presentation

brand’s superpowers in your CX fight

Michael Lenz
Global Director, Customer Experience Design
Cisco

branded customer experience
Brand’s Superpowers in Your CX Fight

Mike Lenz
Formerly Global Director Brand Experience, Cisco
@sanfret #CTA_ASU
How most brand organizations are structured

Brand Strategy

Brand Identity

*Brand Experience*

Brand Management
Today’s presentation –
Situation
Superpowers
Results
“89% of companies believe that customer experience will be their primary basis for competition by 2016, versus 36% four years ago.” — Gartner
170+ Acquisitions
Experience Journey Mapping
Customer Expectations
“I’m a solid fan, but how many hours do they expect me to waste trying to understand their shit.”

Respondent with 9 NPS
The Cisco UCS 2200 Series extends the I/O fabric between the Cisco UCS 6100 and 6200 Series Fabric Interconnects and the Cisco UCS 5100 Series Blade Server Chassis, enabling a lossless and deterministic Fibre Channel over Ethernet (FCoE) fabric to connect all blades and chassis together. Since the fabric extender is similar to a distributed line card, it does not perform any switching and is managed as an extension of the fabric interconnects. This approach removes switching from the chassis, reducing overall infrastructure complexity and enabling Cisco UCS to scale to many chassis without multiplying the number of switches needed, reducing TCO and allowing all chassis to be managed as a single, highly available management domain.
1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication
1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication
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Customer Satisfaction

USA overall vs. Customer
CSAT vs. Journey

USA overall vs. Customer

Actual Journey
Alex’s Journey

- Recruitment/Onboarding
- Project Win and Recognition
- Support of Team during personal crisis
- Career Development Trip to India

**POSITIVE**
- Awareness
- Onboarding
- 180 Days
- Leadership Support
- Breaking Down Silos
- Today

**NEGATIVE**
- Manager (1st 90 Days)
- Not enough manager interaction/involvement
- Reorganization
- Rated Strong but thought doing extremely well

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1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication
Tone
Personalized Expectations
1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication
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3. Elasticity
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5. Replication
Federated Governance
Congratulations, Todd
You're a Brand Excellence Award winner!

Todd,
Through your partnership on the Atlantic design language, you've earned the Brand Excellence Award. Thank you for the tremendous effort you've made to help bring our Digital Identity to life.

Because of your work extending Atlantic to Symphony and beyond, collaboration
The proof of the pudding is in the eating.
The Cisco Brand Personality

Innovative  Trustworthy  Passionate  Courageous  Fiercely Loyal

The Creative Expression (of the Personality)

Honestly Simple  Quietly Bold  Thoughtfully Optimistic  Grounded in the Future
Experience

Brand Identity

Visual Identity
Built Environment
Digital
Words
Audio
Industrial Design

Personality + Promise

Experience
Pedestrian Casualty Reduction Signal Timings Experiment
IF YOU HIT THIS SIGN, YOU WILL HIT THAT BRIDGE.
Attention
Dog Guardians
Pick up after your dogs. Thank you.

Attention Dogs
Grrrrr, bark, woof. Good dog.

District of North Vancouver.
Bylaw 5981-11(i)

Written and made by Cameron Stewart
Simple & Distinct
As a general rule of thumb, well-in our experience anyway, most first writing drafts need a trim here and a chop there. Actually, they probably need cutting by something in the region of 50%. It’s easy to do, so don’t panic: just delete anything that you think isn’t relevant. Once you’ve done that, then go back to the very beginning and take out all those extra, unnecessary words that don’t add anything. Keep on repeating what you’re doing again and again (it sounds boring but it’s actually fun) until you’re happy that what’s left is as short and relevant as you can possibly make it.
Readability scores – real progress

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<th>Score</th>
<th>Company</th>
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<td>Our Target</td>
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<td>36.7</td>
<td>Where it started (2012)</td>
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<td>29.4</td>
<td>Juniper</td>
</tr>
</tbody>
</table>

https://cisco.box.com/v/cisco10tips
Dreaming and doing inspires confidence
Short and relevant gets attention
Bold and human builds relationships

Content
Structure
Tone

https://cisco.box.com/v/cisco10tips
$405M

https://cisco.box.com/v/cisco10tips
½ bounce
2x click-through

https://cisco.box.com/v/cisco10tips
Experience
Brand Identity
Personality + Promise
Visual Identity
Built Environment
Digital
Words
Audio
Industrial Design
Experience
Cisco Cyber Threat Defense Solution

Overview
Today people work together with customers, partners, and colleagues in many different ways and from different locations.

Market and Industry Trends
- Cybersecurity trends, including cloud andEndpoint evolution and IoT growth, are driving increased threat actors.
- Cloud-based services and applications are growing in popularity, making cloud security a critical concern.

What Issues and Influences Care About
- Cybersecurity threats are increasing, and organizations need solutions to protect against them.
- Organizations are looking for solutions that are easy to deploy and manage.

Cisco Network Device Security Assessment Service
The Cisco Meraki platform gives visibility into the network, users, their devices, and their applications. Armed with rich analytics, anti-virus, and anti-malware capabilities, Cisco can quickly detect and report anomalies before they become a security risk.

Cisco Nexus 9500 Components
The Cisco Nexus 9500 platform supports a variety of form factors, all able to be configured in any combination.

Product Data Sheet
Cisco Nexus 9500 Platform Fabric Modules
- 10G, 40G, and 100G Ethernet ports
- Support for FCoE and other data center networking protocols
- Energy-efficient design for reduced power consumption

Cisco Nexus 9500 Platform System Controller
- Modular design for scalable performance
- Support for Cisco Prime and other Cisco fabric management solutions

Cisco Nexus 9500 Platform Switch Module
- 32, 64, or 96 10G Ethernet ports
- Support for FCoE and other data center networking protocols
- Energy-efficient design for reduced power consumption

Cisco Nexus OS Software Overview
- Designed for virtualization and cloud environments
- High availability and scalability for enterprise environments

82%
9 Mem
Product at a glance:
- Integration with security and network elements
- High availability and scalability
- Energy-efficient design for reduced power consumption
Experience
Brand Identity
Built Environment
Digital
Words
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Industrial Design
Personality + Promise
Experience
Experience
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Personality + Promise

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HOW CISCO CHANGED ITS BRAND LANGUAGE AND THE CUSTOMER EXPERIENCE

The language an organisation uses when it is interacting with customers and employees is of paramount importance. This was recognised by Cisco, one of the giants of the customer technology space who turned to a London-based agency to help revamp its brand language. To find out more EngageCustomer spoke to Michael Lenz Director of Brand Experiential Design at Cisco.

First of all Michael could you tell us a bit about your background and what success you’ve seen in your role as Director Brand Experience Design at Cisco?

I am a product-focused designer, a bit of a jack of all trades. I wear many hats at Cisco but the one I am most passionate about is the brand experience. That is using our partners and customers to make it happen. I am of the firm belief that you can’t change a company unless you change the customers that you sell to.

I was so excited by what we were doing and the success we were getting that I was asked to do a series of events for a partner. We took the same ideas and adapted them for our clients. I am passionate about understanding the needs of the partner and making it happen. I still see the customer interaction happening, whether its on email or in social, but see companies that I work with that

The brand is a person in the way we think of ourselves and how we think of ourselves. It’s a reflection of our values, our culture, our mission, and our vision. It’s how we want people to feel when they interact with us. It’s how we want them to think of us.

How do you think of the customer experience at Cisco?

The customer experience at Cisco is one that is focused on the customer. We want them to feel like they are valued. We want them to feel like they are a part of something bigger. We want them to feel like they are a part of the Cisco family. We want them to feel like they are a part of the Cisco culture. We want them to feel like they are a part of the Cisco world. We want them to feel like they are a part of the Cisco future.

The future is uncertain, but the customer experience is certain. It’s something that is going to happen. It’s something that we can control. It’s something that we can influence. It’s something that we can create. It’s something that we can build. It’s something that we can own. It’s something that we can control. It’s something that we can shape. It’s something that we can make happen.

CX INNOVATION AWARDS 2014

“With the help of our CX solutions, we are able to deliver a consistent and personal experience to our customers. This helps to build trust and loyalty, and ultimately leads to increased sales and revenue.”

— John Smith, Director of Customer Experience, XYZ Company

BEACON AWARDS

“With the help of beacon technology, we are able to provide our customers with relevant and personalized content. This helps to increase engagement and loyalty, and ultimately leads to increased sales and revenue.”

— Jane Doe, Director of Customer Experience, ABC Company

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"To give anything less than your best is to sacrifice the gift."

STEVE PREFONTAINÉ
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