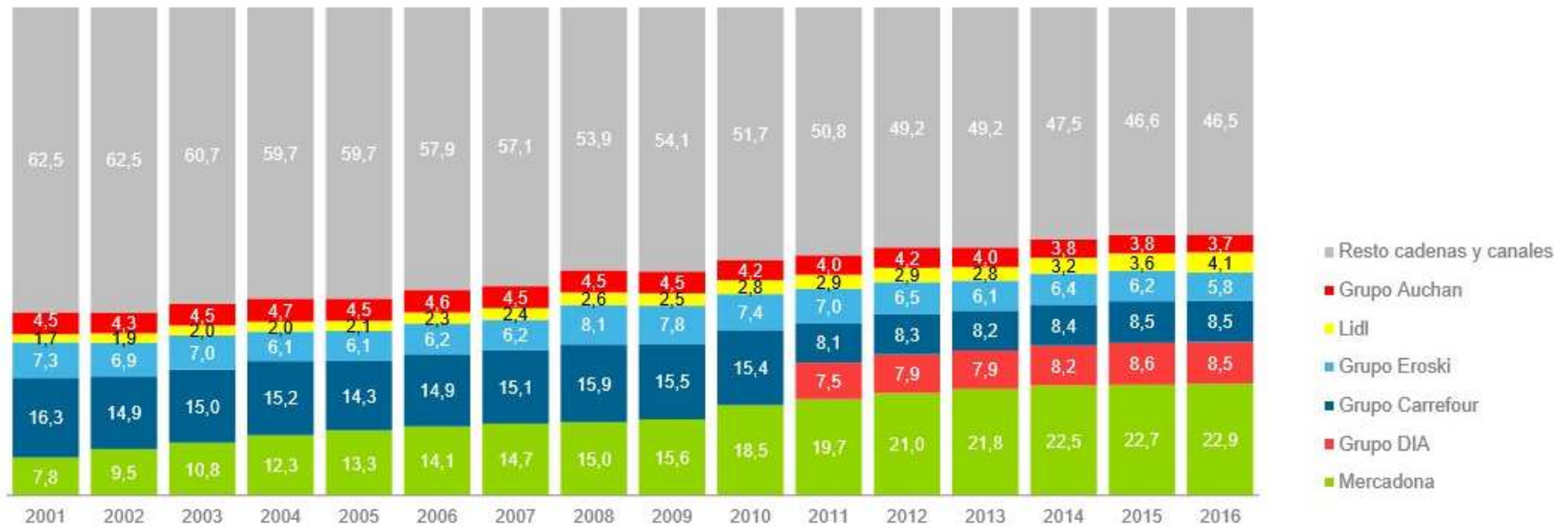
- A pink sign with white text: **EVERYTHING MUST GO!**
- A yellow sign with black text: **STORE CLOSING**
- A yellow sign with black text: **STORE CLOSING**
- A yellow sign with black text: **ENTIRE STORE 50% to 70% OFF**
- A pink sign with white text: **STORE CLOSING**
- A pink sign with white text: **STORE CLOSING**

Two people are standing near the entrance. A man in a red shirt and blue jeans is holding a white shopping bag. A woman in a light blue patterned top and white pants is also holding a white shopping bag. A red shopping cart is visible near the entrance.

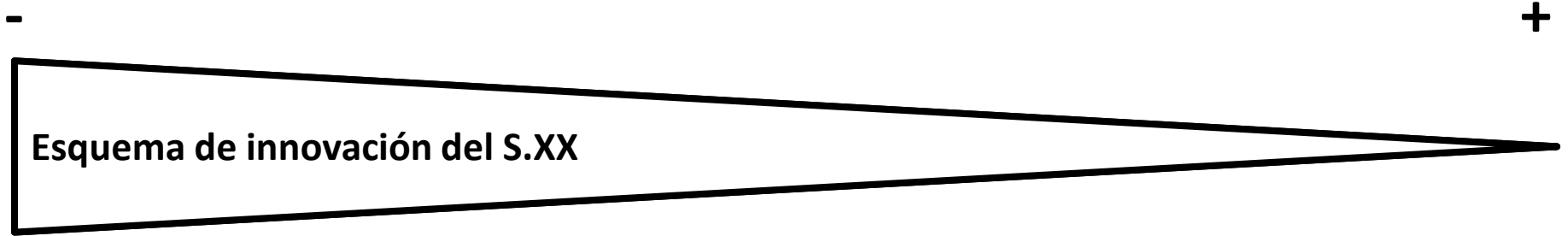




Concentración del mercado de la alimentación en España







Selección

Precio

**Experiencia
de cliente**



Pero ... ¿en qué sentido está mejorando la Experiencia de Cliente en esta Era Digital?

1

Personalización



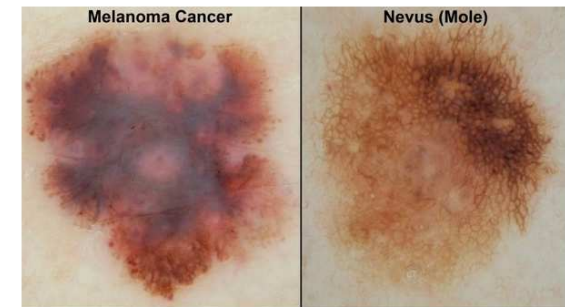
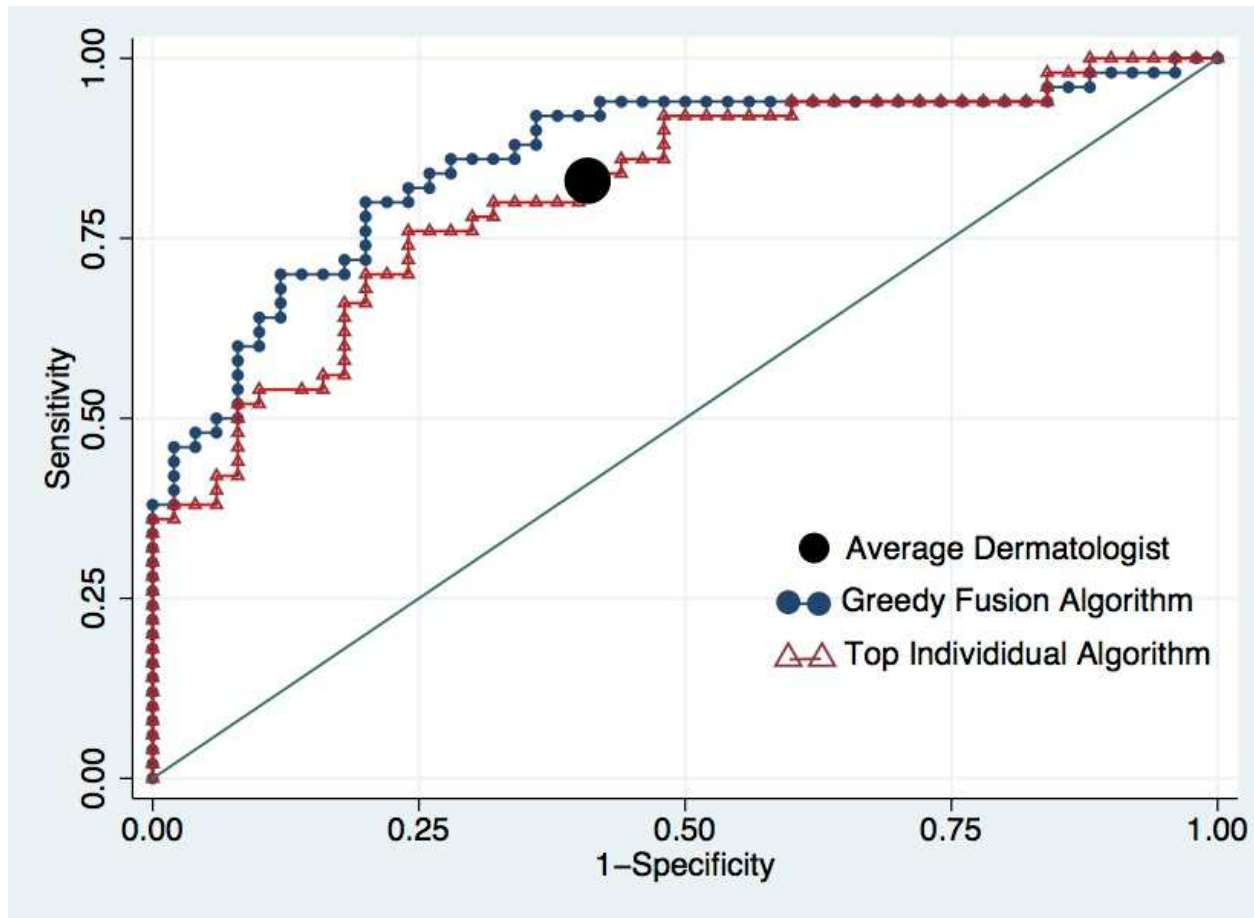


Figure 1 – An example of a melanoma skin lesion (left) and a benign mole (right)

Fuente: IBM

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DeepMind AI beats humans at deciphering damaged ancient Greek tablets



TECHNOLOGY 18 October 2019

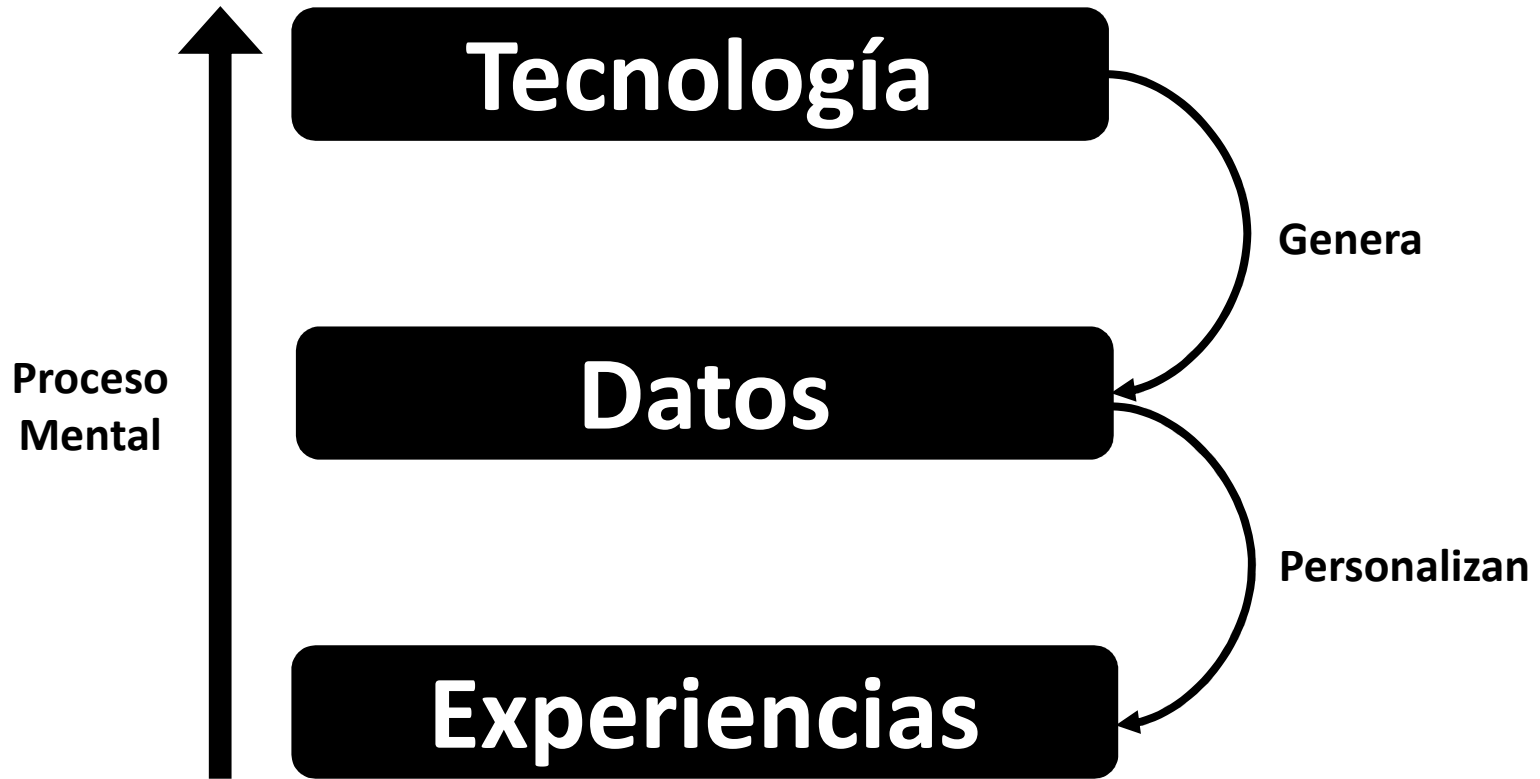
By [Gege Li](#)



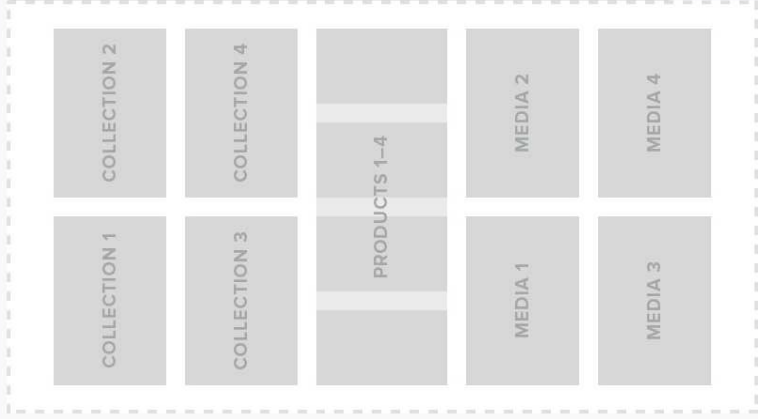
Start building apps today with 25+ free services and a \$200 credit

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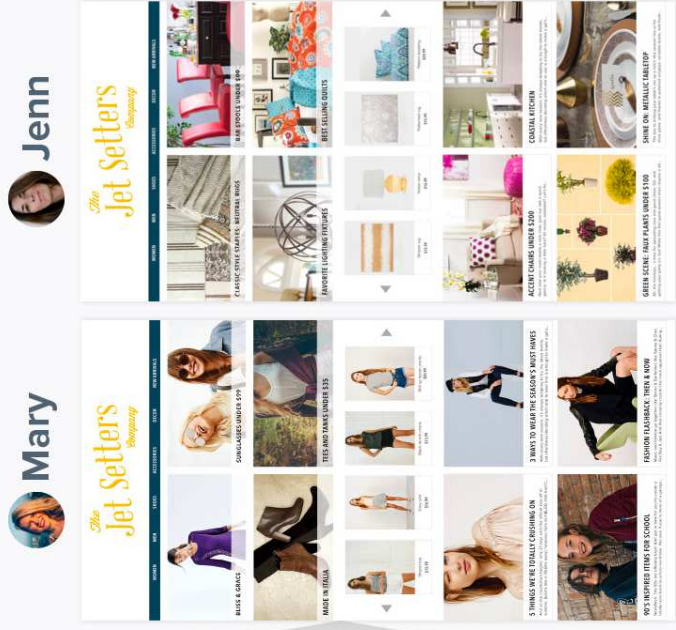
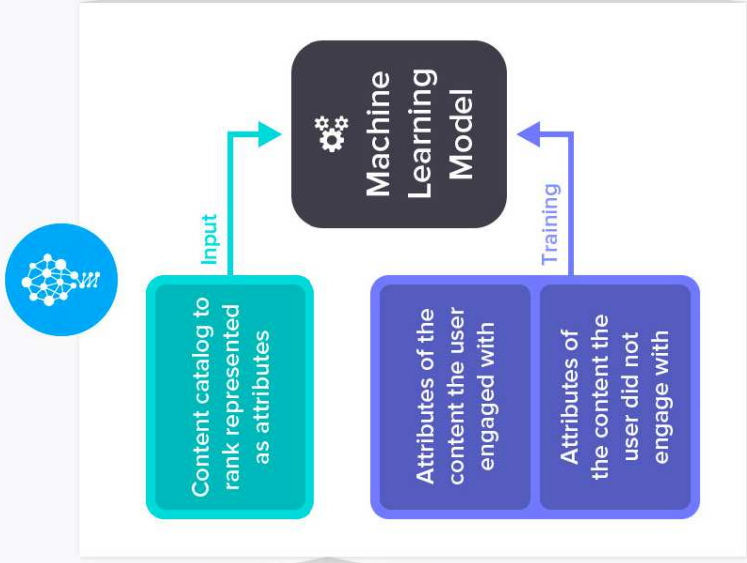




Define a single predictive layout



The content is scored based on each user's unique predicted attributes; all content impressions are tracked and used for adaptive learning



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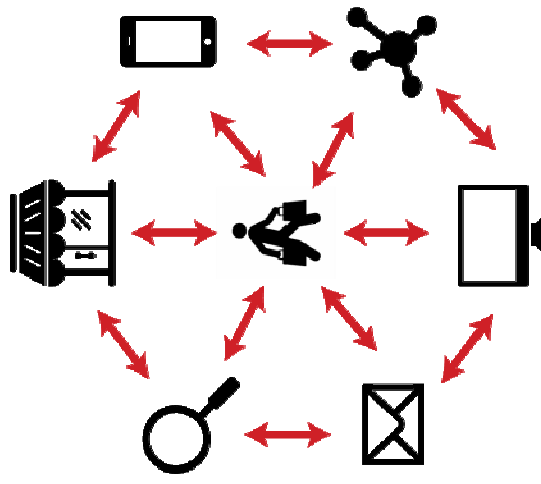
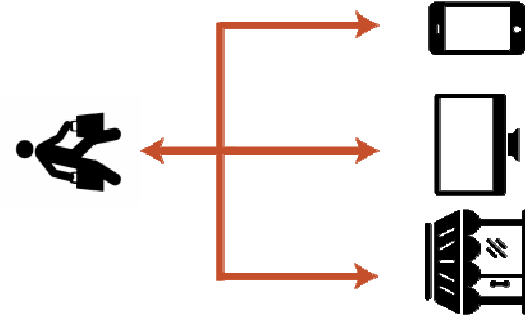
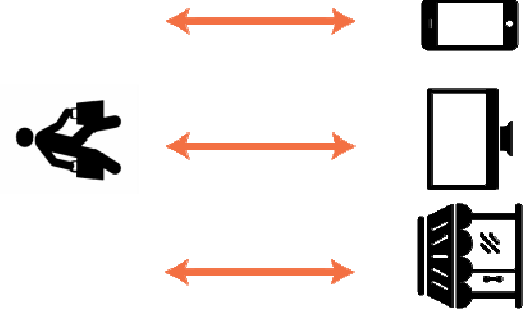
The Statistical Sleuth: A Course in Methods of Data Analysis
 by Fred Ramsey
 4.5 stars (6)
 Hardcover
\$284.42 ✓Prime



2

Ubicuidad

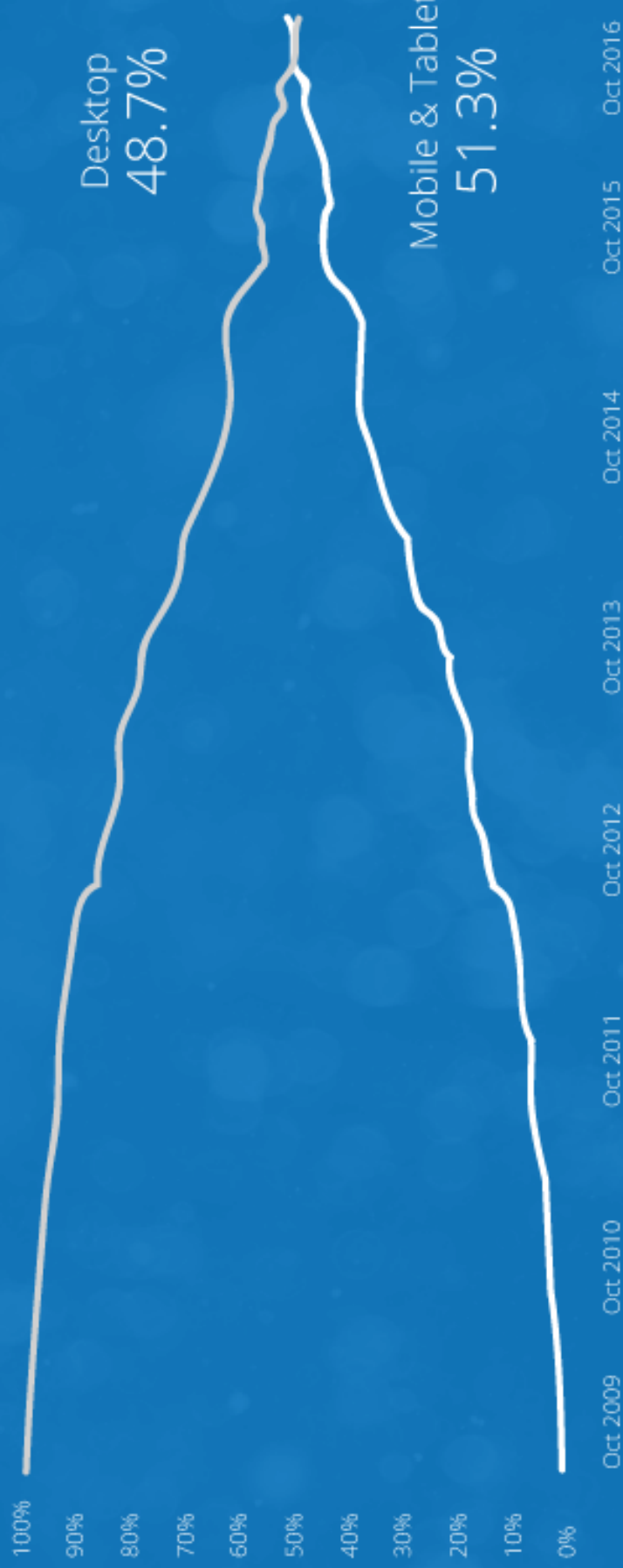
Single Channel Multi Channel Cross Channel Omni Channel



Internet Usage Worldwide

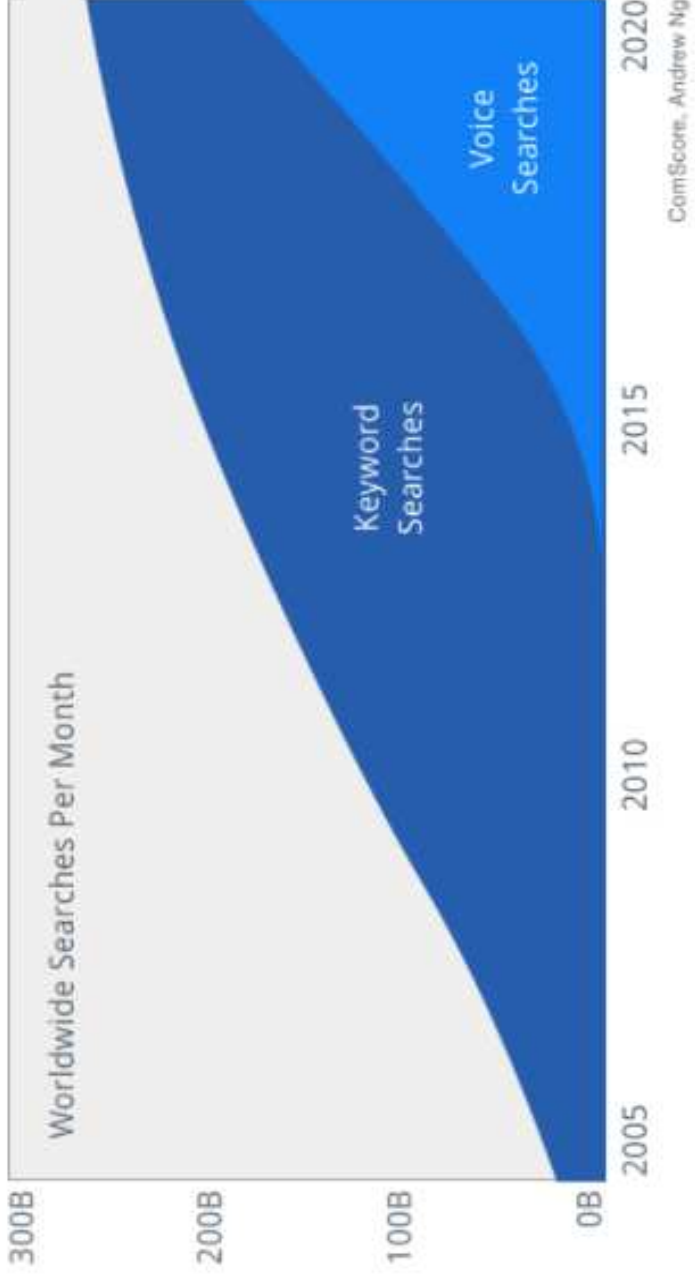
October 2009 - October 2016

■ Desktop ■ Mobile & Tablet

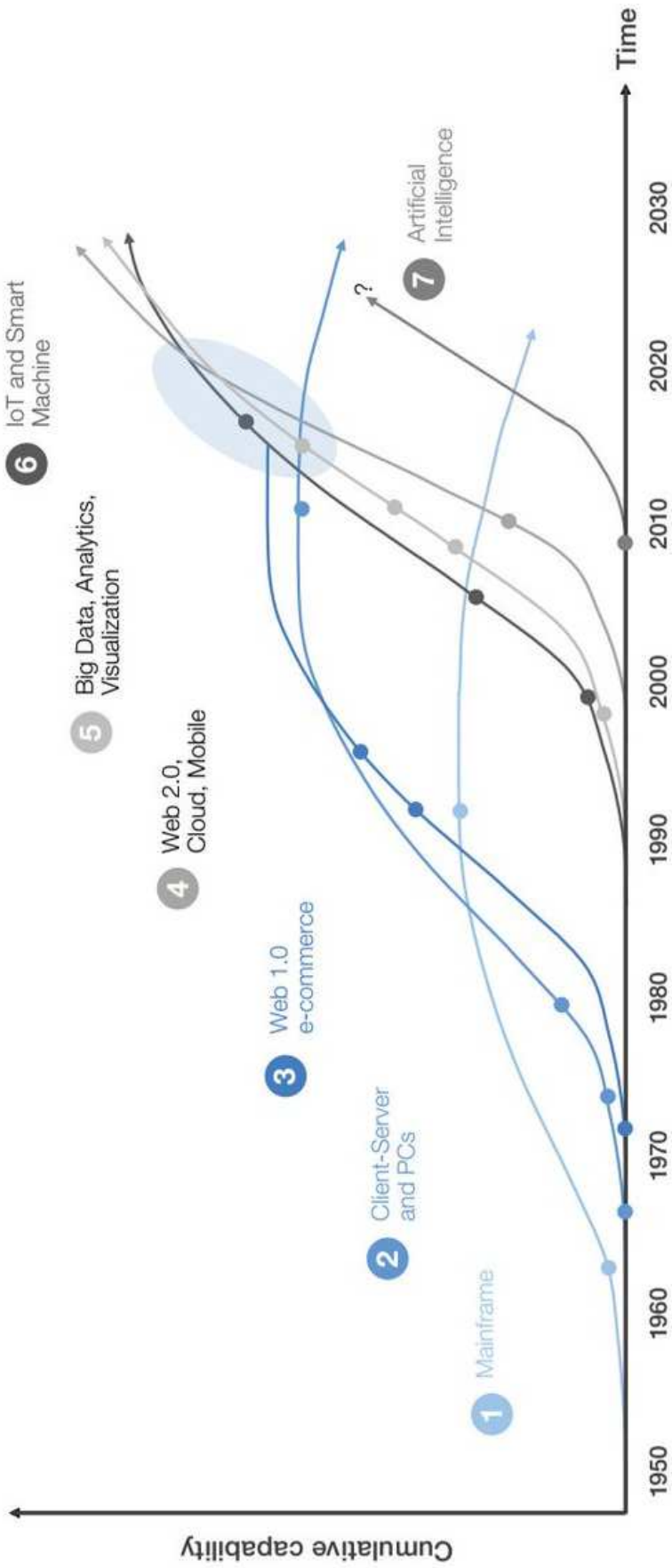


Source: Global Stats (<http://gs.statcounter.com/press/mobile-and-tablet-internet-usage-exceeds-desktop-for-first-time-worldwide>)

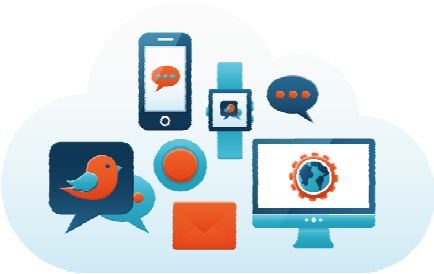
the good



ComScore, Andrew Ng



2019

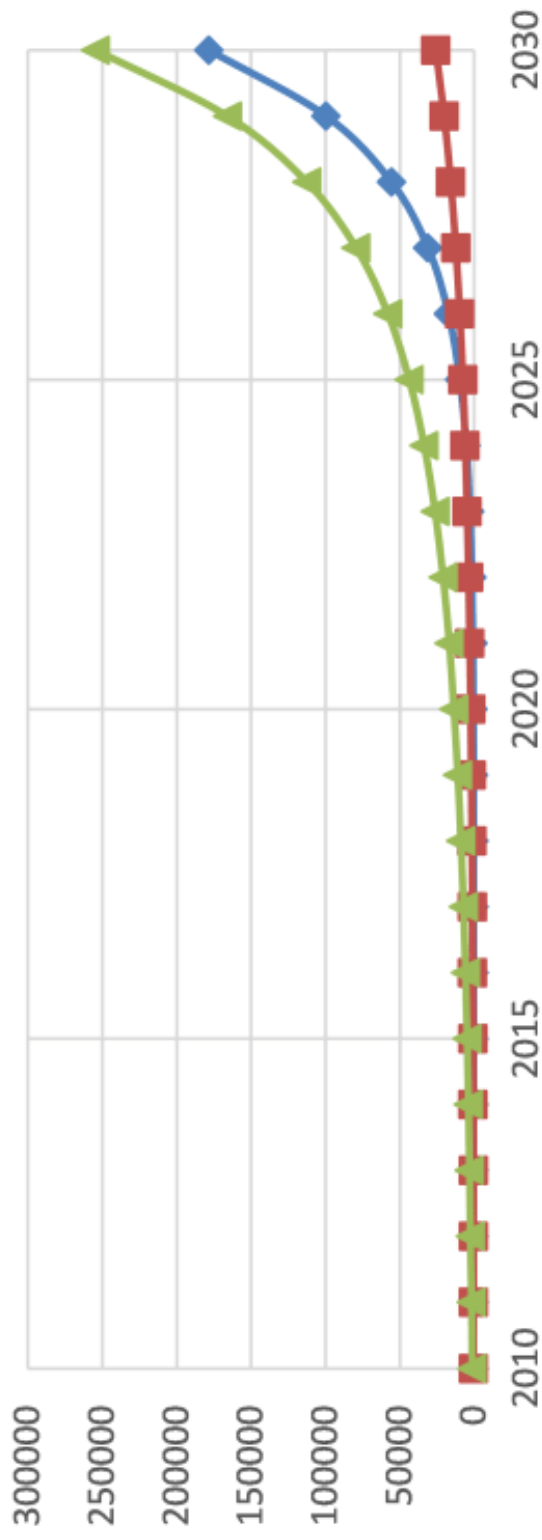


2021



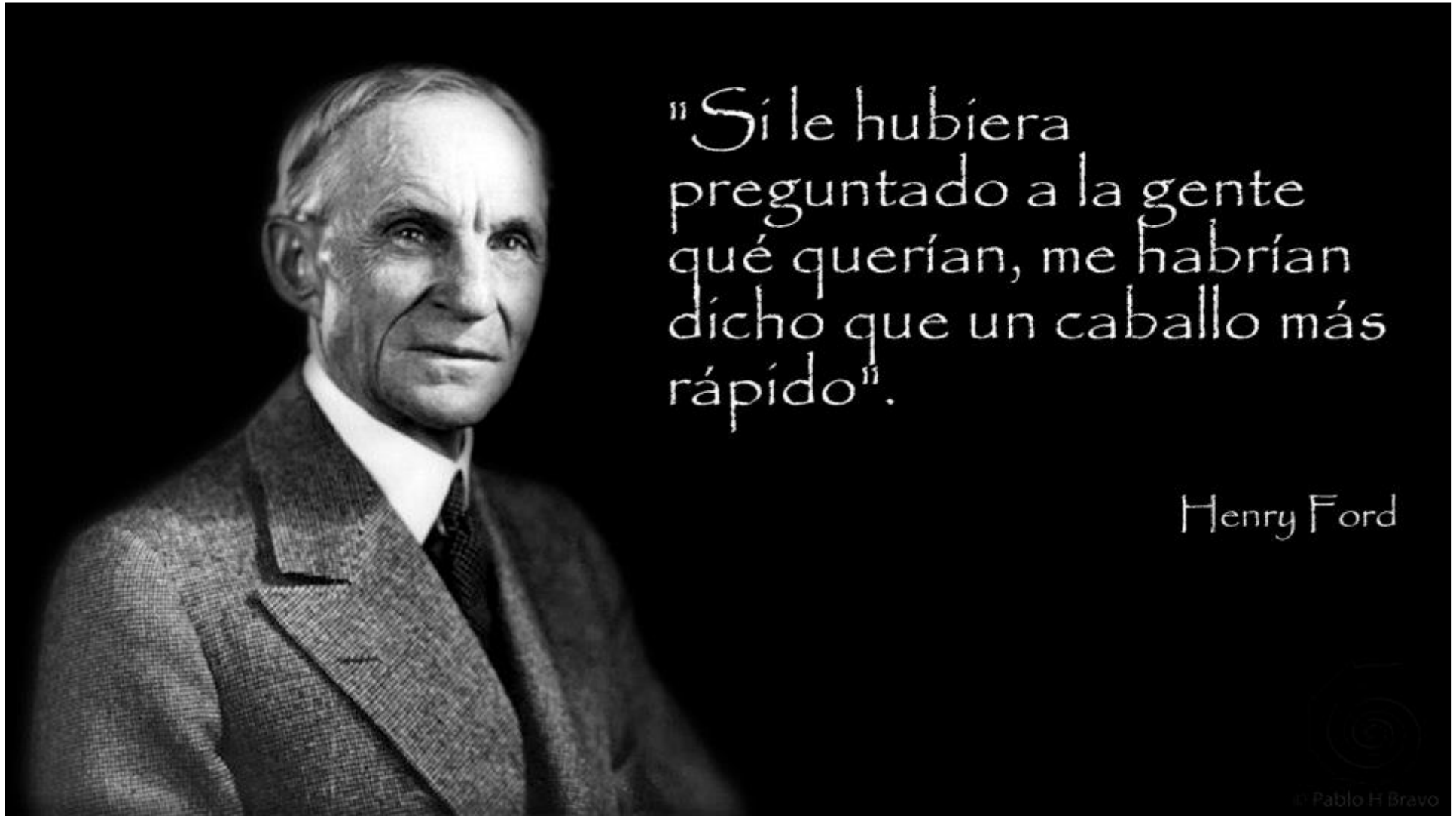
A "TSUNAMI" OF DATA IS COMING?

- Mobile Data traffic (ExaBytes/year), implies power for radio transmission [5,9]
- Fixed data traffic total expected (ExaBytes/year) [5]
- Global Data Center IP Traffic (ExaBytes/year), implies power for computations [5,9]



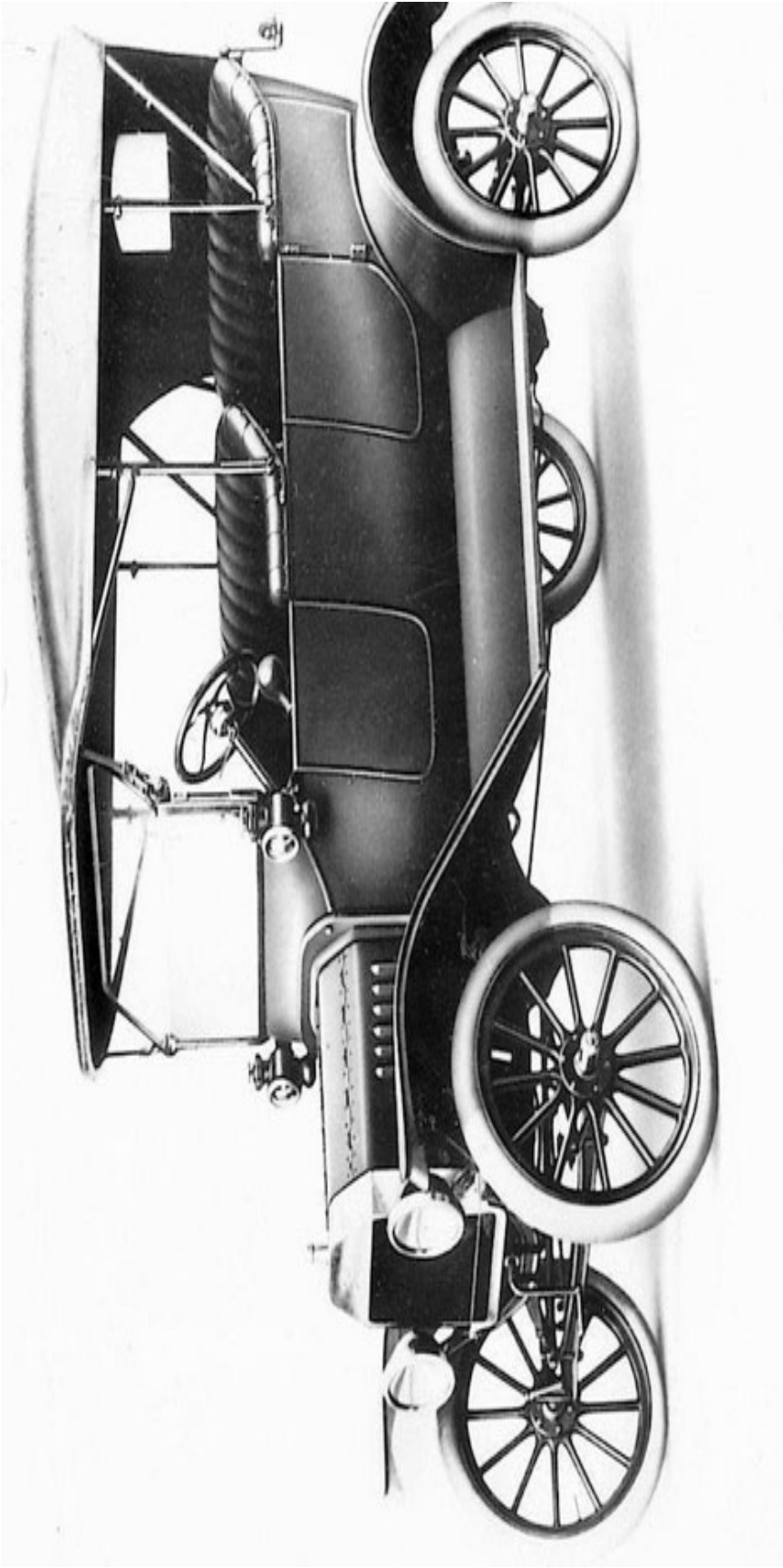
3

Conveniencia

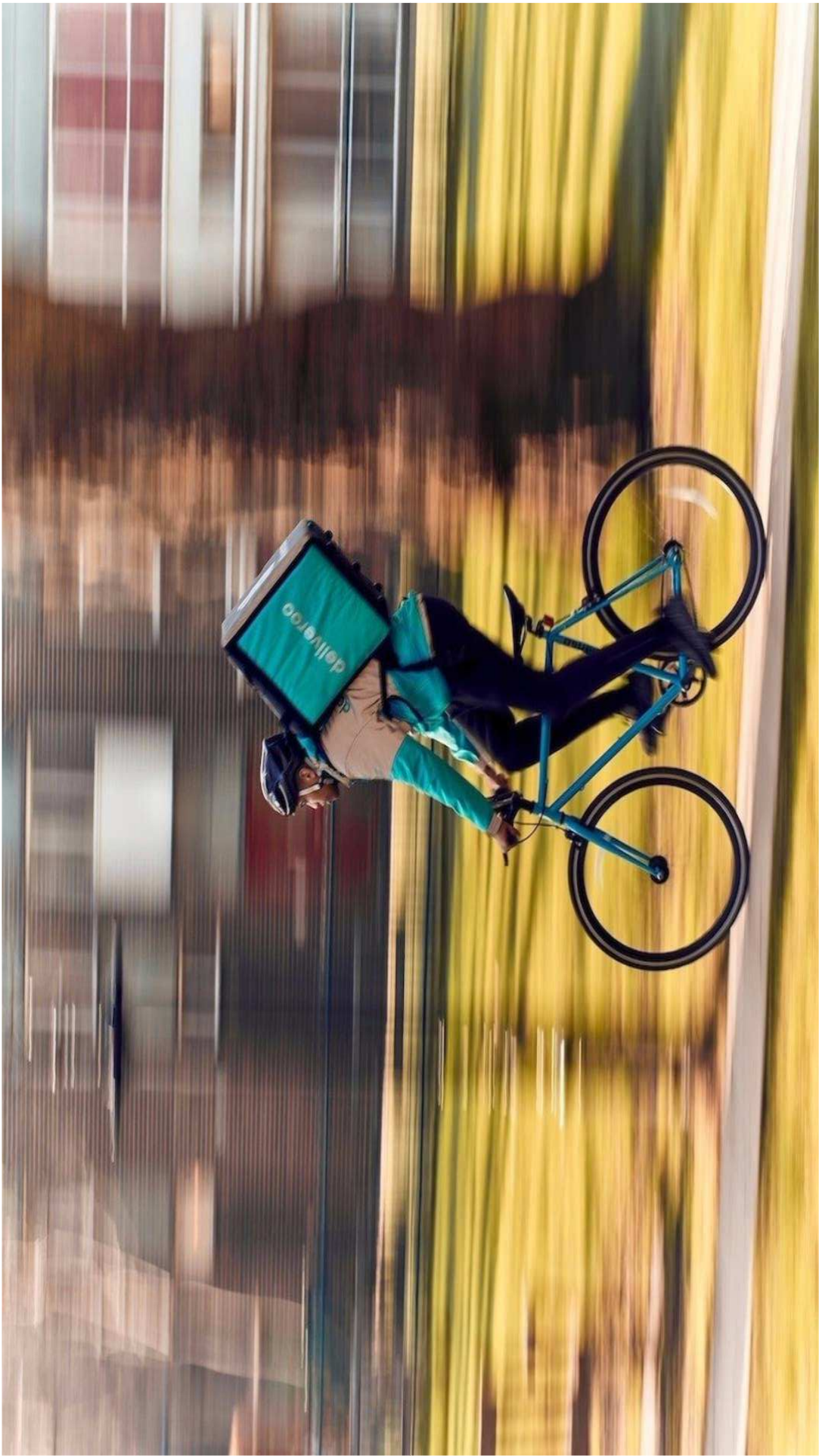


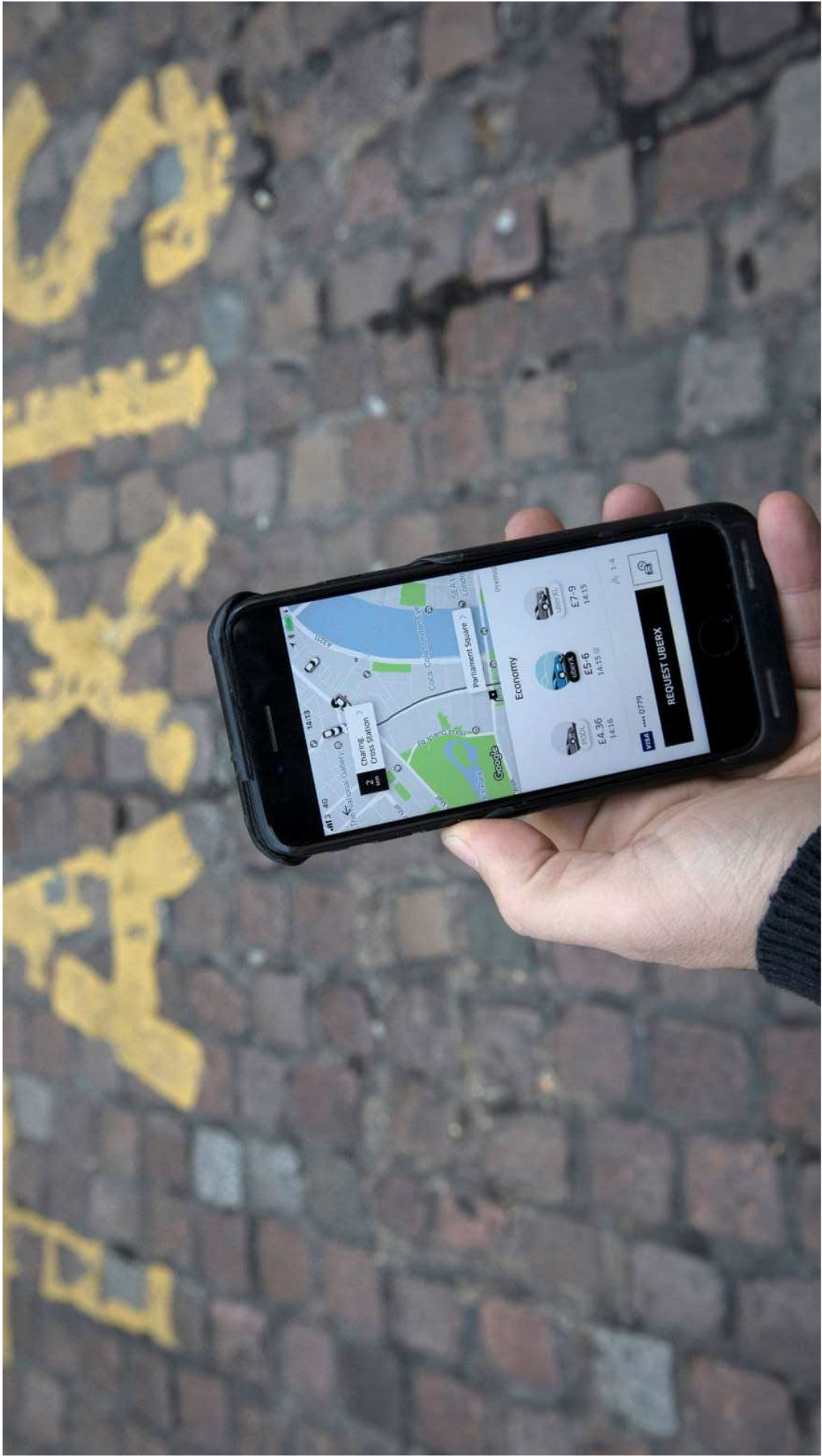
"Si le hubiera preguntado a la gente qué querían, me habrían dicho que un caballo más rápido".

Henry Ford









Personalización

Ubicuidad

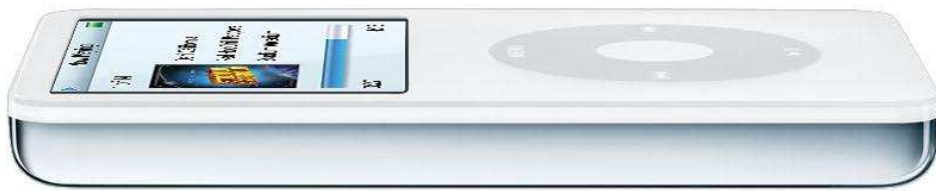
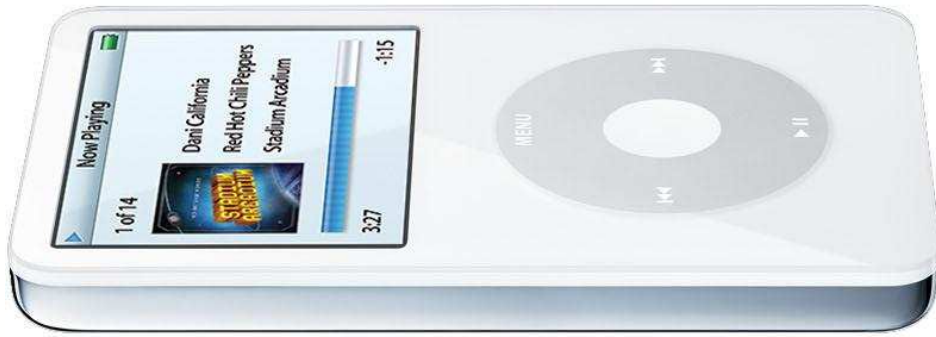
Conveniencia

Veamos un ejemplo ...













"Alexa, play the song with the lyrics..."

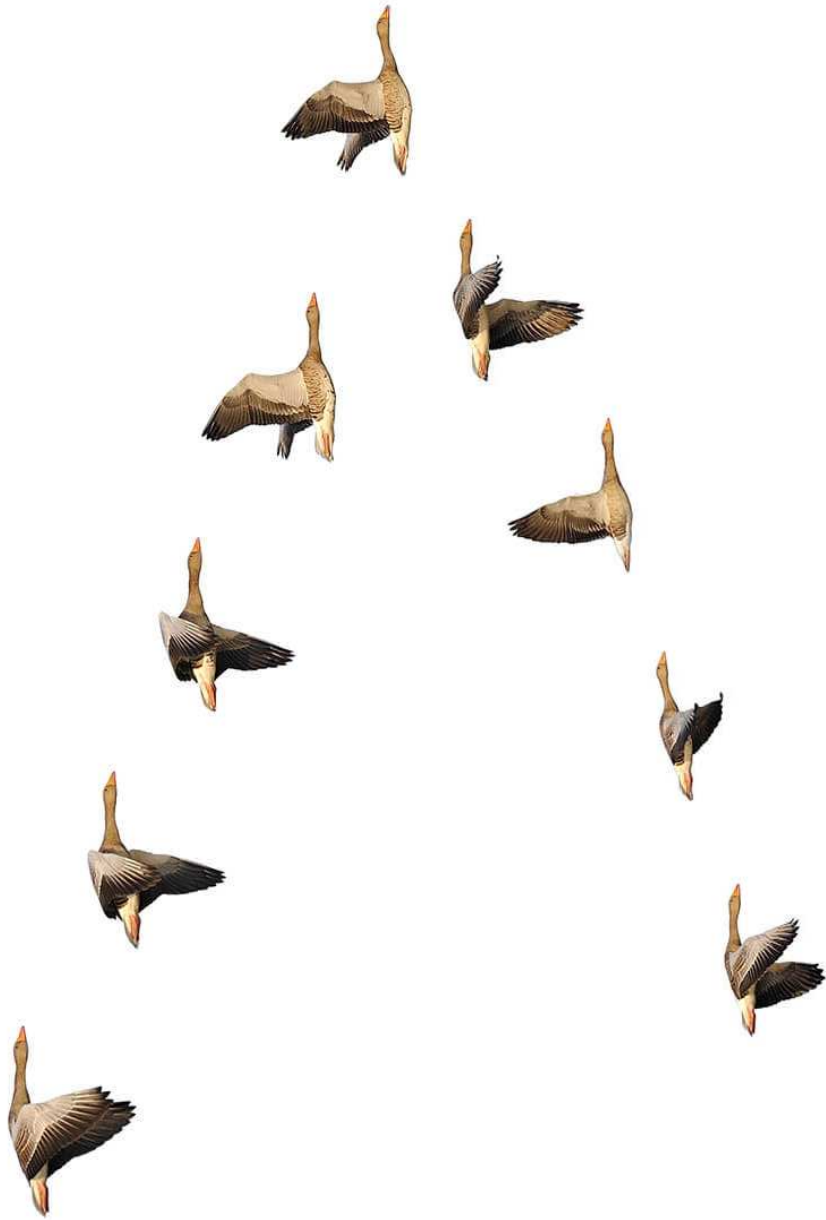
"Alexa, play the song of the day."

"Alexa, play happy pop music."

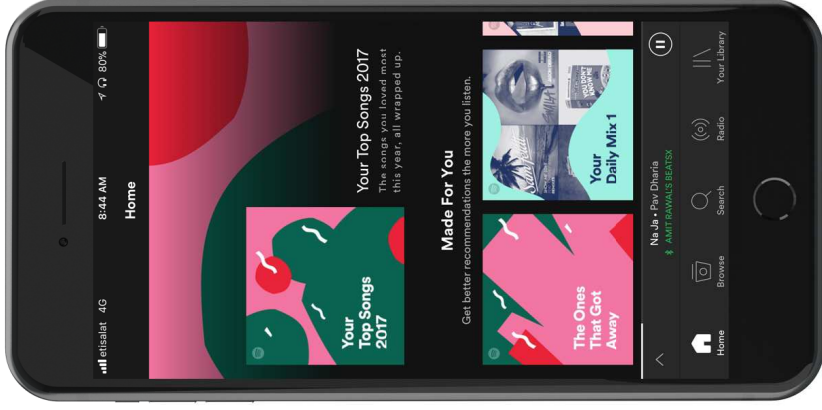
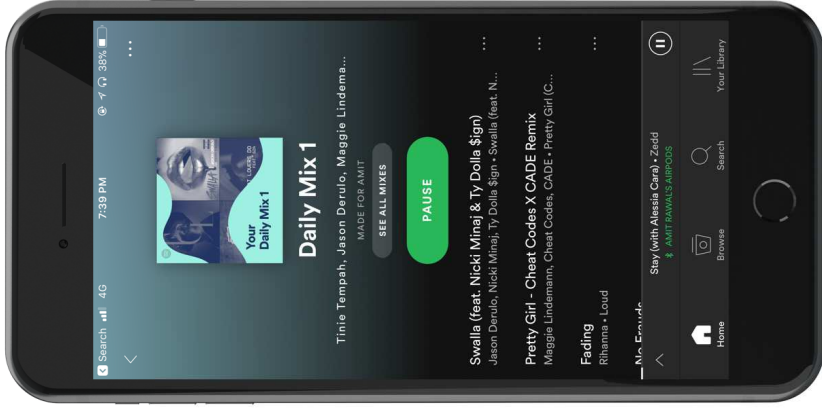
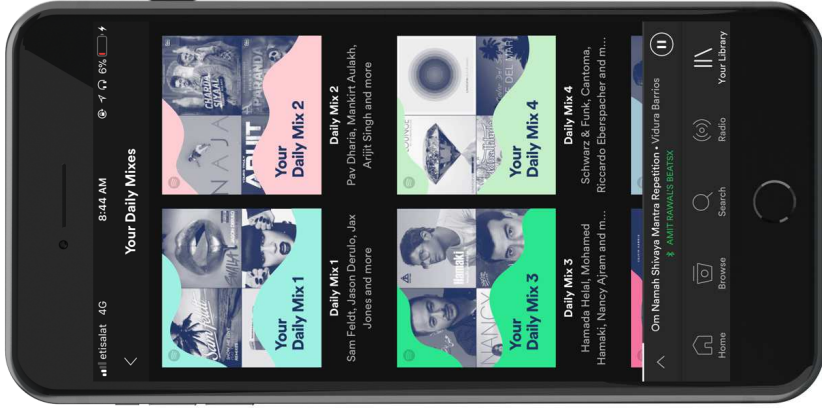
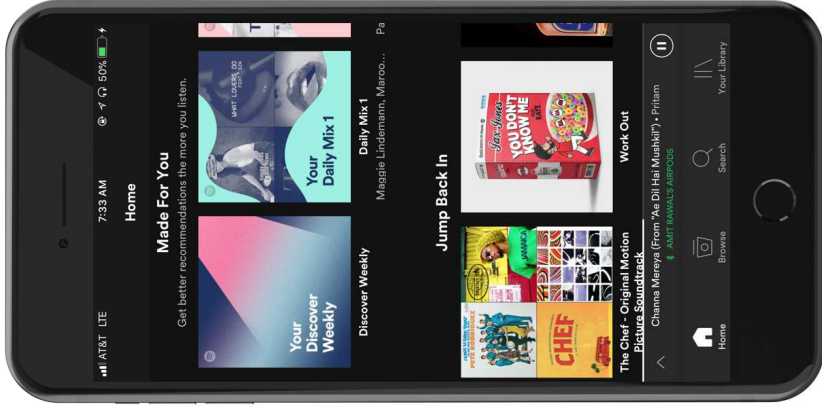
"Alexa, play Rihanna's latest single."

Idea clave: haz **más** de lo que les gusta a tus clientes y **menos** de lo que no

Y, por supuesto, haz lo que necesitan,
dónde, **cuándo** y **cómo** lo necesitan



TRUE PERSONALIZATION: BRINGING IT ALL TOGETHER WITH CUSTOM CURATION



Have an idea for a LEGO® set?

x



Share Your Idea



Gather Support



LEGO Review



New LEGO Product

Learn How It Works



Grocery shopping made easy with Alexa

*“Alexa, what are my
Whole Foods deals?”*



A desert landscape featuring a paved road that curves through the scene. The terrain is sandy and dotted with sparse, low-lying vegetation. In the background, there are low, rocky hills under a clear sky. A teal-to-green gradient overlay covers the top portion of the image. Two dark red horizontal bars are positioned over the road, containing white text.

Innovation is the
only way to win.

Steve Jobs



Francisco Servia



franservia@gmail.com



@franservia



Francisco Servia



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